

The show must go on!
'Snow won't stop us', says Devon's Olivers Babycare

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North Devon online retailer, Olivers Babycare, has enlisted tractor power to ensure all its orders get out to customers despite the snowy weather. The award-winning online baby products store, based near Umberleigh, found itself cut off by the snow with no postal service for a week. So the company has enlisted the help of local friends, and their tractors, to help get the orders out.

"The roads to our warehouse have been completely impassable. The delivery lorries and postal vans have not been able to get to us, but we have been determined not to let our customers down," says co-owner of the company Julie Baughan. "Local friends with tractors have stepped in to help us, and have been taking our bags of parcels from the warehouse to the local town for us. We are so grateful to them.

"We are a family company, and we live next door to the warehouse, so we have been able to keep the business going during the bad weather. Some of our staff have been unable to get in, and the rest of us have been working flat out to process the orders.

"Our orders have increased as people are not able to get out to the shops to buy what they need, and we have had almost double the usual number of visitors on our website, www.olivers-baby-care.co.uk. We always have a lot of foreign orders, and we were worried that the bad weather in northern Europe would cause delays for us, but the orders seem to be getting through fine. This morning we had a message from a customer in Southern France saying her order had arrived safely and promptly. We are doing everything possible to ensure our customer service remains tip top."

Notes for editors

- Pictures attached showing 1. Bags of parcels from Olivers Babycare ready for the tractor ride. 2. Emily Coombes from Olivers Babycare with the tractor taking the parcels to post.
- The Olivers Babycare website www.olivers-baby-care.co.uk was set up in 2000, although the company has been running a store in Winchester since 1993. The website part of the business moved to Devon in November 2007. In 2009, the company upgraded and redesigned its website.
- Olivers Babycare sells everything that babies need, from nappies to cots, buggies, highchairs and car seats. It also offers advice on numerous issues to do with baby care and baby equipment.
- For more information, contact Debbie Manners at ND Media, on 01598 760598 / 0777 635 7381, or email debbie@ndmedia.co.uk

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