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Bad Weather means Good Business for Cork Firm (PuddleDucks - an online retailer of children

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The recent wet weather is not bad news for everyone. PuddleDucks (www.puddleducks.ie) - an online retailer of children's waterproof clothing has seen a 50% increase in sales this summer. Calls have also increased hugely, most of these from desperate parents keen to allow their kids the freedom to play outside and enjoy their summer holidays, regardless of the weather.

"We normally see the summer period as a quiet one for us" said Suzanne Kingston, PuddleDucks owner, "but this year we have been really surprised at how busy we have been during July and August. Summer sales are more like the pre-Christmas rush. We can only put this down to the wet summer weather".

PuddleDucks is a small family run business based in Carrigaline, Co. Cork and is Ireland's only specialist online retailer of waterproof clothing for children. The PuddleDucks range of clothing has been designed specially for children's needs - they are very soft, lightweight and slightly stretchy so children can move and play freely in them.

'Regardless of the rain, children still need to get outside to play every day and good waterproof clothing means that they are able to do this', said Suzanne.

Over 65% of the PuddleDucks sales now come from repeat business and direct customer referrals. Suzanne says "Word must be getting out among parents, who realise that good quality waterproof gear for kids is now an essential item of clothing for the Irish summer!

And while the children have fun and get exercise, their parents can relax knowing that the children are warm and dry."

PuddleDucks have also recently launched a business blog detailing the experiences of running a small internet-based business in Ireland. The blog can be found at <http://blog.puddleducks.ie>

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Images available on request.