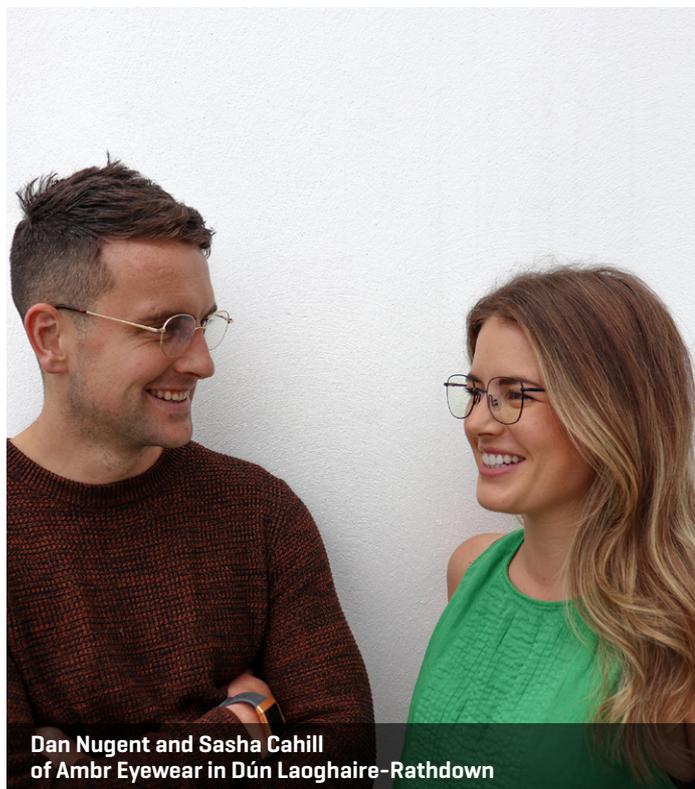




#MakingItHappen together with Ambr Eyewear



Dan Nugent and Sasha Cahill
of Ambr Eyewear in Dún Laoghaire-Rathdown

THE AMOUNT OF TIME WE SPEND LOOKING AT A SCREEN IS INCREASING AS REMOTE WORKING AND VIRTUAL CONNECTIVITY BECOMES A CONSTANT FEATURE IN OUR DAILY LIVES.

Dan Nugent became aware of the negative impact of too much screen time in 2017 when he and his girlfriend, Sasha Cahill, who both worked in the digital sector, began to suffer from eye-strain related issues.

Guessing that their computer-focused jobs may have been the cause, they did some research and after buying a pair of cheap anti blue-light glasses, their symptoms cleared. They realised that there was a gap in the market for a good quality version and, backed by Local Enterprise Office Dún Laoghaire-Rathdown, Ambr Eyewear was born.

The huge increase in the amount of time that people are spending on screens in the last year has been beneficial to the company.

“Since the introduction of the lockdown, our online sales increased fourfold from day one and this has continued all the way into the new year,” says Nugent. “In fact, January 2021 was our strongest month so far with a 500% increase on the previous January.”

“We are obviously very thankful for this and consider ourselves very lucky that our business has not been negatively affected like many of our friends and neighbours.”

However, along with success, there have also been some negative issues.

“Our small business wasn’t ready for such an uptick in sales and we ran into some difficulties maintaining stock,” says the co-founder. “We actually had a shipment of our branded cases and packaging stuck at sea so had to make the decision to send our product in generic hard cases - for a brand which has worked hard on the unboxing experience, we really didn’t feel comfortable doing this, but it was our only option to stay trading. Luckily, our customers were very understanding, and we managed to weather the storm.”

“THE UPTURN IN REVENUE WILL ALLOW US TO INVEST IN MANY OF THE IDEAS AND STRATEGIES WE HAVE ALWAYS WANTED TO. INCREASING OUR PRODUCT LINE IS A BIG PRIORITY, WITH COLLABORATIONS WITH IRISH CREATIVES ON THE HORIZON.”

“We are also increasing our spend in producing high-quality digital content and I would like to bridge the gap between offline and online purchasing which I hope to develop once the retail sector returns to some normality.”

The entrepreneur says the success of the company is largely down to the help of their Local Enterprise Office. “Ambr Eyewear would not be where it is now without the support of the Local Enterprise Office,” he says. “The initial Business Priming Grant allowed us to really pursue our burgeoning idea. Then we received Trading Online Vouchers, Feasibility Grants and a Technical Assistance for Micro Exporters’ Grant which funded a trade show visit in Dubai and resulted in a 7-year licensing deal with a Middle East distributor.”

To find out more about Local Enterprise Office supports for your business, please visit LocalEnterprise.ie/MakingItHappen



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