

How Eco-Refillary went from idea to launch with a Google Business Profile

Challenge

Founder Katrina Wood's journey began with a personal realization about plastic waste after a period of slowing down due to her health. Her search for more sustainable options led her to the concept of a 'refillery'—a store where customers bring their own containers to fill up on household goods like soap, shampoo, and cleaning supplies, sold by weight to eliminate single-use packaging. Inspired, she sought one out but found the experience intimidating. The challenge became twofold: first, to introduce this novel, sustainable shopping model to her own community in a way that felt 'accessible and inclusive,' and second, to show up online in a way that could compete with the digital footprint of traditional retail.

Solution

Katrina's business 'all started with a Google search,' where she researched the refillery model and sourced ethical suppliers. Upon launching, her Google Business Profile became her primary channel for discovery, offering a way to build trust through authentic reviews and helping drive foot traffic from people searching for sustainable options. Google Analytics now helps her understand which products resonate most with her community. As the business grows, she is integrating AI tools like Gemini to handle administrative work, which she says allows her to 'reclaim time' to focus on what she's most excited about: creating a welcoming, community-focused in-store experience.

Impact

In one month, Eco-Refillary's Google Business Profile drove a 11% increase in views and over 700 direct customer interactions. But for Katrina, the true impact is measured in the atmosphere she's built. 'People don't just shop here. They slow down. They breathe differently,' she says. By using Google's tools like Google Business Profile, Google Analytics and Gemini to make her shop discoverable and handle administrative tasks, she is free to focus on that human connection. 'Google helped me understand that this kind of business could exist, and how to actually build it,' Katrina notes, proving that a business can be both digitally savvy and stay grounded to its core community.

Eco-Refillary

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