



## **A6 Notebooks**



PAP2500 lime



PAP2501 light blue



PAP2502 rose



PAP2503 teal

## Gift Boxes 6x6x4.5cm



greetings cards asstd colours 12x17cm



PAP2505 lime



PAP2506 light blue



PAP2507 rose



PAP2508 teal



PAP2566 recy textile notebook asst designs 12.5 x 18cm



PAP2565 recy textile notebook asst designs 10 x 15.5cm



PAP2542 floral foldable gift box asstd colours



PAP2541 floral trinket tray asstd colours

## **NEW RANGE**

## Gift Bags









PAP2517 13x7x18cm ht

PAP2522 18x9x23cm ht rose

PAP2527 31x7.5x20cm ht

PAP2532 38x10x28cm rose









PAP2518 13x7x18cm ht

PAP2523 18x9x23cm ht

PAP2528 31x7.5x20cm ht teal

PAP2533 38×10×28cm teal



PAP2515 13x7x18cm ht lime

PAP2520 18x9x23cm ht lime

PAP2525 PAP2530 31x7.5x20cm ht 38x10x28cm lime



light blue

PAP2516 13x7x18cm ht light blue

ht light blue

PAP2521 18x9x23cm ht light blue PAP2531 PAP2526 38x10x28cm 31x7.5x20cm

## Wrapping Paper

60x80cm



PAP2510 lime



PAP2511 light blue



PAP2512

rose



PAP2513 teal

## Paper scrap



**Processing** 



**Handmade** sheets



Amazing products!







## **Garlands**



PAP2535 floral garland 4 colour butterflies



PAP2536 floral garland 4 colour birds



PAP2537 floral garland 4 colour bees



PAP2538 floral garland 4 colour triangles



NEW



recy textile quilted coin purse kantha stitch 13 x 10cm

PAP2568



PAP2567 recy textile quilted coin purse kantha stitch 10.5 x 9.5cm



PAP2564 keyring recy cotton asst designs



## NEW RANGE

## **Pencils from Bali**

More designs from our pioneer days - handcarved and painted from eco- friendly albesia wood.



PEN23 puffin

PEN24 frog

PEN25 dolphin

PEN26 pig

PEN27 elephant

PEN28 toucan

:N28 PE ucan sh

PEN29 sheep

PEN30 ladybird

d d

PEN31 cat

PEN32 penguin

## NEW RANGE

## Handmade paper cards

Salay Handmade Paper was one of our first suppliers, a small organisation in a fishing village in the south of the Philippines. Each card is handcrafted, often using dried flowera from local gardens and making them is a vital means of support for women involved. Size 12x12cm



SAL233 9 boxes flowers



SAL234 psychedelic ele



SAL235 wheelbarrow of flowers



SAL231

SAL236 bike w basket of flowers

SAL242

frog





**SAL237** cat w bunch of flowers



**SAL238** black cat w vase of flowers



**SAL239** envelope w flowers



SAL241 2 birds with eggs



SAL243 toadstools blue



SAL244 panda



**SAL245** turtle



**SAL247** ginger cat laughing



**SAL248** cat trying to catch butterfly



**SAL249** dog w flowers



SAL250 flamingo



SAL251 giraffe



SAL252 2 cats on branch



SAL1901 flowers in watering can



SAL1903 4 blue flowers in wild



4 roses blue white red yellow



**SAL1906** red flowers



**SAL1910** red white mushroom



SAL1911 bike w flowers



SAL2072 2 owls

## Size I5 x I5cm



BES037 card puffins



RB007 card white mountain hare



SAR013 card flamingos



sWEBBC001 red squirrel



SWEBBC002 2 dormice



SWEBBC004 butterfly



SWEBBC005 2 darwin's fox



SWEBBC006 white mountain hare



SWEBBC007 2 hedgehogs



SWEBBC008 bumble bees



SWEBBC009 water vole



SWE003 how owld?



SWE004 love you like no otter



SWE005 butterfly



SWE015 just ewe and me



SWE019 butterfly kisses



SWE027 happy birthday from us



SWE031 bengal tiger



SWE032 asian elephant



SWE039 sea otter



SWE040 flippin awesome



SWE050 from one crazy bird ...



SWE051 time to put your feet up



SWE053 ... no more cake?



