



**NAME**  
LYNN LARMAN

**COMPANY**  
FACE2CASE

**TITLE**  
MANAGING DIRECTOR

**WEBSITE**  
FACE2CASE.CO.UK



If you would like to learn more about Senior Enterprise visit the website [www.seniorenterprise.ie](http://www.seniorenterprise.ie)

## PROFILE LYNN LARMAN



Lynn Larman, 60, from Birmingham, set up her luggage identification company, face2case, with the help of The Prince's Initiative. *'I felt so supported by The Prince's Initiative, and the charity has such a fantastic mission. The welcome pack was very useful and the wealth of information available on the website really helped me in beginning my business.'*

Having become a single mother at 18, Lynn was no stranger to hard work. She had a variety of jobs which gave her the flexible hours she needed to look after her children, such as working as a barmaid and also as a care officer for a secure unit for young offenders. At 36, she remarried and began running a few businesses with her husband, such as a haulage company. Unfortunately, these ventures never got off the ground and until she turned 60 Lynn worked as a sales assistant. While she enjoyed her job, Lynn always thought there was something more and yearned for the opportunity to be her own boss again but was waiting for a good idea to come to her - *'there's something so motivating about being your own boss, it's fabulous having ownership of something, and the ability to make top level decisions'*

It was when Lynn was at the airport returning from a holiday that face2case came to her - *'I was sitting at the airport waiting for my suitcase to arrive. It had been such a long flight and I was really frustrated and tired. There were so many suitcases that looked like mine, that it made it impossible to spot the right one.'* At this point, Lynn realised that some form of personalised luggage identification would be a brilliant way to solve this problem. She came up with face2case, whereby clients could log onto a website, upload a photo, and Lynn would print the photo onto special self-adhesive material and send it back to them in the post. This way the holidaymaker would have their item sent to their door and it was easy for them to put it onto their suitcase

Lynn got to work and searched the internet to find the special material she needed. Once the material had been sourced, her next step

was to employ someone to set up a website. At this point, face2case was ready to go and Lynn hasn't looked back since.

Currently, Lynn's business is going extremely well. Her product is being sold in StudioGifts, a large mail order company whose catalogues reach 1.3 million people. *'Everything is really exciting at the moment. I've had some interesting requests from people - some even want to put photos of their pets on their suitcase!'*

Lynn's dream is to expand her business into airports across the country and perhaps internationally. She plans to have a facility whereby holidaymakers can decorate their suitcases through a photo booth.

Lynn's advice to any other over 50s who are considering self-employment is to *'be brave and have the courage to do it. I found it difficult to get things off the ground because of my age, but I stuck at it and I'm so pleased with the results. Places like The Prince's Initiative can really help you get your business off the ground.'*

If you're interested in face2case, log onto [www.face2case.co.uk](http://www.face2case.co.uk) for more information

> STARTING & PARTNERING

> INVESTING & ACQUIRING

> ADVISING & INNOVATING

