

Traidcraft launches new fair trade range for spring 2010

Make a real difference to producers around the world this year by buying fair trade, recycled and organic products from Traidcraft's spring 2010 catalogue.

26 January 2010

Packed with many handmade and unique products, the collection boasts more than 400 carefully selected items to suit all ethically conscious consumers.

The collection features two new ranges: our card and seed sets - which benefit two producer groups in Bangladesh and South Africa and include a beautiful hand-embroidered card and packet of seeds - and the fair trade glove range which will soon include gardening and outdoor gloves alongside our ever-popular rubber gloves.

Other highlights include:

- Gorgeous Mother's Day and Easter gifts at prices to suit all budgets, such as the stylish and beautifully presented hand-woven Lavender scarf and gift box (page 22) for just £12 and the cute spring chick felt purse filled with jelly teddies which is sure to be a favourite and only £5 (page 31).
- New season jewellery and accessories including the striking Tagua petals necklace, hand-crafted in Peru using tagua and asahi seeds (page 15) and the eye-catching thread wrapped wide bangle (page 16), which will instantly update any outfit.
- Another great selection of children's gifts including new outdoor games – a colourful hoopla game, a hand-painted animal themed croquet set from Sri Lanka and an eye-catching tropical bird kite which is sure to provide hours of fun (pages 26 & 27).
- A collection of reasonably priced and practical gardening gifts including the garden planter gift set which includes three terracotta seed pots, three terracotta markers and three mini balls of twine for just £12 (pages 36 & 37).
- Our ever-popular fair trade fashion staples including our Fairtrade organic cotton long-sleeved T-shirt in a gorgeous coral stripe which will be the perfect addition to your spring wardrobe for just £25 (page 20).
- A larger selection of men's essentials and gifts priced from £7 including two stylish shirts, recycled beer glasses from Bolivia, handmade leather wallets and a gravity-defying wine bottle holder (pages 24 and 25).
- An array of Gifts for Life, an alternative gift of a donation to Traidcraft's charity, giving the recipient of the gift the satisfaction of knowing that a donation has been made, which will help transform the lives of people living in poverty (pages 68 & 69).

All this plus popular favourites, from striking homeware products to handmade cards and wrap and the usual extensive selection of quality fair trade food products, beverages and wine.

Traidcraft works with farmers and craft workers across Africa, Asia and South America. This year sees the introduction of a new producer group, African Heritage from Kenya. Josphat Omundi is a jewellery maker for African Heritage.

He said: "I like working here because I get some money for myself and my family. I assist my parents because they are not able to pay the school fees for my brothers and sisters."

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 more than 30 years.
- All products are available online from 3rd February 2010 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 Latin 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 karen.parker@coolbluebrand.com or rachael.heath@coolbluebrand.com
- For all other enquiries contact the Traidcraft press office on 0191 497 6462 or email media@traidcraft.co.uk.



