

Kasmiri papier mache

Many of these papier mache gifts from India will sell through the year of course, but they'll make an especially good display at Easter. All hand painted with exquisite floral patterns to fill your home with colour and hope.

Happy Easter!



NEW RANGE



ASH2315
papier mache
rabbit lilac
7x5.5cm



ASH2316
papier mache rabbit
teal
7x5.5cm



ASH2317
papier mache rabbit
orange
7x5.5cm



ASH2230
papier mache rabbit
blue
7x5.5cm



ASH2231
papier mache
rabbit yellow
10.5x7.5cm



ASH2232
papier mache
rabbit green
10.5x7.5cm

NEW



ASH2233
papier mache hen
cream



ASH2234
p mache rabbit
floral blue



ASH2235
p mache rabbit
yellow + blue
flowers



ASH2236
p mache
rabbit
white w blue
flowers



ASH2237
p mache rabbit
floral yellow



ASHX202
p mache rabbit woodland



Eggs!



ASH2238
4.5cm white w
blue flowers



ASH2239
4.5cm white
w yell flowers



ASH2240
4.5cm pinks
reds



ASH2241
4.5cm floral
green



ASH2242
4.5cm floral
yellow



ASH2243
4.5cm blue w
daisies

NEW RANGE



ASH2365
5cm birds
light blue



ASH2366
5cm birds
green



ASH2367
5cm birds
black



ASH2368
7cm bird rabbit
flowers lt blue



ASH2369
7cm bird rabbit
flowers green



ASH2370
7cm bird rabbit
flowers pink



Papier mache has a rich history tracing back to 200 AD during the Han dynasty. In the 15th century, Sultan Zain-ul-Abidin brought it to Kashmir, where it became a popular local craft. It's a mixture of paper pulp, flour and glue, soaked in water and then dried. Finally our artisans paint their stunning designs, a really difficult skill. Recycling waste paper into these beautiful, exotic and colourful products is an amazing transformation which has to be seen to be believed. Today this craft is a source of livelihood for thousands of artisans in India.



Recycled sari and grass basket bowls

These fabulous bowls are woven by hand in Bangladesh.



PROK112
recy sari & kaisa grass bowl
15 x 7cm green



PROK110
recy sari & kaisa grass bowl
15 x 7cm red



PROK111
recy sari & kaisa grass bowl
15 x 7cm yellow



PROK113
recy sari & kaisa grass bowl
15 x 7cm blue



PROK114
recy sari & kaisa grass bowl
15 x 7cm purple



PROK071
recy sari rag bowl
basket 26x9cm yellow
bestseller



PROK072
recy sari rag basket
bowl 26x9cm blue
bestseller



PROK073
recy sari rag basket
bowl 26x9cm pink
bestseller



PROK074
recy sari rag + baissa grass
natural bowl
set 2 asst cols
30x10cm
25x8cm

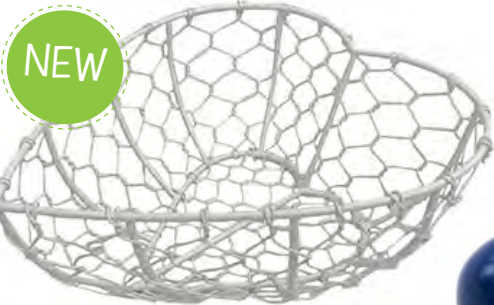


PROK070
recy sari rag basket bowls
set 3
colours may vary
bestseller



Kisii Stone

This quirky selection of kisii stone is from our Fair Trade suppliers in Tabaka, Kenya. The rainbow colour selection makes them a must!



NEW

NA2345
wire heart box
25x24x9.5cm

Great for displaying kisii eggs - or keeping real eggs for that matter



UN022A
eggs 7cm
asst.cols



UN023A
eggs 4cm
asst.cols



UNZ01
Kisii stone display unit
UN020 x2 (28 ladybirds)
UN023 x2 (56 eggs)
Z1806 x 50 (animals)
ALIF04 x1



Z2110
rainbow hearts
set of 8
5cm
bestseller



Z2146
kisii eggs 6cm
pattern set 6 colours



UN006
rainbow heart
stripes
TOP SELLER



Z2113
rainbow people
hugging t-lite holder



Z2114
rainbow circle of
friends t-lite holder



Z077
heart 2cm reds
asst pack 20
bestseller



NA2218
hen egg basket
recycled

TOP SELLER

Kisii animals



Z2120
brachiosaurus 6cm set
of 6



Z2121
triceratops 6cm set of 6
bestseller



Z2122
spinosaurus 6cm set of 6



Z2115
rainbow elephants set of 9
bestseller



Z2112
rainbow hippos
mini set of 9



Z1806
kisi stone mini animals
asst. cols & animals



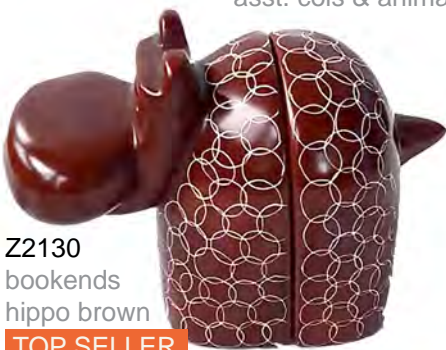
Z2123
rainbow
brachiosaurus



Z2124
rainbow
triceratops



Z2125
rainbow spinosaurus



Z2130
bookends
hippo brown
TOP SELLER



Z2119
meerkat 7.5cm ht set of 4



Z2126
brachiosaurus



Z2127
triceratops



Z2128
spinosaurus



Z2116
soapstone cat standing
mottled set of 4



Z2117
kisii stone dog 8cm
mottled set of 4



Z2144
white rabbit
bestseller



Z2145
kisii rabbits 7.5cm
set 6 colours



UN021
rainbow mice set of 14 (2x7 cols)



Z2111
rainbow cats 2"
mini set of 9



Z2070
sitting cat 8cm



Z2071
sleeping cat 8cm



Z2072
sitting dog 8cm



Z2073
standing dog 10x5cm



Z2118
owls 6.5cm set of 9



UN020
ladybird set of 14 (2x7 cols)



Woodland theme!

This popular range combines the traditional skill of papier mache with a traditional style of art often found in India, using the theme of woodland animals like hedgehogs which are so trendy at the moment.

Our in-house designers came up with this concept and we're delighted with the results.



