



PROUD TO SUPPORT MAKERS, CREATORS AND INNOVATORS

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Jason Muller, Global Manufacturing Director, Lush

LUSH

There will be few of us who haven't heard of Lush, the high street inventors of the bath bomb and vegetarian, vegan and cruelty free cosmetics. The products, which are all hand-made, are produced in Poole, Dorset, as well as 6 other locations including: Sidney, Tokyo, Zagreb, Dusseldorf, Vancouver and Toronto.

Lush recognised that there was an opportunity to be more involved with their manufacturing peer group.

“The problem for us”, said Jason Muller, Lush's Global Manufacturing Director, “is that within the business community, we haven't really had a voice. In the past, we've struggled to let other manufacturers know who we are, and what we do. Membership of Make UK, however, has changed this for us.”

With an impressive 954 stores world-wide, and products being sold in 45 countries, Lush needed a mechanism by which they could talk with other businesses.

“We welcomed the chance to gain insight and perspective from companies of all sizes, we are all manufacturers and we all need supporting” said Jason.

GIVING BACK TO THE INDUSTRY

Lush is a business that prides itself on being both ethical and innovative, with a dedicated innovation building at their global headquarters in Poole. It is here that products, processes and materials are tested, with ingredients sourced from around the world.

Dates are in the calendar for a Make UK innovation event, hosted by Lush, as Lush believes that collaboration within the industry is the best way forward. Lush is keen to share their learning and best practice with other manufacturers, as well as benefiting from listening to what the industry has to say.

“It works both ways”, said Jason. “We all want to be successful and working with Make UK allows us to share our ethical and innovative thinking with other manufacturers. We want to give back to the industry.”

Happy to try everything in order to evolve, Lush is not afraid to test new ideas and has recently explored transporting goods via sea using a sailboat – harnessing wind power.



Jason Muller, Global Manufacturing Director, Lush

SUPPORTING WORLD-PLAYERS WITH REGIONAL CHALLENGES

Although Lush plays on the world stage, like manufacturers throughout the country, they face regional challenges. The South West, and Poole in particular, competes with other employers in their area for staff, and often has a workforce that is 55% non-British.

Make UK's strong regional footprint across the UK gives members access to invaluable local insight. Sitting as a member of the South West Regional Advisory Board (RAB) helps Jason to see challenges from a local perspective, with support for local solutions.

As well as tackling local issues, the RAB supports members with front-of-mind topics like Brexit, for example, scenario planning for deal and no deal outcomes, tariffs and trade visas, sometimes visiting individual members individually to focus on specific solutions. “We have worked closely with the Brexit Policy Team at Make UK, who has been fantastic,” said Jason.

A COLLABORATIVE VOICE THAT IS HONEST AND RESPECTED

Lush knows that the UK already has a good reputation for manufacturing and wants to ensure that this reputation has the oxygen it needs to evolve and grow. Make UK is bringing manufacturers together and building an understanding of the state-of-play across the UK, with a voice that is honest and respected.

Everyone is looking for opportunities and the collaborative working practices, facilitated and enabled by Make UK membership, provides a strong foundation for manufacturers, regardless of their size to prosper.

“We all need to get behind this now – membership has all been very good.”

At Make UK we've been providing our members with the influence, insight and connections to help them grow for more than 120 years.

Join us and be part of the community.

makeuk.org/join