

## Cleator Moor Clothing Company Boosting Business with Superfast



A Cleator Moor clothing company is boosting business thanks to the arrival of superfast broadband in the West Cumbrian town.

Ruby and Bean, the brainchild of Amy Donohoe and Louise Benn, produces hand printed clothing designed and printed in house using traditional printing methods and featuring an array of unique slogans and designs.

The environmentally conscious company provides a range of clothing and leisurewear which sends out positive messages and suits the demands of the entire family.

Connecting Cumbria chatted to Louise about how the arrival of superfast broadband has supported their business.

Louise said: “Being online is essential to our business. These days social media is our main route for publicity - we use Facebook, Instagram and Pinterest to interact with our customers, showcase our collections and maintain our presence on the online high street. Social media is without doubt one of the main routes to our success to date. Regular posts, immediate responses to queries and the updating of blogs keep our products at the forefront of the minds of both existing and new customers.

‘Our social media platforms steer potential customers to our regularly updated website which hosts our online shop where orders can be placed, paid for and tracked through to delivery. Our Christmas Shop is now live and is definitely worth a look for anyone searching the perfect gift.’

Behind the scenes, Louise told us that their faster broadband speeds also support a host of less visible functions such as online banking, managing email correspondence, reviewing and ordering stock and completing online paperwork. She said: “Our broadband service is something which we now take for granted but when we think about all the different aspects of our business it supports, it is definitely something which we would not like to be without.”

The brand urged other businesses in the area to look in to upgrading their service. “It takes just a few seconds to check to see if you can access a faster broadband speed. Trust me it will be time well spent.”

To find out more about Ruby and Bean search @rubyandbean or visit their website <https://rubyandbean.com/>