Incense holder

ASH2310
p mache woodland
incense holder



ASH2306
box oval
8 x 7cm
bestseller



ASH2305
box oval
6 x 5cm
bestseller



ASH2308
box round
8cm dia
bestseller

ASH2307
box round
6cm dia
bestseller



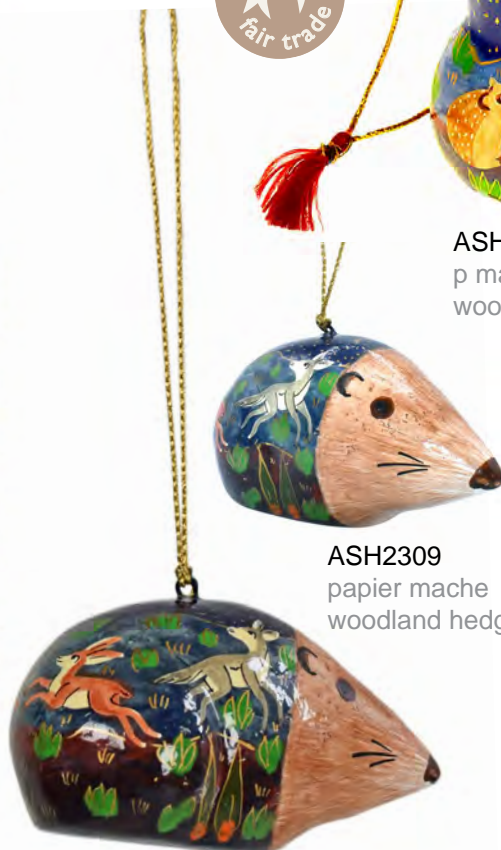
NEW



ASHX202
p mache rabbit
woodland

NEW

ASH2309
papier mache
woodland hedgehog



Finger puppets



CIAP2300
sunflower



CIAP2301
green frog



CIAP2302
badger



CIAP2303
bee



CIAP2304
mouse



CIAP2305
duck



CIAP2306
bat



CIAP2307
fox



CIAP2308
hedgehog
bestseller



CIAP2309
otter



CIAP2310
red deer



CIAP2311
orange
tree frog



CIAP2312
toucan



CIAP2313
boa
constrictor



CIAP2314
anteater



CIAP2315
stork



CIAP2316
alligator



CIAP2317
jaguar



CIAP2318
spider
monkey



CIAP2319
sloth



CIAP2100
white cat



CIAP2101
black dog



CIAP2102
rabbit



CIAP2103
donkey



CIAP2104
monkey with
baby



CIAP2105
flamingo



CIAP2106
elephant



CIAP2107
sheep



CIAP002
lion
bestseller



CIAP003
tiger



CIAP005
giraffe



CIAP006
turtle



CIAP007
parrot
bestseller



CIAP012
spotty dog
bestseller



CIAP013
rabbit



CIAP040
bumble bee
bestseller



CIAP16709
panda &
baby



CIAP1010
dinosaur



CIAP1404
penguin & baby



CIAP1400
pink panther



CIAPP01
pack of 50 asst finger puppets
bestseller



NEW

NEW

NEW

NEW

NEW

NEW

NEW

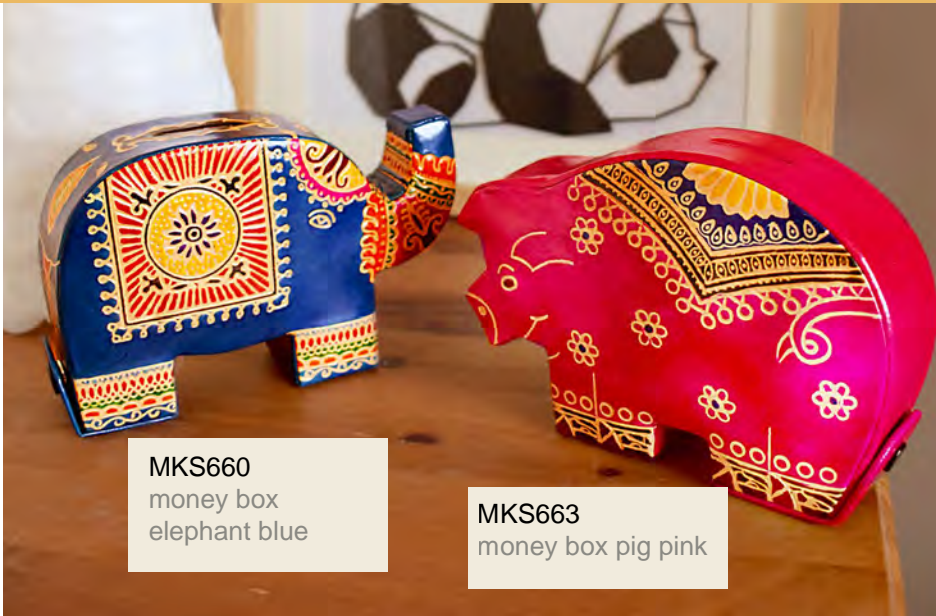
NEW

NEW

NEW

Leather Money Boxes

Our money boxes and purses are all handcrafted by our Fair Trade leather supplier in Kolkata. We're especially keen to support this supplier because they've suffered badly from Covid (and Mithu, their CEO is still recovering following brain surgery).



MKS660
money box
elephant blue

MKS663
money box pig pink



MKS641
11x16cm



MKS642
money box
elephant brown



MKS661
money box
elephant red

Hand
Painted



MKS664
money box pig blue



MKS662
money box elephant
purple



MKS1607
14cm ht
bestseller



MKS670
purse save
our bees
bestseller



MKS671
money box save
our bees
bestseller



MKS730
14x13cm



MKS729
14x13cm
bestseller



MKS1220
set of 6 asst cols
bestseller



MKS2101
hedgehog
bestseller



MKS2103
monkey



MKS2104
giraffe



MKS2105
owl



MKS2106
toucan



MKS2107
penguin



MKS2108
dog



MKS2109
cat



MKS2110
elephant



MKS2111
puffin



MKS2112
bee



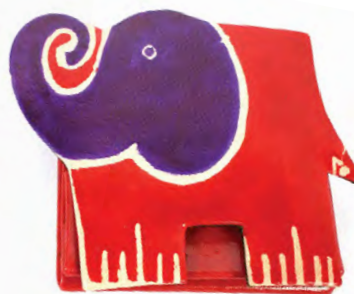
MKS2113
butterfly



MKS29
frog



MKS31
cat black



MKS1023
elephant



MKS2114
owl
bestseller



MKS1602



MKS1603
bee



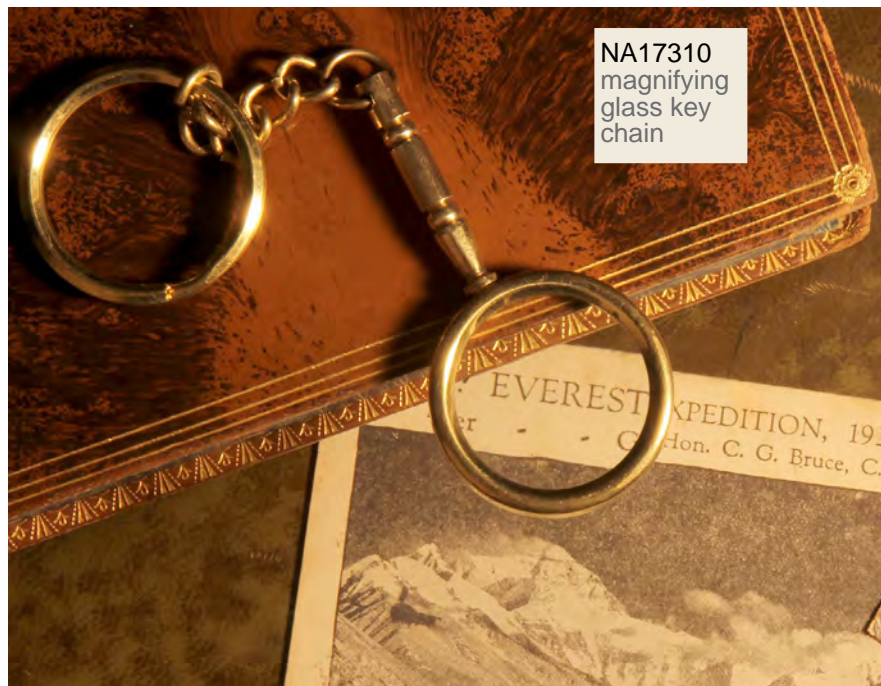
MKS1606
puffin

Bestselling Range

great explorer



NA17306
compass in
leather case
TOP SELLER



NA17310
magnifying
glass key
chain



NA19728
magnifying glass
Henry Hughes Ltd.
13 x 5.5cm



NA17317
notebook with
map cover



NA17312
brass, 100 years
calendar



NA17313
stop watch with
chain



NA17311
sand timer,
mango wood

Great Explorer

Perfect gifts for the intrepid explorer, steampunk or role player in us all!

