



THE EQUESTRIAN SAFETY GEAR MAKER

I really care about a horse's welfare and comfort



Jean Hammond designed her own protective equine gaiters and launched them in 2009 under the name Golly Galoshes (www.gollygaloshes.com). A former national and international competitor in eventing and endurance, Jean now keeps a handful of riding horses at her Scottish small-holding.

The story so far Years back, I made some gaiters for an endurance horse I had by cutting up an old raincoat. I've been revising the design ever since and have found them necessary for so many different horses - I've genuinely used the product forever. It was my grown-up daughter who suggested I should make them commercially, so I researched fabrics, fittings, etc, and brought the product to market.

I really care about a horse's welfare and comfort, so everything about the gaiters is quality. I have them made locally and package them myself.

I worked in the city for 23 years where I was in charge

of marketing, among other things, so I had some idea of getting the correct advice on product insurance, trademarks and European design rights. If you're designing your own product, there's an awful lot to spend. I've funded everything - it's been a tremendous investment, but I'm truly committed and know this product's worth.

Where I am now Golly Galoshes are used a lot in the veterinary field for protecting legs during controlled turnout, for example, and for keeping wound dressings clean and dry. I've trialled them myself and with friends in all disciplines including fast work, and we've had fantastic feedback. We've run trade stands at Burghley Horse Trials, Your Horse Live and BETA, and we've even secured overseas distribution.

Greatest achievement When Golly Galoshes was voted a unanimous winner in the 2009 BETA International innovation awards.

Top start-up tip The internet is new to me, but I've built my business on good old-fashioned service and a quality product.