

# Mum-of-two turns a cosy idea into a business reality

Necessity is the mother of invention and for one Hemel mother-of-two, that invention has led to television appearances, endorsements from celebrities and a new career running her own small business.

Lisa Penn, of Leverstock Green, is the inventor of the Cosy Shopper – a protective seat cover with a matching blanket which can be used with shopping trolleys and baby carriers, to keep an infant warm and, all importantly, clean.

It provides a barrier between cold hard seats which are often dirty and wet, while allowing your baby to be secured in the seat, without the blanket slowly working its way loose and to the floor.

Lisa said: "It's a protective seat cover, it takes 10 seconds to fit it and it keeps the baby clean and protects your carrier from getting grubby and worn."

**'I wanted something practical and quick and easy to use. I looked around but I couldn't find anything'**

The product, which started as a result of Lisa's own frustration carrying a baby around the shops when her first child was born in 2003, has been endorsed by celebrities including S-Club 7's Rachel Stevens, Wags to Riches star Lizzie Cundy, footballer George Best's ex-wife Alex Best and Jadene Bircham – the wife of Queens Park Rangers player Marc Bircham.

She said: "I wanted something practical and quick and easy to use. I wanted it to fit a trolley but also a baby carrier as well. I looked around but I couldn't find anything."

Her husband suggested she create something herself – which she did, despite having no design experience.

The product was developed over a number of years, with expert advice, and then patented in both the UK and Europe.

Lisa even appeared on Dragon's Den but despite enthusiasm from both the dragons, went home without any investment because, having two young children, she couldn't commit the time to the business they required.



*Lisa Penn with her cosy invention.*

Cosy Shopper launched four years ago and since then Lisa has sold about 900 of the covers, all over the world.

She sells to Australia and New Zealand and has interest from companies in the US wanting to sell Cosy Shoppers. She's also in talks with major UK supermarkets and department stores. For more details visit Lisa's website is [www.cosyshopper.co.uk](http://www.cosyshopper.co.uk).

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