

Swansea firm is taking medical innovation into veterinary space

A SWANSEA-BASED company selling non-invasive medical devices is planning to expand into the veterinary sector after using digital technology to help increase online sales opportunities.

QOL's buddy cover products - reusable, waterproof protective covers for wound dressings - are available on NHS prescription.

But the firm has also been able to make the complete range available to purchase online, including on Amazon and eBay.

The company, which was founded by managing director Joanna Winslade in 2011 and started trading in 2014, relies on digital technology to deliver its expanding product range, to customers in the UK, Europe and even Australia.

Now, Ms Winslade, who started the company aged 55 after spotting a gap in the market while nursing elderly relatives, is developing a product line for ani-

mals. She is also developing a new product for the operating theatre called "Prep Shield", which is specifically designed to protect the tourniquet and patient from skin preparations.

She believes the firm's digital-first approach has proved key to increasing its products' exposure and expanding its reach globally. June 2018, Ms Winslade says, has been her most successful month yet.

Buddy® cover's primary and most profitable sales platform is its website, which has an online shop that provides it with the best profit on products.

The company receives online orders almost daily, so having an effective website has been crucial.

Having designed the site independently using a Welsh Government grant, Ms Winslade sought external support from Superfast Business Wales to boost the company's web traffic and maximise the site's effi-

ciency. Ms Winslade attended a workshop and received an audit of the website, which included tips to boost its readability and performance.

The company has improved its SEO ranking by following expert guidance on Google Analytics and Google AdWords. It also reviews its website content weekly to maximise its reach.

"Superfast Business Wales' support has helped me focus on what the business needed to do digitally to succeed," said Ms Winslade.

"I was being pulled in all directions.

"The workshops and guidance helped me to rein things back in."

Ms Winslade said: "The digital support we have received from Superfast Business Wales has given me the confidence, and the right tools, to do my job. It has helped my firm become more professional quicker."

Superfast Business Wales is a fully-funded Welsh Government and European Regional Development Fund-backed scheme offering free one-to-one digital business advice and workshops.

To find out more search online for Superfast Business Wales.

FREE BUSINESS WORKSHOPS

■ Social media for tourism businesses; 1pm-5pm • 29 January, St Davids.

■ Sell more with digital marketing; 9am-1pm, 5 February, Llandovery.

■ Win more customers with a CRM; 9am-1pm, 12 February, Swansea.

■ Sell more with social media; 9am-1pm, 19 February, Narberth.

■ Search online: Superfast Business Wales Events



Joanna Winslade, managing director at QOL Limited in Swansea.

Picture: Huw John, Cardiff

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