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Personalised Favours: Business grows from Erina garage to West Gosford warehouse

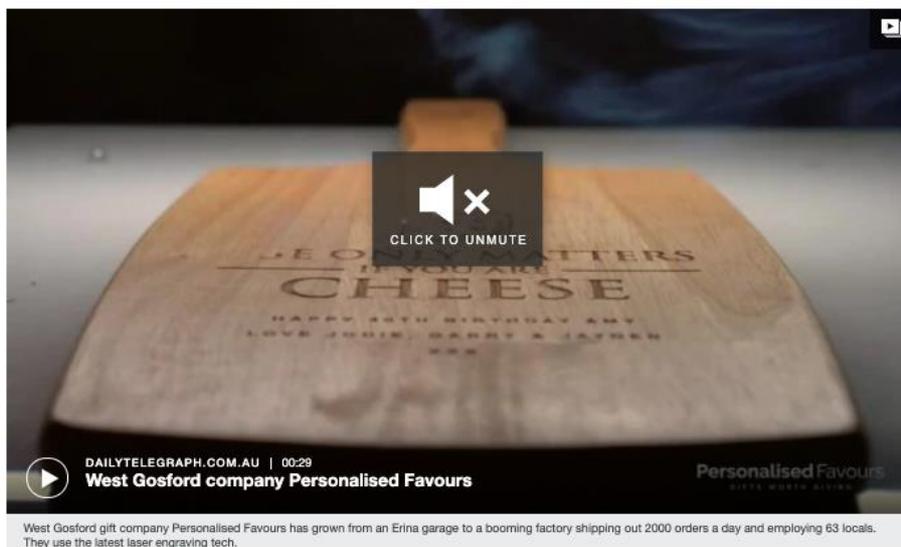
What started as a search for wedding favours 10 years ago has become a booming personalised gift warehouse in West Gosford. Meet the owners of Personalised Favours.



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What started as a small business running out of a garage in Erina has become the gift that keeps giving for Melissa Wilkinson and Matthew Mosse-Robinson.

The pair run Personalised Favours, a personalised gift business based at a huge warehouse in West Gosford.

Over the past 10 years the company has grown from five staff working out of a garage to more than 60 Central Coast staff selling to more than 100,000 customers each year and an annual turnover of more than \$10m.

The *Express* was taken on a tour of the warehouse, which is in overdrive in the lead up to Christmas as orders flood in from people wanting to add a personal touch to their gifts.

Mrs Wilkinson has shared the epic journey of the business, which started 10 years ago when she was working as an industrial designer, had just become engaged and was looking for wedding favours.



Personalised Favours founder Melissa Wilkinson and CEO Matthew Mosse-Robinson.



Working out of a house in Erina became very crowded for the growing business.

“There was just nothing in the market so I started up a little eBay store,” she said.

When things started to take off, she decided to do her own production work and during her search for a laser engraving machine entered a competition to win a Trotec machine.

A few weeks later she was shocked to hear that she won the machine – and hasn't looked back.

“I feel like I have had so much luck on the way,” the Erina mother of two said.

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Mr Mosse-Robinson, who has a corporate background and is also Mrs Wilkinson's brother-in-law, decided to join the business while it was operating out of the garage in Erina.

“It was a great fit, Melissa has the design and product development expertise and I cover the financial/statistical side,” the St Huberts Island father said.



The company, which started in an Erina garage, now employs 63 local staff.

When the garage was bursting at the seams, they moved to a small warehouse in West Gosford before that became too small and they relocated to their current 1800sq m premises in Comserv Close.

They sell more than 2000 products – from wedding to birthday, corporate and special occasion gifts – and have 11 industry-leading laser engraving machines on site.

However it has not always been smooth sailing. When Covid hit, the company lost 60 per cent of its business with the cancellation of weddings and had to cut staff.

“We were very quick to pivot and focus on other special occasions,” Mrs Wilkinson said.

“We immediately launched a Mother’s Day range and things picked up again.”



The company has 2000 products with popular choices in the picnic range.

Their new game plan was a success with the business almost doubling its annual turnover in FY21 compared to FY20.

Mrs Wilkinson said their passionate team was constantly having brainstorming sessions and coming up with new products. In January they are launching a cocktail box complete with glass, shaker and ingredients for cocktails.

Mr Mosse-Robinson said they recently had to double the customer service team due to the large number of online orders which have included older people needing more technical support.

He said popular products both during and post lockdown have included personalised picnic baskets, keep cups along with pet gifts and glassware.

Heading into the festive season, other products in demand are teacher gifts, travel mugs, jewellery stands, key rings and wooden decanter set boxes.

The warehouse is currently in full swing, dispatching 2000 orders a day which are all hand packed on site.

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