

# Thread a Pixel

*Personalised workwear, clothing and branding company based in Halesowen*

**Trading since:** April 2018

## Client

Thread a Pixel Ltd are a company who specialise in personalised workwear, PPE, printing, website design, graphic design and other branding services. The company has a showroom based in Halesowen where customers can see many of their workwear items and branding solutions.

The business owners, Chris and Helen, met with a member of the BCGH team at a networking event before the Coronavirus disruption began to discuss various growth options.

## COVID-19 - impact

Thread a Pixel decided to close their Halesowen based showroom in line with recent Government guidelines, whereby none-essential retailers were told to close.

The company originally wanted to explore options for funding, general business growth and effective recruitment. The BC Growth Hub team kept in touch with Helen throughout COVID-19 to provide support and advice where needed. The company is now feeling more positive about moving forward through the disruption.



## COVID-19 - response

Thread a Pixel have been referred to various contacts to help them develop new ideas and access funding.

The business is offering a range of PPE products, safety posters, stickers, hand sanitiser units and workwear.

Chris and Helen are currently using their time to freshen up the showroom in Halesowen and are looking forward to being able to reopen in line with Government guidelines in June. They will be showcasing new product ranges including durable workwear, PPE and leisurewear suitable for businesses, colleges, gyms and many others.

The BCGH team will continue to work with Thread a Pixel and have received great feedback from the company.