Timepieces, compasses, opticals, whistle, treasure chest, traveller journal, decorative old globe ... these replicas of a bygone age are made by a Guaranteed Fair Trade member of WFTO based in Moradabad, India.



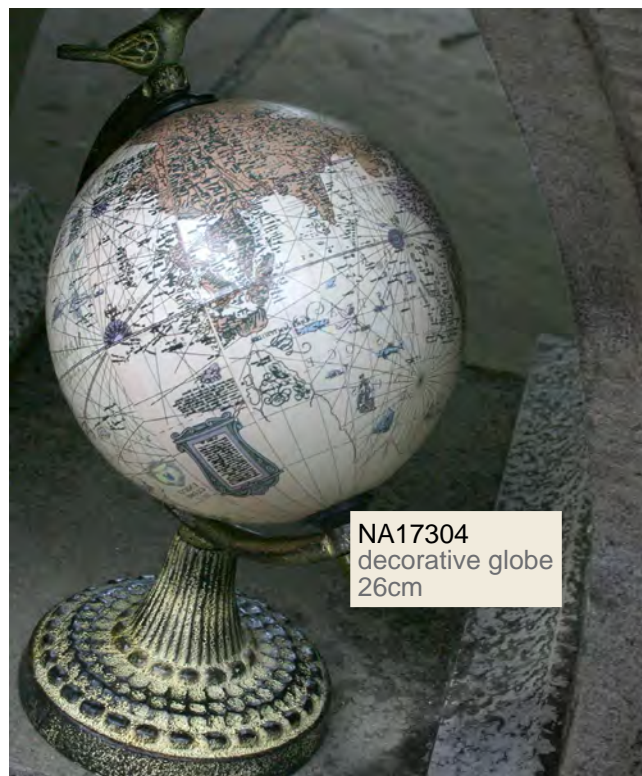
NA17308
compass key
chain

TOP SELLER



NA17305
nautical box, with
telescope, compass
& magnifying glass

TOP SELLER



NA17304
decorative globe
26cm

Bestselling Range



NA19720
globe green
18cm ht

NA19721
globe black
21cm ht

NA19722
globe cream
26cm ht



NA18719
small brass telescope
in box
15cm when extended
TOP SELLER



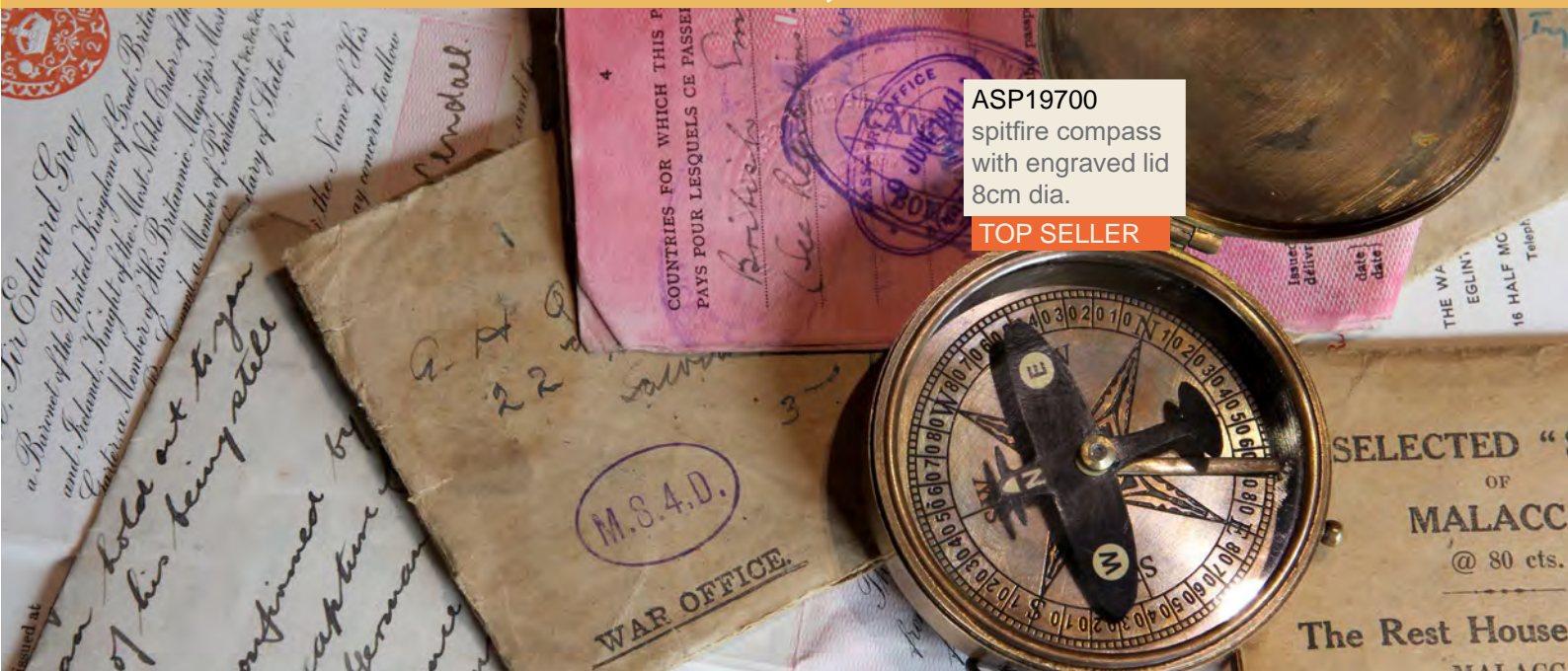
NA19725
boy scout's compass
brass 6cm dia.



NA18716
pocket sundial
and compass
in brass

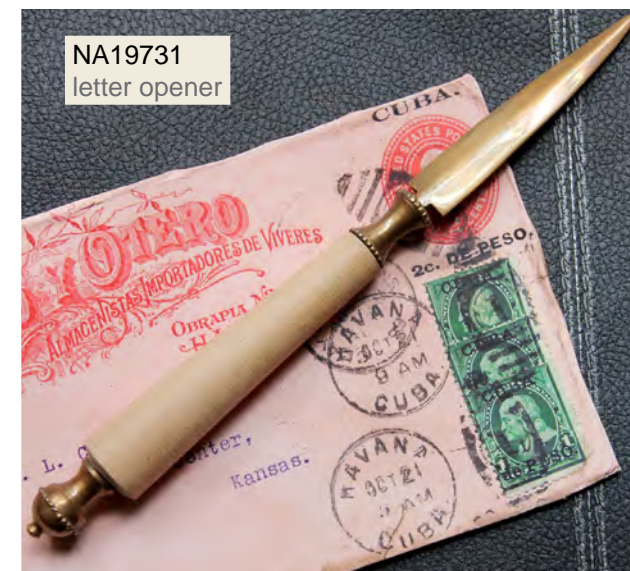


NA19729
rectangular
magnifying glass
22 x 6cm



ASP19700
spitfire compass
with engraved lid
8cm dia.

