

Ironing – love it or hate it! Karen seeks new recruits for her Cranbrook team of Iron Maids (or misters)



Ironing is like Marmite. You either love it or hate it.

But as Karen Wilkinson, the owner of professional ironing service Iron Maids, has discovered, finding people who know how to iron – and enjoy it – is proving more than a household chore.

Says Karen, who is launching her service into the Cranbrook area in May: “I recently advertised for more people to join us. Of the seven who applied, none of them turned up for interview.

“I have a team of 10 ladies plus my male quality supervisor (there’s no discrimination in the world of ironing!). There’s never been a bigger demand for home ironing - I need more people”.

And Karen can prove it. She only launched Iron Maids two years ago, but now has 600 private and commercial customers all over the county, and is signing up more at the rate of six a week.

“They include single men, professional couples, elderly people, new mums and those who just hate ironing”, she says. “But my people absolutely love it, and get great pleasure from pressing a shirt or a skirt beautifully.”

It’s a real skill, underpinned by a quality guarantee, and Karen’s company has been recognised by the Guild of Master Craftsmen – “maybe that should be Craftswomen as well!” she jokes.

Iron Maids, based at Laddingford near Yalding, was initially launched in West Kent, and now covers an area stretching from the Medway Towns to Paddock Wood, Maidstone to Sevenoaks and Tonbridge, and into East Sussex.

Since then, Karen and her team of ironing experts have signed up customers in East Kent, from Lenham and Charing to Ashford and Tenterden and now Cranbrook. Karen is the newest member of the Wealden Business Group, the professional networking organisation which meets each week at The Little Silver Hotel, Tenterden.

Iron Maids, which offers laundry and dry cleaning as well as ironing, runs a free collection and delivery service in its own fleet of vehicles. The company has a shoal of testimonials from happy customers, which can be viewed on their website www.iron-maids.co.uk

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