

News release from Leeds Manufacturing
14 July 2009

Sweet Smell Of Success Drifts Upmarket



A Leeds manufacturer that has carved a leading niche in the UK value toiletries market is now moving upmarket on the back of a two-year sales increase of 36% to reach almost £2m annually.

Business is booming this year at In-Line Cosmetics and owner and managing director Christian Cain plans to double sales within the next three years.

“We’re now developing a range of core brand products to even out our sales flow and avoid the seasonal peaks and troughs and this has already paid off with a £500,000 order for our tanning preparations from a major high street retailer,” says Cain.

“We’ve had impressive success with one-off products for other major chains and have now invested substantially in premium packaging for a new Home Essentials Range, already proven in the high street and which we’re looking to place in more upmarket retail operations.”

The growth has led to three new jobs, including the key posts of production manager Glenn Scott and commercial manager Juliet Allister, with plenty of overtime for the multi-skilled 16-strong workforce committed to delivering “On Time In Full.”

Chemistry graduate Christian Cain launched In-Line in 1997 and has seen steady growth which has now accelerated with the adoption of proven business coaching standards.

“We’ve always been passionate about our products and have grown by offering retailers and consequently consumers real value for money. Our in-house creative flair is underpinned by in-depth research and development, regulatory compliance and quality assurance,” says Cain.

“Now we’re building on these foundations by moving further upmarket with innovative, eye-catching yet affordable high quality toiletries produced by flexible modern manufacturing

Coun Andrew Carter, leader Leeds City Council commented: "It's great to see Leeds businesses, and in particular manufacturers, bucking the trend and growing their business in these difficult times."

Ends

Photography: In-Line Cosmetics' Christian Cain with products from the new Home Essentials range