TOP SELLER

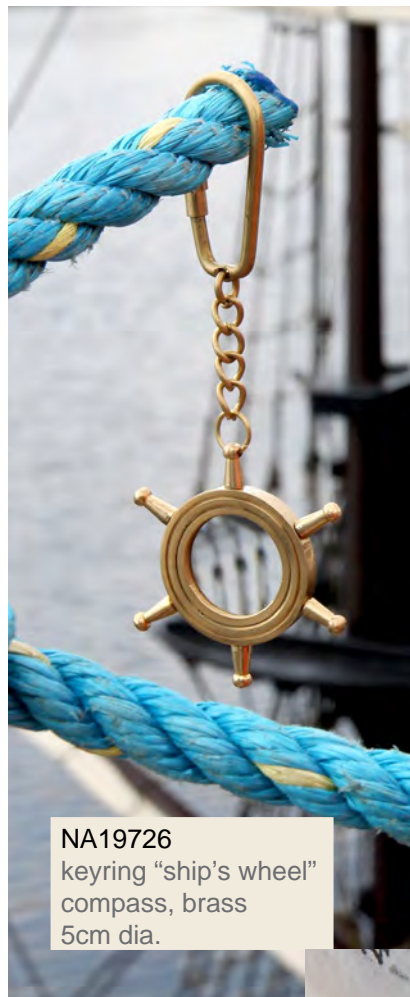


NA19731
letter opener

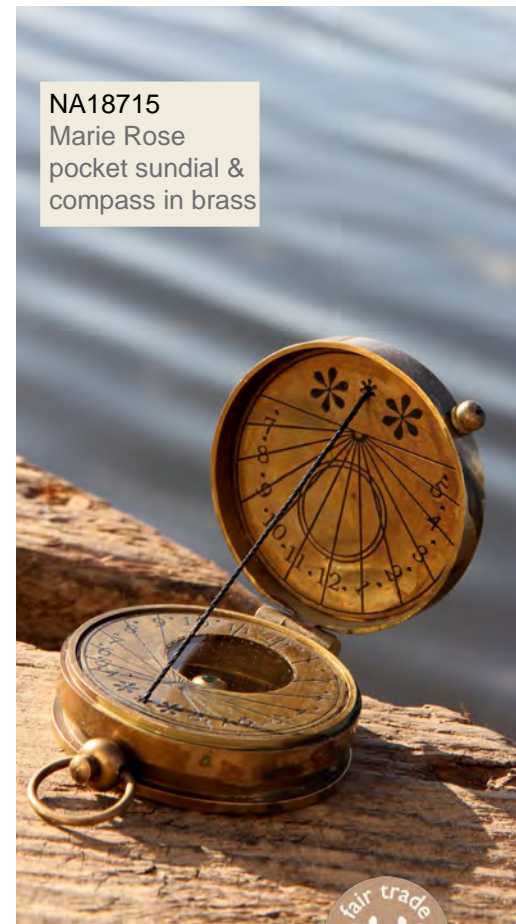


NA2288
compass &
calendar

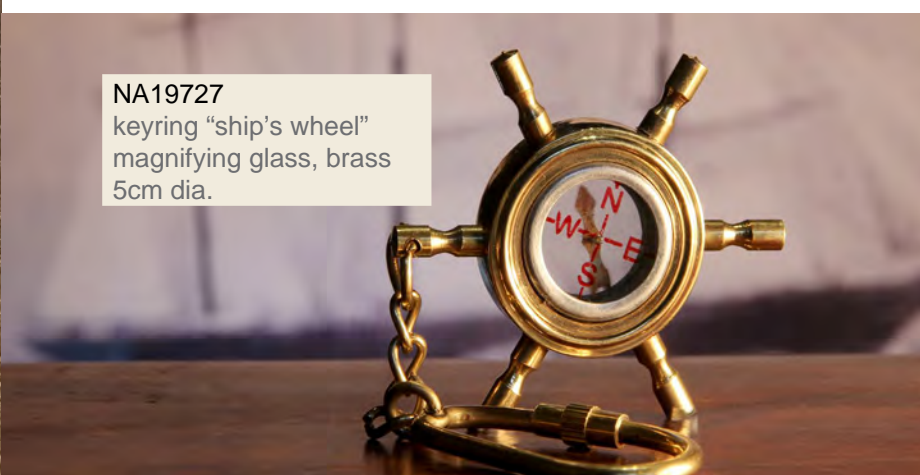
NEW



NA19726
keyring "ship's wheel"
compass, brass
5cm dia.



NA18715
Marie Rose
pocket sundial &
compass in brass



NA19727
keyring "ship's wheel"
magnifying glass, brass
5cm dia.



NA17309
whistle
key chain



Bestselling Range

Bali cats and dogs



BCAT45



BCAT15



BALI147
bestseller



BCAT51
4 cats on sofa
bestseller



BCAT50
2 cats in boat



BCAT79GREEN



BCAT79RED



BALI147A
bestseller



BCAT26
5 cats on sofa



TS06
4 cats dog rabbit on banana sofa



BCAT1608
bestseller



BCAT1609
bestseller



BCAT1603



BCAT46

Bears, dogs and meerkats

Fed up with cats on sofas?

These new designs are hand-carved from Albesia wood, by our Fair Trade partners in Bali, which is one of the fastest growing trees in the world; a perfect sustainable material.



BBEAR02
4 bears on sofa



BDOG03
2 dogs on flower sofa



BBEAR05
2 bears in boat



BBEAR04
2 bears on tartan sofa



BBEAR03
2 bears on flower sofa



BBEAR01
2 bears in balloon



BDOG01
2 dogs in balloon



BDOG02
4 dogs on sofa



BDOG04
2 dogs on tartan sofa



BDOG05
2 dogs in boat



BCAT1604
2 cats on heart sofa



MEER10
2 meerkats in balloon
bestseller

Meerkats



MEER02
meerkat family of 4 on sofa



MEER05
2 meerkats on red sofa



MEER04
2 meerkats on tartan sofa
bestseller



MEER08
2 meerkats on flower sofa
bestseller



MEER03
meerkat family of 5 on sofa



MEER07
2 meerkats in boat
bestseller



MEER06
meerkat standing





This is the future for greetings cards - no cellophane bag, biodegradable or otherwise, just a peelable sticker which holds envelope and card together. The paper is FSC-certified and a percentage of profit is donated to support wildlife charities.

Size 15 x 15cm



SWE002
hi honey



SWE003
squiffy, who me?



SWE004
love you like no otter



SWE005
live love and fly



SWE014
let's stick together



SWE015
just ewe and me



SWE017
just bee



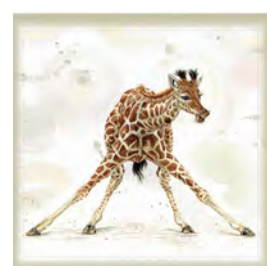
SWE018
garden tiger moth



SWE019
butterfly kisses



SWE020
woodland dormice



SWE022
baby giraffe



SWE026
another year ... wiser



SWE027
happy birthday from us



SWE028
it's your birthday



SWE031
bengal tiger



SWE032
asian elephant



SWE035
polar bear



SWE036
kissing seals



SWE039
sea otter



SWE040
flippin awesome



SWE041
forever entwined



SWE042
a whale of a time



SWE044
the only way is up



SWE050
from one crazy bird ...



