

## Cheryl Stanley

### *Ballyshane*



#### CONTACT DETAILS

T: +353 86 027 0382  
E: studio@ballyshane.com  
Instagram: @ballyshanes  
www.ballyshane.com

*Ballyshane*  
IRISH WOOD DESIGN

With 10 years working in the craft industry behind her, and a passion for Irish craft and design, Cheryl Stanley has turned this into an award-winning business creating luxury wooden serving boards.

Cheryl runs Ballyshane Irish Wood Design with her partner, William McHutcheon, from their cottage in Ballyshane, Co. Carlow. William, who has been a woodturner and furniture maker for over 20 years, creates their products, while Cheryl runs the marketing and sales side of the business.

The pair saw a gap in the market for durable, long-lasting, luxury wooden products at affordable prices. In 2018, they launched Ballyshane with three ranges of products at the RDS Showcase, where they won Best Irish Gift. In the same year, Cheryl was nominated in U Magazine's 30 Under 30 Awards.

All of Ballyshane's products are made using only sustainable Irish hardwoods that are ethically sourced and traceable, selecting timber from trees that are dead, dying, or falling over. All the boards come with traceability tags, with each tag telling the customer which county in Ireland the tree came from and what species of wood it is made from.

Cheryl loved taking part in ACORNS and says she was part of an amazing group. She enjoyed meeting other business women to bounce ideas off and hearing about how they navigate challenges in their own business.

Ballyshane products are stocked in 40 stores all over Ireland, including the Kilkenny Shop, as well as stores in the UK and the US. As Cheryl and William prepare to move into their new, larger studio, they have plans to launch brand-new products in January 2022.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



An Roinn Talmhaíochta,  
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