

BERKSHIRE, ENGLAND, September 29, 2013 /**24-7PressRelease**/ -- John and Janet Bate discovered their passion for china after they acquired a Royal Albert Lavender Rose set, and quickly filled every spare corner of their home with matching items and other pieces they found at antiques fairs, car boot sales and charity shops.

When space became somewhat limited, the couple began selling some of their items on eBay, and their business, Collingwood Fine China, was established. They left their jobs running a small publishing firm, handing over the reins to their two daughters, and took up selling china full-time.

The company, which specialises in china matching and replacement, now ships items as far away as the United States and Australia, employs 7 staff and achieves thousands of hits on their new website every day.

John said: "It's not often that people can turn a hobby into a profit-making business, but that's exactly what we've been able to do with Collingwood Fine China. It was a big step and a bit of a risk, but one which is now starting to pay off and forcing us to expand online with the development of a new website to help us sell and manage the demand which continues for the type of china we specialise in."

Janet added: "The tricky thing was trying to generate an income while keeping our overheads low enough to make a profit. We're thrilled to say that thanks to both eBay and our own online shop, we've been able to do just that. I think what's led to our success is that we still love what we do.

"We enjoy spending time searching for new items and our passion and eye for a great piece makes our stock in extremely high demand. I also think a lot has to do with the fact that 'shabby chic' and vintage interiors are extremely popular at the minute, so people who want to achieve a certain look or who want to find a replacement piece can do so easily, wherever they are in the world."

But it's not just older, replacement pieces or discontinued lines that are available online, because Janet and John have also branched out into newer collections to meet demand from their customers.

Berkshire Couple Turn a Passion Into Profit To Meet a Global Demand For Fine English China

Written by Australian Business

"We both still love the excitement of hunting down a new piece or getting a real bargain somewhere unexpected, and that's something that will never change, no matter how much our company grows."

To find out more about Collingwood Fine China, visit <http://www.collingwoodfinechina.com>