SWE051
sea otter



SWE053
... no more cake?

NEW RANGE



BES032
card cheetah



BES033
card african elephant



BES037
card puffins



SWEDD001
card rusty patch
bumble bee



SWEDD002
card common blue
butterfly



SWEDD004
card seahorses



SWEDD008
card hawkbill turtle



SWEDD011
card hedgehog



SWEDD012
card barn owl



SWEDD016
card jaguar



SWEDD017
card poison dart frog



SWEDD018
card pigmy three- toed sloth



RBD002
card irish wolf hound



RB007
card white mountain
hare



SAR009
card lion tamarin



SAR010
card ring-tailed lemur



SAR011
card meerkats



SAR012
card andean bear



SAR013
card flamingos



SAR014
card madagascar
tortoise



SWSEC032



SWSEC049



SWSEC054
card hedgehogs



SWSJB011



SWSJB012

Heart of Garden cards

HOG cards are inspired by nature, and they are always looking for ways to minimise their impact on the environment. Fibre is from well-managed FSC-certified forests, inks are vegetable-based and packaging such as the cellobags used is either biodegradable or compostable.

Size 12 x 17cm



HOG57AS103



HOG57AS104



HOG57AS105



HOG57AS106



HOG57AS107



HOG57AS112



HOG57AS113



HOG57AS114



HOG57AS127



HOG57AS131



HOG57AS132



HOG57AS133



HOG57AS138



HOG57AS57



HOG57AS58



HOG57AS60



HOG57AS61



HOG57AS62



HOG57AS63



HOG57AS64



HOG57AS65



HOG57BB52



HOG57BB53



HOG57BB60



HOG57BB61



HOG57BB62



HOG57BB64



HOG57BB69



HOG57BB71



HOG57BB75



HOG57BB81



HOG57BB82



HOG57BB83



HOG57BB85



HOG57BB86



HOG57BB87



HOG57BB88



HOG57BB89



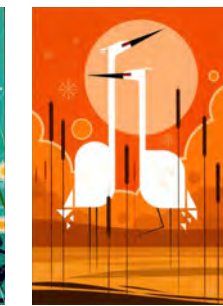
HOG57MI67



HOG57MW01



HOG57MW02



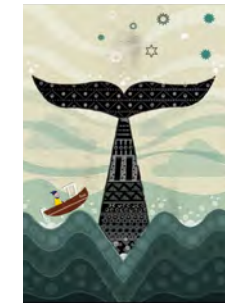
HOG57MW03



HOG57MW04



HOG57MW05



HOG57MW06



HOG57PG03



HOG57PG09



HOG57RW01



HOG57SS02



HOG57SS03



HOG57TW01



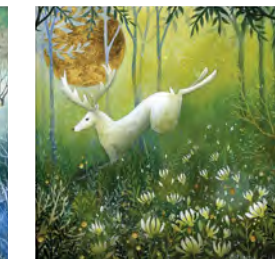
HOGAC101



HOGAC103



HOGAC106



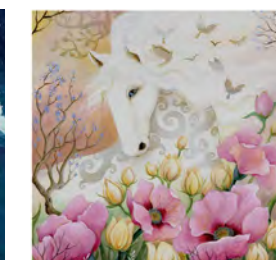
HOGAC111



HOGAC116



HOGAC118



HOGAC119



HOGAC121



HOGSP01
spinner with
12ea x 24 cards



HOGSP
spinner with
16sq x 24 cards

Below:

Size 16 x 16cm

NEW



HOGAC122

NEW



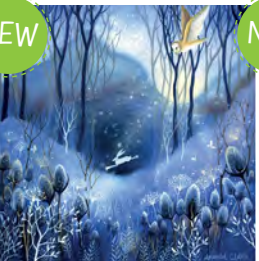
HOGAC123

NEW



HOGAC124

NEW



HOGAC125

NEW



HOGADR101

NEW



HOGADR102

NEW



HOGADR103
bestseller

NEW



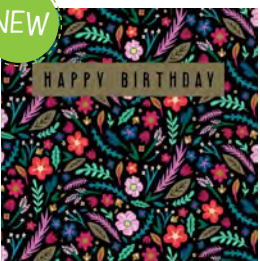
HOGADR104
bestseller

NEW



HOGBEA128

NEW



HOGBEA141
bestseller



HOGCC194
rynnji headland house

NEW



HOGCOR112



HOGHM105



HOGHM113



HOGHM119



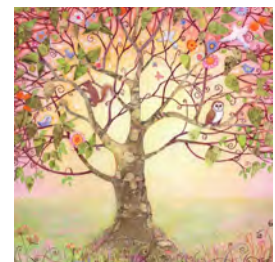
HOGHM120



HOGHM124



HOGHM126



HOGHM130



HOGHM131



HOGHM133



HOGHM139



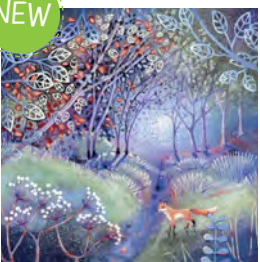
HOGHM140

NEW



HOGHM143

NEW



HOGHM144



HOGJLF101



HOGJLF102
2 yachts + lighthouse



HOGJLF103
rainbow

NEW



HOGJLF105

NEW



HOGJLF106



HOG175



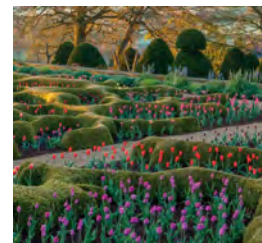
HOG1285



HOG1347



HOG1357



HOG1358



HOG1360



HOG1368



HOG1375



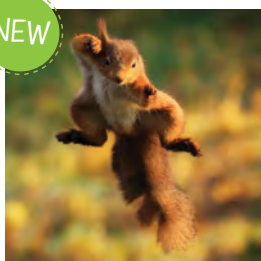
HOG1376



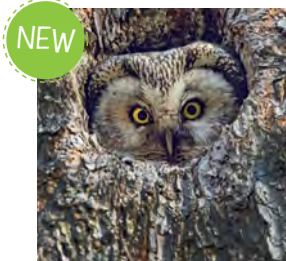
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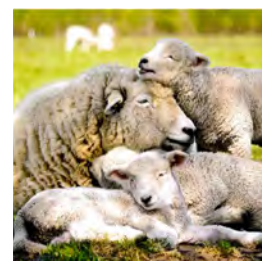
HOG1378



