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## Accelerator Case Study



Blind Screen Ltd



*(Lenny Reynolds, Blind Screen's Co-Founder & Managing Director, Claire Ward, Mayor of East Midlands, EMCCA with Paul Cheetham at the Derby HQ.)*

**Sector:** Blind Manufacturing

**Location:** Derby

**Size:** Small

### About the business

[Blind Screen Ltd](#) is an international blind design and manufacturing business based at Pride Park, Derby. Founded in 2022 by Lenny Reynolds and Paul Cheetham FCIM, the business draws on over 20 years of blinds industry experience. Independent testing at Energy House Labs, University of Salford, shows Blind Screen retains up to 81% of heat on single glazing and 49 to 56% on double glazing, delivering household heating energy savings of 10.8 to 15.1%. This performance places Blind Screen among the most thermally efficient blinds in the UK, with results that stand up at a global level. Blind Screen designs and manufactures in the UK and supplies through over 3,000 trade partners nationwide.

In 2025, Blind Screen operated with one manufacturer. By the start of 2026, it onboarded three additional manufacturers to support growth, covering Ireland, Australia, and adding UK capacity to meet demand. Blind Screen launches with Hillarys in March 2026. It plans a Latin America launch in 2026, covering four more countries, then North America and

CLAIRE WARD  
MAYOR OF THE  
EAST MIDLANDS



East Midlands  
Combined County  
Authority

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Europe in 2027. Blind Screen employs 11 people and has reached 1 billion views and 1.7 million followers on social media.

### Challenges faced

As the business grows it's faced a number of new challenges. Blind Screen wanted to scale into international markets but needed to protect its design and licensing. It also needed a solution to support consistent training and demonstrations for trade partners across the country, rather than relying on people travelling to Derby.

There was also a need to standardise installation to reduce fitting errors, speed up installs and improve efficiency across its partner network.

### Solution - Support Given

Previously the business has been supported by Innovate UK Business Growth funding and advice from East Midland Chamber's Innovation & Growth Specialist, Neil McCluskey. Neil helped the business refocus and reposition its strategy. [Read the previous article.](#)

More recently, through further support from Neil, the business has been accepted onto the Innovate UK Scale Up programme, which is the highest level of business support from IUK and puts Blind Screen in the top 3% of UK companies who engage with IUK.

The team has also had ongoing one-to-one support from Chamber Business Adviser, Sonny Lakhani and the Accelerator programme. As part of this support a diagnostic was completed, and action plans, which identified the most relevant need for investment. Sonny helped position the business in its funding applications to get the most impact for a positive outcome.

The good news is that Blind Screen was successful in its application for the Export Accelerator growth grant which provided £8,000 of funding towards the design, consultancy and tooling of a new component called the Levelling Block. The total project cost was £10,600.

Sonny also helped Blind Screen successfully apply for a £2,000 Accelerator Growth Voucher. This funded specialist training to qualify a driver for its mobile training and demonstration academy, using Hughes Driver Training.



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### Impact - The Difference it's Made

This support has ready had a positive impact on the business:

- **Faster, more reliable installs:** installers now save around 15 minutes per Blind Screen installation because the Levelling Block standardises the process.
- **Lower manufacturing cost:** Blind Screen has reduced manufacturing cost by around 6% per product through standardisation.
- **Stronger export readiness:** the Levelling Block has added a mechanical safeguard for markets where design rights prove harder to enforce. This has strengthened its licensing position in territories such as the USA, MENA, and South Africa.
- **New process rollout:** the Growth Voucher has enabled a “training academy on wheels” model. Blind Screen now take training and demos directly to partners across the UK.
- **Jobs and growth:** the support has strengthened its export push and has supported its plans to introduce an International Sales Manager role as part of its growth.

### A word from the business:

*“The support has been well run and practical. It removed key blockers at the right time. It helped us move faster on export capability, partner training, and product protection.”*

**Paul Cheetham**, Co-Founder &  
Scale Up Marketing Director

### Accelerator has provided:

- 1 to 1 Advice
- Export Accelerator
- Growth Voucher
- Innovate UK

### Impact to business:

- Time Savings
- Cost Reduction
- Job Creation
- New Process
- Export Readiness

*This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.*

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