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## DARRAGH LYNCH

### Uccello Designs



**D**arragh Lynch is no stranger to travel. While working in the resource industry, the Kerryman spent long periods in exotic locations all over the world.

And when Australia came up as his next location, he took the opportunity to bring his family with him.

“In 2012, in the middle of a mining boom we boarded a plane for Perth along with thousands of other Irish. We were there for just over five years and loved every day of it,” says Darragh.

While working on some of the biggest oil, gas and mining projects on the planet, Darragh began an MBA at the University of Western Australia and set up a business consultancy. This led to him working with start-ups, including Uccello Marketing, which evolved into Uccello Designs.

The company designs, manufactures and sells functional and stylish products for people with disabilities and those entering elderhood. The first product, the Uccello Kettle, launched in 13 countries.

“I often ask if the product would be something my mother, Kathleen, would be comfortable having in her home? She is a strong, independent woman, widowed

as a young woman and had to become a funeral director overnight, taking over from my father who passed away aged 49, and she also managed two pubs. If the product passes the ‘Kathleen’ test, they are worth considering.”

In fact, Kathleen was one of the reasons that Darragh was attracted home.

“I missed not being able to drop home to my mother for tea and a chat. I also had three nephews and two nieces in Ireland that didn’t know us apart from appearing on Skype every now and then.

“Life is certainly different here and we all miss Australia but it isn’t utopia over there either. Life is more about the friendships and networks that support you, rather than the location. There’s a sense of safeness and familiarity when the plane touches down at Dublin airport, no matter how long you’ve been away or how beautiful or exotic the location you are returning from.”

There were also business reasons for Darragh’s return home. The company was being developed in Europe, the US and Canada and had to be serviced from a distribution hub in the EU. Ireland was the obvious choice. Headquartered in Athlone, Uccello Designs now has warehouses in Kerry and Galway.

As Darragh had worked overseas for eight years before his five years in Australia, a lot of his business network was outside of Ireland. He found Back for Business helped him plug into the entrepreneurial ecosystem and develop his professional network.

It also helped him navigate the supports from agencies, says Darragh who has just started Phase 2 of Enterprise Ireland’s New Frontiers programme

With two full-time and four part-time staff and growing, the company is in 17 countries and continuing to push into new markets. Three new products will launch by the end of 2021.

While running a business is tough, the rewards can be sweet. Darragh recalls an email from a woman in New Zealand, describing how the Uccello kettle had changed her fiercely independent mother’s life.

“She had been relying on others to make tea for almost 10 years due to her rheumatoid arthritis before getting our kettle as a gift. Small things can make such a difference. I was reading that thousands of miles away on a different hemisphere. Stuff like that makes it all feel worthwhile when you are putting in late nights and early mornings. “



#### POSITION

Managing Director

#### WHAT WE DO

We restore independence for people with disabilities and an aging population by manufacturing stylish, quality household products.

#### CONTACT US

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