HOG1379



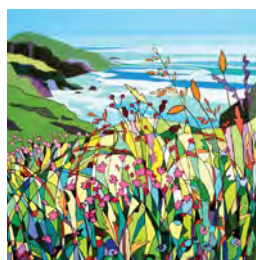
HOG1380


HOG1381
tulip garden

HOG1383
sheep family


HOG1162



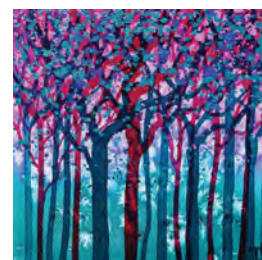
HOG1112



HOG1114



HOG1115



HOG1116



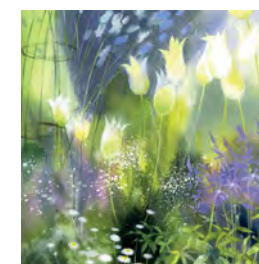
HOG1133



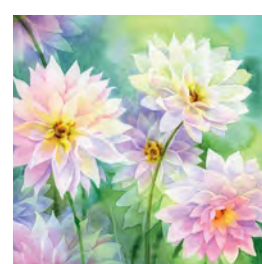
HOG1134



HOG1135



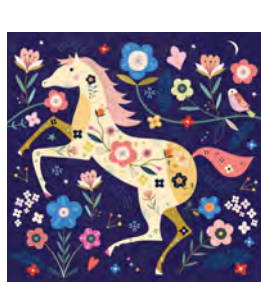
HOG1136



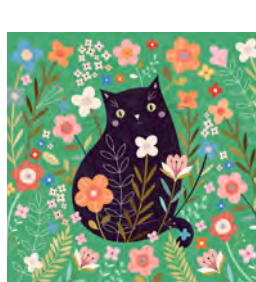
HOG1138



HOG1154



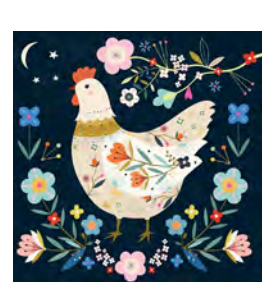
HOG1101



HOG1102



HOG1105



HOG1106



HOGRWN107



HOGRWN108



HOGRWN109



HOGRWN111



HOGRWN113
strawberries + bird



HOGSQM130
birds



HOGSSH101
black hen



HOGSSH102
seagulls



HOGSSH103



HOGSSH107



HOGSSH108
happy birthday dogs



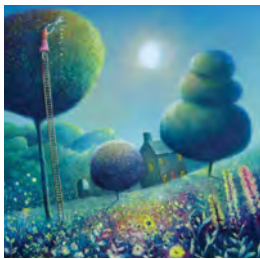
HOGSSH112
kingfisher



HOGTR101



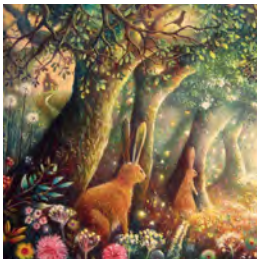
HOGTR103



HOGTR104



HOGTR105



HOGTR110



HOGTR111
on the allotment



HOGTR112
seagull party



HOGTR113
beekeepers



HOGTR114



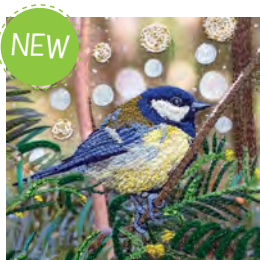
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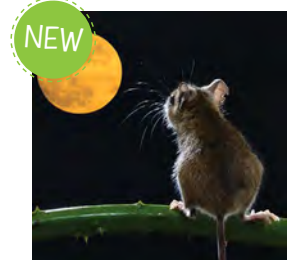
HOGUTT105



HOGUTT106



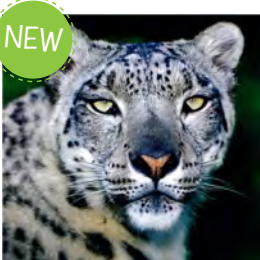
HOGUTT102



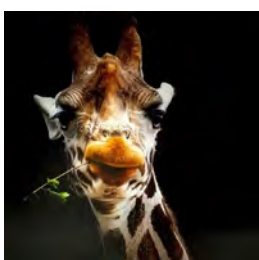
HOGWAH177



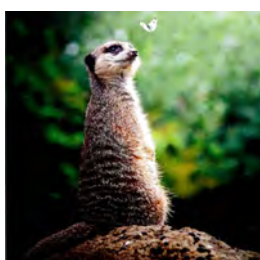
HOGWAH178



HOGWAH181



HOGWAH185
giraffe



HOGWAH186
meerkat + butterfly

Fairmail greetings cards

Fairmail Cards is a social enterprise, the images being taken by under-privileged Peruvian teenagers and young people, who receive a generous commission which they invest in their education. The cards are printed in the UK on paper which conforms to FSC standards, and peel-easy labels are used to bind the card and envelope, to avoid the use of cello-bags. Printing is digital, using toner inks, to avoid waste. Fairmail Cards is a member of WFTO.

Size 15 x 15cm



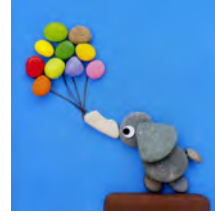
FM210



FM211



FM212



FM213



FM214



FM217



FM218



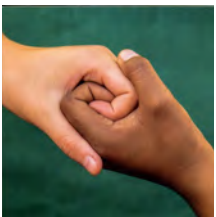
FM219



FM220



FM225



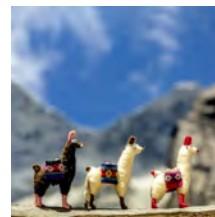
FM226



FM227



FM228



FM229



FM231



FM232



FM234



FM235



FM236



Julissa Benites, 20, comes from Trujillo, Peru. She wants to become a psychologist.



FMSP01
fairmail cards
20x12 +
spinner

Handmade Fair Trade cards from the Philippines

Salay is a small, fishing village in the Philippines. These cards are made with grasses, dried flowers, and other natural materials, by 'Salay Handmade Paper'. They provide much needed employment for young people, an alternative to heading off to the cities.

Size 12 x 12cm



SAL1901



SAL1903



SAL1904



SAL1905



SAL1906



SAL1907



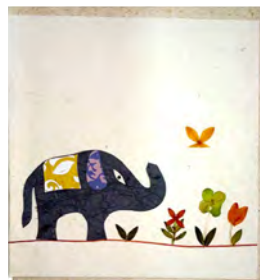
SAL1910



SAL1911



SAL2070



SAL2071



SAL2072

NEW RANGE

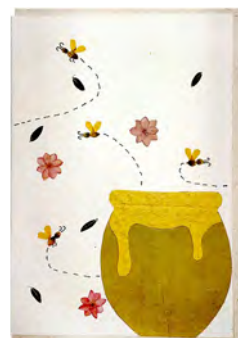


Salay's artisans are extremely skillful; all the paper shapes are cut by hand, and the dried flowers they use have to be applied with tweezers.

Size 12x17cm



SAL67



SAL2080



SAL2082



SAL2081



SAL2085



SAL2086



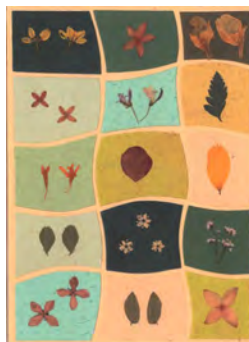
SAL2087



SAL2088



SALC184



SALC202



SALC203



SALC231



SALC442



SALC505



SALC523



SALC531



Marbled wrapping paper

Block printing and batik dyeing are two of the techniques used to make this handmade paper wrap, from Bangladesh.

