

Wemmi expands throughout the UK

ENTREPRENEURS Neil Sleeman and Corrina James developed the idea for the Wemmi expanding wipe in 2007 while on honeymoon in Australia, New Zealand and South America.

The couple launched their business ReallyRatherGoods in 2008 after noticing a number of expanding T-shirt products while on their travels.

The Coxhoe-based couple are now receiving praise from running, cycling

and travel magazines and are hoping to target mothers and pet-owners as well as world travellers.

The Wemmi is a compact dry tablet that expands into a wipe when wet. It is made of rayon, which is less brittle than other wipe materials and allows it to be reused either wet or dry.

The pair are now looking to develop other products and to move the business from a 'distribution' base in

Bowburn, County Durham, to a larger site next year as well as develop Mr Sleeman's physiotherapy business.

The wipes are sold by 23 stockists around the country, with the product proving particularly popular with cyclists and other outdoor fitness enthusiasts.

Mrs James said: "We felt there was enormous potential in expanding material and are now receiving a lot more

calls from potential stockists. "We want to focus on the UK in order to get the product absolutely right before expanding overseas.

"Inventing this product and setting up the business has been fantastic and I would urge others who are passionate about their ideas to do the same."

BEFORE AND AFTER Corrina and Neil show off the Wemmi

