

THE INNOVATION JOURNEY

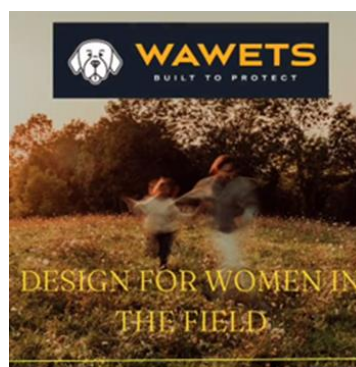


In 2019, Rita Maunsell and her family made the decision to sell their residence in North Kerry in order to fulfil a lifelong aspiration of owning a dairy farm. Relocating to Athlacca, County Limerick, they dedicated themselves to diligently building and expanding their dairy enterprise over the following year. However, in 2020, as the Covid-19 Pandemic gripped the nation, Rita was compelled to temporarily shut her hairdressing business back in County Kerry and began working on the farm instead.

During this time, Rita identified a gap in the market for female-specific waterproof protective clothing. She struggled to find apparel that not only fit her properly but also provided the desired comfort. Motivated by this realization, Rita commenced sketching out design concepts and sought the assistance of a professional designer and a manufacturer in London. With their guidance and collaboration, Rita successfully launched her company,

WAWETS, in August 2022. WAWETS specialises in offering high-quality, waterproof protective clothing tailored specifically for women in the agricultural sector.

THE INNOVATION IMPACT



Originally, Rita created a unique and welcoming space for females to shop for diverse waterproof clothing, such as milking bibs. However, since its inception, WAWETS has expanded its range to include waterproof raincoats, pants, hats and a variety of children’s waterproof farm wear.

Rita is continuously looking for new and alternative ways to expand her business, meeting the needs of her customers. The WAWETS Company offer its products both locally, regionally and nationally. Therefore, highlighting the value of the product along with identifying a gap within the market.

USEFUL LINKS

<https://wawets.com/>