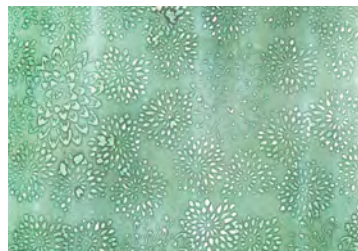
Size 50 x 76cm



see website for further designs!



PROKW04
blue flowers



PROKW08
dark green flowers



PROKW23
rose gold
82x52cm



PROKW26
charcoal gold
82x52cm

Paper Gift Bags & Wrap

Handmade gift bags and wrap from India, made with recycled newspaper, and from Thailand, handmade with saa paper, the ultimate sustainable product. It's made from the bark of the saa or mulberry tree, which sheds its bark each year after the rainy season; so the process doesn't harm the tree at all.



NEW

NAB01
bike nbk
handmade paper
7.5 x 10cm

NAB02
bike nbk
handmade paper
10 x 15cm

NAB03
bike nbk
handmade paper
15 x 20cm



SAA603 flowers, wrapping paper
79x55cm



JUG026
26x19cm



SAA600
7x10cm
bestseller

SAA601
10x13cm

SAA602
14x17cm



JUG031
25x30cm,
bestseller



PDN09
leaf notebook
elephant



PDN12
leaf notebook heart
19x19cm



PDN13
leaf notebook
19x19cm turtle
green



JUG028
15x18.5cm,
bestseller
JUG029
10x15cm,
bestseller



JUG030
18.5x20cm,
bestseller



Ombar Chocolate

Organic, Fair Trade, vegan and palm oil free!

This fantastic new range is sourced in Ecuador, known as the home to the best-tasting cacao in the world!

Part of the global Fairtrade scheme, Ombar works with farmers who grow a variety of crops and offers them a stable income, they also support local community projects. Ombar's mission is to change the way the world sees chocolate; from cheap, sugary junk food to cacao-rich, nutrient-dense super bar...

Sold in cases of 10 bars.



OMSP01
ombar starter pack
10 each x 12 flavours



OM001case
oat milk smooth & creamy
bestseller



OM002case
oat milk hazelnut
bestseller



OM003case
oat milk fruit & nut
bestseller



OM004case
oat milk salted caramel
bestseller



OM010case
coconut & vanilla



OM011case
coco almond



OM012case
raspberry & coconut
bestseller



OM013case
coco mylk



OM014case
pistachio
bestseller



OM015case
72% cacao



OM016case
hazelnut truffle
bestseller



OM017case
salt and nibs

Choc Affair

You've gone through our entire catalogue and you deserve to treat yourself to a few bars of chocolate! Choc Affair is an award-winning small local chocolate business in York, the ancestral home of British chocolate. The cocoa beans are sourced from Colombia, from independent farmers and cooperatives rather than big corporations. It's responsibly and sustainably grown, with minimal impact on the environment. Packaging is FSC-certified.

There is no palm oil in any of these products. The dark chocolate bars are all vegan; milk bars contain 41% cocoa solid. Choc Affair was voted no.1 brand by retailers in the Fine Food Best Brands awards in 2018.

A selection of delicious new flavours to excite the palate and buy as special treats



CHOC1450
blueberry



CHOC1451
cherry blossom
vegan



CHOC1452
lime
vegan



CHOC1453
peach melba



CHOC1454
tropical
vegan



CHOC1400
lime & sea salt
vegan



CHOC1408
salted caramel
bestseller



CHOC1410
mint
vegan



CHOC1416
raspberry & rose
bestseller



CHOC1418
dark
vegan



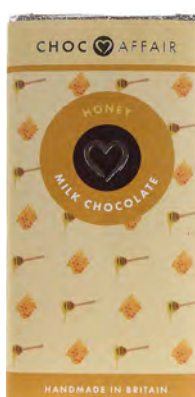
CHOC1425
gin & tonic
bestseller



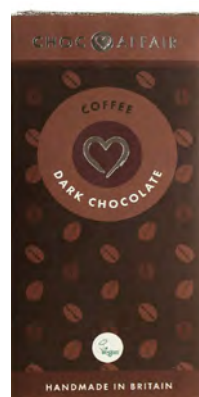
CHOC1426
rhubarb gin



CHOC1428
raspberry gin



CHOC1430
honey
bestseller



CHOC1431
coffee
vegan



CHOC1432
orange
vegan



CHOC1444
blood orange gin
bestseller

Lucky dips - a bestseller in Shared Earth shops

A great POS idea that works well for us in our Shared Earth retail outlets - in our 2 shops, we sold over 4,000 last year!

The product ships with 10 sheets of handmade giftwrap.

LUCK00

Lucky dip x 150

A mixture of coasters, pebbles, mobiles, T-lite holders, dreamcatchers, incense and candle gift sets, You just can't tell what you'll get! Includes 10 sheets of giftwrap. PLUS a rice husk cup and a pair of bamboo socks, making this a fantastic bargain.

LUCK00B

Lucky dip x 300

As above but even better value for money. Includes 20 sheets of giftwrap, 2 rice husk cups and 2 pairs of bamboo socks



Feeling
lucky?

You can't
tell what
you'll get...



Bargain Boxes

It's the end of our catalogue, and we present some more bargain offers for all those concerned with the cost of living, increased business expenses and so on. Take advantage now!

These bargain boxes are on offer to you at up to 80% off our normal wholesale price, you can't get much better than that!



BBOX04
mobiles, hangings etc
a wide selection

BBOX Over £1,500 RRP value for just £200

BBOX2 Over £3,500 RRP value for just £400

BBOX02 Over £700 RRP value for just £100
bags and accessories

BBOX03 Over £700 RRP value for just £100
jewellery

BBOX04 Over £700 RRP value for just £100
mobiles, hangings, dreamcatchers, suncatchers,
chimes

BBOX05 Over £1,300 RRP value for just £135
textiles

BBOX06 Over £700 RRP value for just £100
wood, bamboo, coconut

BBOX07 Over £850 RRP value for just £130
soaps, bodycare, bathroom, eco household

BBOX08 Over £1,000 RRP value for just £150
ceramics, kitchen/dining

BBOX09 Over £1,600 RRP value for just £250
animals/wildlife

BBOX10 Over £1,300 RRP value for just £100
bodycare, face masks

BBOX11 Over £500 RRP value for just £100
incense, oils etc

BBOX12 Over £600 RRP value for just £100
candles

BBOX13 Over £1,200 RRP value for just £200
eco

BBOX07
soaps, bodycare etc
a wide selection



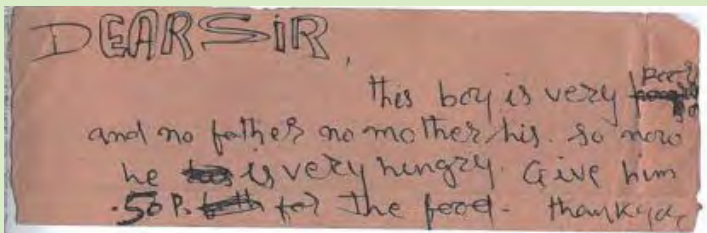
The story of Shared Earth



Street children,
New Delhi 1970's

1972 - How Shared Earth started

It began in 1972, when after leaving school, Jeremy Piercy hitch-hiked to India. Seeing the way people lived in countries like India was a shock. Yet the poorest people often seemed the most willing to share what they had. In Afghanistan for instance, a nomadic tribesman, all his possessions on his back, stopped him one day in the street – out of his rucksack came a mini-cooker and kettle and soon he was sharing a cup of tea, squatting on the pavement. Jeremy determined to repay such hospitality later in life, if he could.



