

# SHAPING A FUTURE FOR LASTING IMPRESSIONS



Lasting Impressions were given a helping hand from Caithness Chamber of Commerce, thanks to funding from DSRL and the NDA



## Support from Caithness Chamber of Commerce helped Lasting Impressions to grow

Lasting Impressions is a Caithness-based creative business, established in February 2015 by Gemma Coghill, specialising in creating 3D casts of children's hands and feet as enduring keepsakes. Gemma's work involves producing a stone cast from a mould made by taking impressions of the hands and feet in alginate, a putty-like substance often used by dentists when taking dental impressions. This service is a growing trend among parents who wish to capture a part of their child's

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growth in a way which will form a lasting memory to share with friends and family. Having had to travel over 250 miles to Edinburgh from her home in Caithness to seek the service with her son, Sam, Gemma saw the potential to take the idea to a new market in the far north. After undertaking training which enabled her to perfect the casting process, Gemma was ready to launch her own business and approached Caithness Chamber of Commerce for advice. As part of the Chamber's Business Support Programme, Gemma gained invaluable support on the practical aspects of launching her business. “Faced with the process of actually making my dream a reality, I didn't really have a clue where to start,” said Gemma. “Thankfully, the Chamber team were really supportive. They were always on hand to

ensure I had the right advice and contacts to make the transition from hobby to full-time business a success.” Since approaching the Chamber and benefiting from the Business Support Programme, Lasting Impressions has grown its customer base and is flourishing. “My order book has been very busy,” said Gemma. “Each time I post a finished cast to my Facebook page, this results in several messages from new customers asking for their little one to be booked in. “I have lots of ideas for expanding the business, but for now I'm focusing on honing my skills to provide the best possible service for my customers.”

**To find out more about the Chamber's Business Support Programme and how the team can help you succeed, contact us today on 01847 890076 or [info@caithnesschamber.com](mailto:info@caithnesschamber.com).**



Support is available for those looking to start up a new business or who have been in business for less than six months, thanks to funding made available by Dounreay Site Restoration Ltd and the Nuclear Decommissioning Authority.