SWESEC054 card hedgehogs



HOG57AS146 happy birthday blue



HOG57BB100 A-Z of cocktails



HOG57AS147 happy birthday river boat





HOG57AS149 british hedgerow life



HOG57AS150 british moorland life



HOG57BB102 A-Z of herbs



HOG57BB103 A-Z of owls



HOG57BB104 pigeons

Size of HOG cards: Portrait: 12x17cm

Size of HOG cards: Square: 16x16cm



HOG57BB101

A-Z of dogs

HOG57DC08 cat w balloons



HOG57DC09 cat w red hat



HOGHM149 beach huts



HOGHM150 cows in meadow



HOGHM151 hare in greenery



HOGHM152 the village



HOGHM153 under the sea



HOGHMI54 cat in garden



HOGHM155 happy toucan



HOGIDG177 underwater wonders



HOGJDG178 arty st ives



HOGJDG183 agapanthus days



HOGKS110 turtles



HOGL42 morton hall gardens



HOGL43 thenford gardens



HOGL46 card wildflower meadow



HOGTR119 midnight gardener

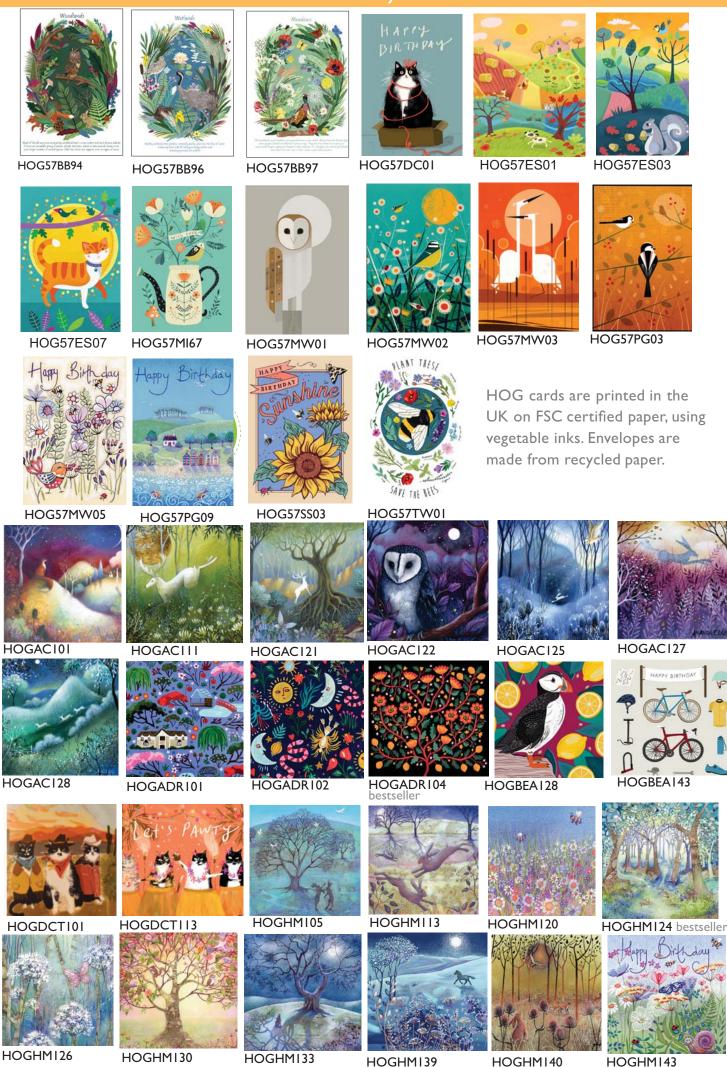


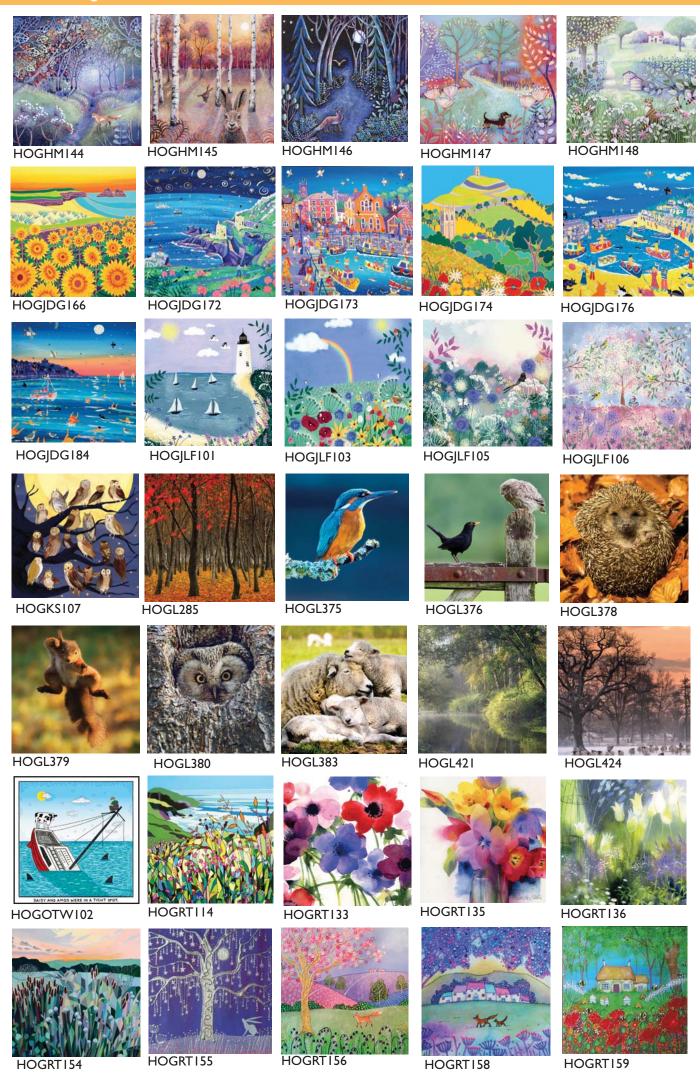
HOGTR120 playful foxes



HOGTR121 twilight realm











HOGRT161



HOGRWN102



HOGRWN105



HOGRWN106



HOGRWN107



HOGRWN108



HOGRWN109



HOGRWNIII



HOGRWN113



HOGSAS135



HOGSQMI30



HOGSSH101







HOGSSH107



HOGSSH108



HOGSSH112



HOGTR105





HOGTRIII



HOGTRI12



HOGTR113



HOGTR114



HOGTRI15



HOGUTT102



HOGUTT105



HOGWAH177



HOGWAH178



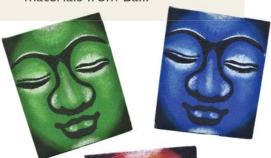
HOGWAH189



HOGWAH192



These sturdy, strong and fun notebooks contain locally handmade paper and are bound with bark and using seedpods, leaves and other sustainable materials from Bali.



PDN2309A sand notebook buddha 15 x 19cm green



PDN2309C sand notebook buddha 15 x 19cm red

## Handmade notebooks



PDN09 leaf notebook elephant



PDN2303B leaf notebook 19 x 19cm dolphin blue



sand notebook 19x19cm giraffe



PDN2310A sand notebook 19 x 19cm flamingo



PDN2303C leaf notebook 19 x 19cm lighthouse blue



PDN26 sand notebook lizard