Late 1970s - Fair Trade not charity

50p(aisa) is worth about 1p – enough to buy a simple meal of rice and lentils at that time in India. Would you bother to pick up 1p if you saw it in the street? In the 1970s, the Fair Trade movement was in its infancy – the message, that ongoing, fair paid work was a better response to poverty than just giving charity during famines or other emergencies



One World
York, 1986

1986 – One World opens in York

In 1986 One World opened, York's first Fair Trade shop. From the start it was also dedicated to eco values, like recycling, reducing the use of plastic and paper bags, using soft woods and sustainable raw materials.

1988-92 – expansion

The success of our York shop led to further shops opening in Leeds, Bradford, Manchester and Birmingham. In 1990, we changed our name to Shared Earth, and in 1991, incorporated, as Shared Earth Ltd.



Staff, 1990

1991 – wholesale

In 1992 we launched a range of 'Endangered Species' greetings cards, printed on recycled paper, with a simple, 4 page catalogue. This was followed by 'Animal Magic' writing sets, notebooks and T-shirts and in 1993 we exhibited for the first time at Top Drawer, London.



1993 – move to Minster Gates

In 1993 we moved from our original shop in Goodramgate, York to a location on the corner of York's busiest tourist street, Stonegate. We're still there today, with the shop on the ground and 1st floors, and our offices on the second .

1995 – we join the World Fair Trade Organisation

In 1995 Jeremy attended the conference of WFTO (then IFAT, International Federation of Fair Trade) in Maryland, USA, meeting potential new suppliers from around the world. Visits to Sri Lanka, India and Bali followed where we developed our 'Animal Magic' brand into papier mache boxes, pencils, wind chimes and other products.



Jeremy addresses
IFAT conference,
Ooty 1997

1996-2006 – wholesale grows

We visited the Philippines and started buying handmade cards and photo albums made from local grasses, leaves and dried flowers. WFTO conferences followed in India and Tanzania; by 2001 our catalogue was 48 pages and 5 years later, 156 pages, with 22 suppliers in 9 different countries, including Nepal, Vietnam, Tanzania, Peru and Guatemala



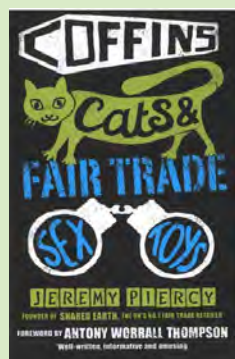
2006 – 20th anniversary

To celebrate, we opened 2 new shops in Bristol and Liverpool, where a shop run by Traidcraft was struggling. We took on their staff, and with our different product mix, quickly turned the loss into profit. 17 years later, in 2023, three of the original staff are still with us, and we're one of the most successful shops in Liverpool, rated 97% in a recent mystery shopper report by Liverpool Council.



2007 – Mumbai marathon

Our suppliers and friends at Asha Handicrafts invited us to join them in the Mumbai marathon, to raise funds for their education projects... Two of us took part, raising over £12,000, including a generous donation of £5,000 from our freight agents, Action International.



2009 – Fair Trade Coffins, Cats and...

What was meant to be an account of the Mumbai marathon turned into a book, a history of Fair Trade, and Shared Earth in particular, the first book on Fair Trade written by someone involved in trading. There were two print runs and it sold about 6,000 copies. A few are still left today and can be ordered from us.

2010 -12 – global recession – disaster!

By 2011 – our 25th anniversary – we had 9 shops and 5 franchises, but the largest, in Birmingham, made a huge loss in 2010, due to recession, an increase in rent, and a big shift in the city centre, leading to a drop in sales. This forced Shared Earth Ltd (our shops) into receivership. Fortunately, our York shop and wholesale business were a separate company. We just survived, keeping our York and Liverpool shops open.

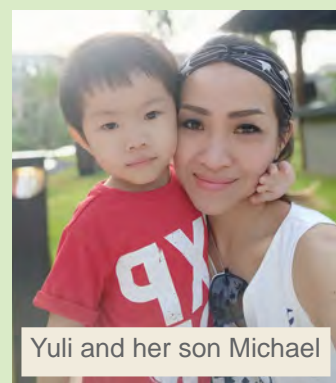


2010s – on a knife edge – and recovery

Wholesale sales halved in 2013 and 2014, but our loyal staff, the will to survive, and with customers and suppliers supporting us, we kept going. For the next 7 years our wholesale sales increased over 30% each year, and with our shops also doing well, our sales are now almost £4 million, higher than ever before. The result: hundreds of extra jobs for producers!

2017 – Bali

Bali artisans create an astonishing variety of crafts and in 2017 we took on Yuliana Syahlendra to coordinate our producers there. We now buy from over 30 groups, increasing our purchases from about £8,000, 10 years ago, to over £100,000 today. With our help Yuli has set up a warehouse and is now a valuable member of our Board.



Yuli and her son Michael

The climate crisis

Our support for sustainability is, we believe, the reason for our success. No plastic; recycling; local materials are all key priorities for us; and in 2020 we started using Good-Shipping (see pg13) to ensure that shipping our products is carbon-neutral. We offer the widest selection of recycled products in Europe and we encourage businesses everywhere to make tackling climate change a higher priority.



Children at Karm Marg, home for street children, one of our suppliers

2020-1 - the Covid pandemic

Helped by the furlough scheme, we kept going. Our shops were closed but web sales doubled, and we continued to order from our suppliers, developing more products in 2020-1 than in any previous year. When lockdown ended, sales continued to grow and in 2022, despite Ukraine, the cost of living crisis and talk of recession, we did well. Our advice to other businesses – tackle climate change, show you care, and you will succeed!

Our team today

In 2012 we put our shops into separate companies, to minimise risk. Our Board consists of five Directors: Jeremy Piercy (MD), Paul Edmondson (Accounts), David Piercy (Wholesale), Jen Harland (Retail) and Yuli Sjahleandra (Supplier). Paul started as an Accounts Assistant in 1994; Jen as a Sales Assistant in 2006; David joined us in 2013; and Yuli joined the Board in 2021. Currently 10 people work in our office, mostly full-time, and about 20 in our shops, mostly part-time. Their loyalty and commitment to our values is key to our success; our priority today – tackling climate change!

Fair Trade - Our suppliers in Bali!



Shared Earth tries hard to build the capacity of its producers, and last year we gave a grant of £8,800 to 11 of the producer groups we buy from in Bali. Following a detailed survey, our Director Yuli delivered over 200 saws, compressors, drills, sanders and other equipment to the surprised producers. One thought Yuli was delivering 'empty boxes' to help us pack our orders', all were delighted to learn, in practice, what Fair Trade is all about – working as partners, from producer to final retailer, to improve people's lives and their ability to earn a livelihood for themselves. We and our producers thank you, our customers, for ordering from us and making this possible!



ethical
consumer

Shared Earth has been rated SECOND in Ethical Consumer's guide to Ethical Online Retailers in the UK. Ethical Consumer is the leading guide to ethical business in the UK, with a database of 40,000 brands, companies and products. Set up in 1989, Ethical Consumer is an independent, multi-stakeholder cooperative.

