



from you to me[®]

Our Company Story *from you to me*

The concept of the *from you to me* products was founded in 2007. Managing Director, Neil was caring for his terminally ill father when it struck him that there was so much that had been left unsaid and undiscovered about his father's life.

A keen public interest in family history was evident with the success of *Ancestry.com*, and BBC's 'Who Do You Think You Are', as well as widespread and easy access to online genealogy records. However, Neil recognised that it is less easy to find interesting facts and stories about those featured on a family tree. The demise in popularity of the art and fun of letter-, journal-, diary-writing and scrap-booking means that many of the memories that make family life so fascinating and fun are left untold.

Asking questions that you've never thought to ask, telling stories you've never had the chance to tell, as well as the cathartic nature of writing, all inspired Neil to create *from you to me*. So the first product, *Dear Mum - from you to me*, was born. 1,000 copies were printed to test the market and these were sold through two local shops and a basic company website. These journals sold out within two weeks and, following great customer feedback, the first business vision was created and *from you to me* began.

Together with Director & Company Secretary, Helen Stephens, Neil expanded the product range to 17 titles – gifts for every loved one, for those with special interests, and for many memorable occasions, available in nine additional languages, with further new titles planned for early 2012. Our products are available in over 700 gift and book retail stores in the UK, through our website www.fromyoutome.com and through our *from you to me* Ambassadors network. We employ four members of staff at our Bradford on Avon head office, with nine sales agents throughout the UK.

The success of *from you to me* continues to grow. We've now sold over 500,000 copies of our books and are now expanding the business into five international markets, as well as growing our product range. Our success has been recognised with numerous awards including the UK Gift Association's 'Gift of the Year' award.

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