## 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.

PDN2309B

notebook

19cm blue

buddha 15 x

sand



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



JUG030 18.5x20cm, bestseller

NAB03

15 x 20cm



JUG031 25x30cm, bestseller



7x10cm bestseller



Lucky dips

In our 2 shops, Shared Earth sold over 8,000 of these last year! At either £1.99 or £2.99, that's a significant addition to our sales. We highly recommend that you try this out - it has certainly worked for us.

### LUCK00

Lucky dip x 150 £85.50 (57p each)
A mixture of coasters, pebbles, mobiles,
T-lite holders, dreamcatchers, incense
and candle gift sets, who knows, you
just can't tell what you'll get! Includes a
basket PLUS a rice husk cup and a pair
of bamboo socks making this a fantastic
bargain.

## LUCK00B

Lucky dip x 300 £165 (55p each) Includes a basket, 5 sheets of giftwrap or knot wrap, 2 rice husk cups and 2 pairs of bamboo socks.



NAB01 NAB02 bike nbk 10 x 15cm handmade paper 7.5 x 10cm

# **Bargain Boxes**

BBOX Over £1,500 RRP value for just £230

BBOX2 Over £3,500 RRP value for just £145

BBOX02 Over £700 RRP value for just £145 bags and accessories

BBOX03 Over £700 RRP value for just £145 jewellery

BBOX04 Over £700 RRP value for just £135 mobiles, hangings, dreamcatchers, suncatchers, chimes

BBOX05 Over £1,300 RRP value for just £200 textiles

BBOX06 Over £700 RRP value for just £125 wood, bamboo, coconut

BBOX07 Over £850 RRP value for just £150 soaps, bodycare, bathroom, eco household

BBOX08 Over £1,200 RRP value for just £150 ceramics, kitchen/dining

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

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

BBOX13 Over £1,000 RRP value for just £200 eco

### BBOX14

20 bird houses/feeders RRP £400+ for just £79.50

### BBOX15

20 bee/butterfly houses RRP £550+ for just £95

500 small gifts under £7 RRP £2,000+ ONLY £350!

