

Resources to help you sell

We aim to help you sell our products as much as possible. Traidcraft has a number of resources available to our trade customers.

Point of sale materials

Our range of promotional materials, most of which are free, includes posters, leaflets, display materials and stationery. [Click here to view a list of what is available](#) or visit the "Resources" section on [Traidcraft's webstore](#).

(Please note that you will need to [open a trade account](#) before placing an order if you want to access retail terms).

Recipe cards



These recipe cards feature delicious fair trade recipes on one side, and producer stories on the other. Ideal for creating a spark of inspiration with your customers.

[Download the cards as a PDF.](#)

Product images

Product images and Traidcraft logos are available in electronic format to trade customers, should you require them.

Please send an email to emmaj@traidcraft.co.uk, including details of the images you require, and whether you need high-resolution images. Image files can either be emailed or posted on a CD-ROM, depending on file sizes.

Use of Traidcraft images is subject to our [Brand Guidelines Policy](#).

Producer stories

We can also provide you with producer images and stories, for use in store, at events or on your website. [Visit our resources area to download these stories.](#)

Factsheets

We have a [range of factsheets](#) to help explain fair trade and give information about some of the people who make our products.

Speaker Scheme



Our [network of speakers](#) across the UK can deliver an interesting presentation about the work of Traidcraft and explain the many ways you can get involved.