

Guaranteed Irish supporting SMEs

Guaranteed Irish represents homegrown and international companies, from small to large and across all sectors, which proudly invest in Ireland by creating jobs and supporting communities. Here, Brid O'Connell, CEO of Guaranteed Irish, speaks about how the organisation is supporting SMEs in Ireland and the importance of their #BuyGI Christmas campaign

OVER four decades, Guaranteed Irish has become one of the most recognised symbols in the country – 84pc of Irish consumers trust and will buy Guaranteed Irish according to Amárach Research.

With 300 members nationwide, and almost a quarter of those represented in the gift industry - encompassing beauty, fashion, lifestyle, food and tourism - this Christmas, we're encouraging customers to 'buy GI'.

Why? Firstly, Guaranteed Irish products are synonymous with quality and integrity. Our members in the gift industry are a showcase of contemporary craft and design, along with excellence in food.

Secondly, because whether you're shopping online or on your local main street, when you 'buy GI' for Christmas gifts and for Christmas dinner, you support businesses which are making a valuable contribution to Irish life – creating jobs and supporting communities.

And thirdly, buying GI is also an

opportunity for consumers, as well as businesses giving corporate gifts, to showcase Ireland's success in craft, design and food – particularly if you're sending gifts overseas.

This is a critical time of year for sales for those in the SME sector, and support from Irish consumers and businesses is of considerable importance to help the Irish gift industry to thrive.

We'd like to extend our thanks to those who did #BuyGI at the successful 'Guaranteed Irish Village' at Gifted: The Contemporary Craft and Design Fair at the RDS, Dublin, earlier this month, which featured several of our members.

Helping SMEs succeed

Guaranteed Irish is an excellent vehicle to expand the reach of small and medium-sized businesses in the gift industry.

Acquiring the Guaranteed Irish symbol, which has origins as far back as 1974, can propel a brand to a place of trust in



FBD Group Chief Executive, Fiona Muldoon, with Guaranteed Irish CEO, Brid O'Connell

the marketplace among Irish consumers, as well as the Irish diaspora overseas.

While startup companies are working hard to create quality products and establish their brands, they are often time-poor, or can lack expertise when it comes to PR and marketing. In this way, Guaranteed Irish can help promote these companies to increase their brand visibility and provides a third-party endorsement. Our #BuyGI campaign is just one of our roles in supporting SMEs in the gift industry.

In addition to leveraging the heritage of the Guaranteed Irish brand, for businesses established from one to two years, we see our role in the space between the Local Enterprise Office and Enterprise Ireland, where we can help companies improve their

reach and attract further investment.

We also make connections between our members in the SME sector and corporate business in Ireland, encouraging new opportunities and support for SMEs, and helping to strengthen the culture of enterprise in Ireland.

Earlier this month, FBD Insurance, a leading Irish insurance company joined Guaranteed Irish with the goal of working together to support SMEs in Ireland.

To benefit from membership to Guaranteed Irish, visit www.guaranteedirish.ie and apply online today. Follow the campaign online using #BuyGI



Guaranteed Irish SMEs in the gift industry...

Holos Skincare gives you more

THE Wexford-based luxury skincare company, Holos Skincare, specialises in plant-based aromatherapy products that maintain skin health and help prevent the signs of ageing.

Niamh Hogan, creator and CEO of Holos Skincare says that in an age of so much choice and confusion, it's important to have Guaranteed Irish and its symbol.

"The GI symbol establishes a brand's authenticity and heritage without having to adorn packaging with harps and shamrocks.

"Guaranteed Irish lends support to

its members through promotion and networking. To be part of a group of like-minded people is invaluable to the Irish SME market."

Holos Skincare has just launched a new organic range of products called 'This is More'. This new line can make a great Christmas gift as it simplifies skincare with multi-functional products and the fun part is finding all the ways the products can work for you!

The 'This is More' multi-use plant oil (€39.99), is primarily a cleansing and makeup removal oil, but can also be used as a body oil, bath oil, facial oil, masque and hair and nail oil. Organic sweet almond and rosehip provide nourishment for the skin, alongside refreshing anti-bacterial lime and juniper essential oils. The products are suitable for all skin types including sensitive skin.

Holos Skincare is available at www.holos.ie and in pharmacies, health stores and salons throughout Ireland



Love your skin, love the planet, love Donegal Natural Soap

THE Donegal Natural Soap Company creates all natural soap and bath products using nourishing oils and butters, foraged botanicals, herbs, spices and aromatherapy essential oils.

"Our products focus on helping people feel comfortable in their own skin," says Isobel Sangha, founder of Donegal Natural Soap Company, "and the ingredients we choose are dedicated to this.

"We do not use palm oil or its derivatives due to its widely recognised adverse environmental impact. Instead we choose skin-loving emollients such as shea butter, borage seed oil, and cocoa butter."

The Donegal Natural Soap Company is approved by Guaranteed Irish which recognises goods and services of Irish origin.

"It is imperative to have a unique symbol that celebrates those that are truly Irish in design and creation," says Sangha. "The trend towards large manufacturers employing greater automation means that

the role of indigenous SMEs will provide a valuable employment base into the future, especially in rural areas." "For us,



the Guaranteed Irish symbol lets our consumers know where we stand on supporting local jobs and communities."

This Christmas, why not give the gift of the popular Cocoa Butter Shower Massage Bar (€7.95)? Made with raw cocoa butter, shea butter and coconut oil, the bars are designed to be massaged into warm wet skin at the end of a shower to obtain the therapeutic benefits from the nourishing butters and aromatherapy oils. Perfect for dry winter skin!

Products are available at www.donegalnaturalsoap.ie