## BBOX17

games RRP £500+ for just £89.

## NEW

bargain box recy cotton socks 100 pairs RRP £700 ONLY £140!

### BBOX19

bargain box bamboo socks 100 pairs RRP £800 ONLY £150!

It's nearly 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!



## **Choc Affair**

You've gone through our catalogue and you deserve to treat yourself to a few bars of chocolate! Choc Affair is an award-winning 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 natural ingredients and minimal impact on the environment. Packaging is FSC- recycled (95% recyclable)

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. I brand by retailers in the Fine Food Best Brands awards in 2018. A 5% premium per kilo is paid towards the restoration of Columbian rainforests.







CHOC1400 lime & sea salt vegan



CHOCI408 salted caramel bestseller



CHOC1410 peppermint vegan



CHOC1416 raspberry & rose



dark vegan



CHOC 1425 gin & tonic



CHOC1426 rhubarb gin



CHOC1430 honey



CHOCI431 coffee vegan



CHOC1432 orange vegan



## **Chocolate**

Cocoa Loco is an award-winning organic and Fair Trade brand. It's handmade in Sussex, and comes in 100% plastic-free packaging. The chocolate is from the Dominican Republic, from small-scale growers who are supported and certified by the Fairtrade Foundation and the Soil Association.





72% dark



COC02 dark cocoa nibs & hazelnut



COC03 dark w chilli & lime



dark sea salt bestseller



COC05 dark w orange bestseller



COC06 dark w mint



COC07 swirly marbled bestseller



COC08 milk



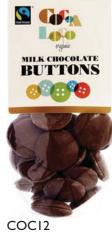
COC09 fruit and nut bestseller



COCIO lemon drizzle scrumptious!



COCII
choc buttons dark



COCI2 choc buttons milk bestseller





## **Ombar Chocolate**

## Organic, Fair Trade, vegan and palm oil free!

Ombar is sourced in Ecuador, said to produce 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...





OM001 case 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



OM012case raspberry & coconut bestseller



OM013case



OM014case pistachio bestseller



OM015case



OM016case hazelnut truffle bestseller



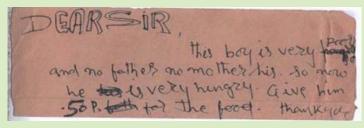
OM017case salt and nibs

# The story of Shared Earth



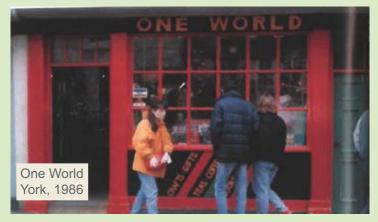
### 1972 - How Shared Earth started

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 no-madic 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



### 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.



### 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. 2025 is the 30th anniversary of our joining WFTO



## 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. With our different product mix, we turned their loss into profit. 18 years later, in 2024, three of the original staff are still with us, and we're one of the most successful shops in Liverpool, voted best retailer in the North West and making it to the UK final in 2024



### 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, 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, 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, this pattern only halted by Covid.

### 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 has been a valuable member of our Board since 2023,



### The climate crisis

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



### 2020-I - 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 Sjahlendra (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.

## Warehouse problems

In the last 2 years we've had to move twice, leading to massive problems with deliveries to our customers. In June 2024 we moved to South Wales, and it's taken a while for the new staff to store and get used to our products. There should be a big improvement in our service in 2025 - we hope so anyway!

### **Bali** connection

Our cooperation with Bali has extended further; we are now helping Yuli to set up a business, Sjahlendra Handicrafts, to supply customers globally. In October 2024 we took on our first overseas employee, in Bali, Theresia, whom Yuli is managing. She is responsible for our catalogue photography and already (see inside back cover) she has taken some stunning images!

We've had a close relationship with Yuli, our supplier in Bali, for 7 years now. She's been a Director of Shared Earth since 2021 and now, we're starting to share staff. We appointed Theresia (right) last year to coordinate photography from our suppliers around the world, for our catalogue, websites and social media. Naturally, she's started in Bali, and the photos below are some of the ones she's taken.







We've got great plans for 2025 – we've taken on 9 new producer groups, and in April, we'll be launching an online catalogue just for Bali products, including hammocks and swinging chairs; cartoon metal animals; wooden cats; colourful wooden jewellery; masks; and plaques made from recycled paint tins. We're also helping Yuli to launch her own business, Sjahlendra Handicrafts, so she can supply other customers worldwide and not just rely on us.





# Some of our new products for 2025...















