

Business Builder

Business: trii

Owner: Yolanda Wetteland



Strengthening a luxury sustainable brand with Business Builder support

The Challenge

As the founder of trii, a sustainable solid body care brand, Yolanda needed her website to properly reflect the premium quality, design values and ethos behind her products.

However, the site wasn't performing as it should. Product presentation, customer experience and overall professionalism needed improving – especially at a time when Yolanda was preparing to pitch her range to online retailers.

With no prior experience applying for grants, she wasn't sure what to expect from the process.

The Solution

Applying for the Business Builder grant turned out to be straightforward and fast, with a review meeting arranged within just three weeks.

“The grant meant I could book a digital marketing consultant to optimise the website - improving product presentation and customer experience.”

This investment ensured the site aligned with the expectations of a luxury brand and supported the next stage of trii's growth.

The Impact

Business Builder support has helped trii:

- Improve website presentation to match luxury brand standards
- Strengthen the customer journey and user experience
- Create a more professional, credible online presence
- Support successful pitches to online retailers
- Make a critical upgrade at exactly the right moment

“I know the website played a major role in landing new retailer contracts. The grant made a significant and critical difference to my business, exactly when I needed it.”

About trii

trii is a sustainable solid body care brand created by Yolanda Wetteland, who has worked with renowned organisations including Space NK, Charlotte Tilbury and ELEMIS.

Her mission was to build her own range that aligns with contemporary values, champions sustainability and promotes a healthier planet.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.