

Traidcraft launches new Spring 2009 fair trade range

Make a real difference to producers around the world this year by buying from Traidcraft, the UK's leading fair trade organisation.

4 February 2009

Celebrating its 30th anniversary year, Traidcraft has unveiled its new Spring 2009 collection – and it's better than ever!

The collection includes two UK firsts – the first fair trade rubber gloves and the first Fairtrade Marked organic pasta, plus products from two new producer groups in Guatemala and Sri Lanka.

This season's fair trade range boasts an array of handmade products - produced all over the world - from beautiful handmade jewellery and striking homeware products to colourful gifts for children and stylish clothing plus a wide range of recycled and organic products.

All this alongside the usual extensive selection of quality fair trade food, coffees, teas and wine.

With more than 440 products to choose from there's something for everyone with highlights including:

- A selection of seasonal gardening items including four eye-catching varieties of seeds from South Africa and an attractive terracotta elephant herb planter and handy gardener's carry bag both from producers in Bangladesh - perfect gifts for green-fingered friends.
- Beautiful jewellery and accessories at great prices including an intricately beaded blue peacock purse from India and stylish, "wear with anything" silk and cotton scarves, available in cream, blue or raspberry, from Vietnam.
- The ever-popular animal tape measures from Mai Handicrafts in Vietnam. This season we have a gorgeous elephant in pink or grey and a cute cat to choose from.
- Our organic T-shirt range which is produced in a fair trade way as well as being made from 100% Fairtrade certified organic cotton – benefiting producer groups in both India and Mauritius.
- Gorgeous children's gifts including a colourful Jungle croquet set from Sri Lanka – a definite hit for summer outdoor activities and trips.

Traidcraft works with farmers and craft workers across Africa, Asia and South America. When buying Traidcraft products you are helping people in some of the poorest parts of the world to build a better future for themselves and their families. Look in our catalogue for features on a number of our producers, and read what fair trade means for them.

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Notes to editors:

- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade for 30 years.
- All products are available online from 4 February 2009 at www.traidcraftshop.co.uk or through the customer order line on 0845 330 8900.
- Traidcraft works to fight poverty through trade by:
 - Trading with people in Africa, Asia and South America
 - Supporting people in the developing world to build sustainable businesses
 - Influencing policy making in government and business
- Traidcraft sources its products from community-based businesses in the developing world, paying fair prices to the producers and distributing the products in the UK. The goods are sold via supermarkets, independent retailers, online, mail order, and a network of more than 6,000 Fair Traders.
- For product information, high resolution images and samples contact Cool Blue on 01642 351011 or email rachael.heath@coolbluebrand.com or karen.parker@coolbluebrand.com.
- For all other enquiries contact the Traidcraft press office on 0191 497 6462 or email media@traidcraft.co.uk.

