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EUPHORIC HERBALS EXPANDS BUSINESS
AND LOOKS TO FUTURE

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EUPHORIC HERBALS EXPANDS BUSINESS AND LOOKS TO FUTURE



By Allison Hayes

Since 2010, Euphoric Herbs has served over 60,000 people to support their health through proprietary herbal products. CEO, founder, certified herbalist, and certified lactation counselor Cindy Collins developed her first lactation blend after giving birth to her third son. She then expanded the line with new blends, herbal teas, and salves for the childbearing years.

While the line originally offered healing for her community and doula clients, Collins opened her online shop in 2010 on Etsy to help even more people along their journey to holistic health. In 2018 she opened Euphoric Herbs Apothecary to serve the community.

The company runs two stores in Delaware and Maryland and also maintains a thriving online business. There are currently eight employees working in the business.

As Euphoric Herbs has evolved to include retail locations, the company needed assistance with in-house manufacturing operations. Collins searched for and purchased a larger facility to ensure enough capability to support growth. Based on experience with the Delaware Manufacturing Extension Partnership (DEMPEP) through the Exportech international trade program, Collins turned to DEMPEP for help setting up the new facility.

DEMEP is a federally and state funded non-profit organization committed to helping Delaware's manufacturers improve their global competitiveness. DEMEP is the official representative of the MEP National Network in Delaware. The MEP National Network™ is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancement.

DEMEP operates as a grant sub-recipient through Delaware Technical Community College in partnership with the United States Department of Commerce, National Institute of Standards and Technology, the Delaware Division of Small Business, and the Delaware State and local Chambers of Commerce. Through these partnerships, DEMEP draws its resources from local and national universities, community colleges, research institutions, private consultants, and a network of 51 MEP Centers located in all 50 states and Puerto Rico. With these unique relationships, the Delaware MEP can provide its clients confidential access to their industries' best practices, processes, and business improvement methodologies.

DEMEP educated Euphoric Herbal's team on how to evaluate the company's manufacturing operation and create flow, making the work more efficient by using the principles of Lean manufacturing. Implementing Lean techniques such as 5S standardized work and visual controls and mapping current and future processes allowed the team to visualize the most efficient set-up of equipment. Euphoric Herbals then redesigned the flow of materials to make the manufacturing process run quickly and smoothly.

As a result of their work with DEMEP, Euphoric Herbals was able to achieve measured results including:

- Elimination of unnecessary walking from various processes by as much as 67%.
 - Reduction of processing times as much as 57%.
 - Continued growth due to a culture of Lean manufacturing and the buy-in of every employee.
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Cindy Collins assists a customer at her Milford storefront.

*“Local small businesses hire and create jobs.
When you create a community business, its magical.”*

~ Cindy Collins, Euphoric Herbals

“After working with DEMEP, I am more cognizant of workflow systems and processes,” said Collins. “If there are bottlenecks or inefficiencies, I can now problem solve and fix those. I am forecasting inventory ahead. I am able to teach my employees the concepts, and have their work process improve.”

As Collins’ life continues to evolve, so does her business. As her three boys have grown, and the pandemic has allowed for more in-person business, Collins is considering franchising the storefront apothecaries. In preparation, she has begun standardizing and documenting her work processes to make them replicable.

“Documenting and standardizing jobs will help get new employees up to speed and trained quickly,” said Pete Ciamaricone, DEMEP Business Advisor who has worked with the company.

“I want to keep expanding,” said Collins. “I’d like to open another corporate location in Delaware and potentially franchise the store.” She said her customers often travel from hours away to visit her store, and express that they wish there was a store near them.

The small business concept is important to Collins. “Local small businesses hire and create jobs. When you create a community business, its magical.”



Customers enjoying fresh made herbal beverages.