

Traidcraft aims to get to the bottom of unfair trade!

Gripping messages calling out from retail shelves are the latest weapon in Traidcraft's fight against poverty.

3 December 2007



This week the pioneering fair trade organisation launches a new range of 100% recycled domestic tissue products displaying the eye-catching slogans: "I'm flushing away unfair trade" on the loo roll, "I'm cleaning up trade injustice" on the kitchen roll and "I'm blowing poverty away" on the tissues.

The aim of the brightly coloured and compelling thought-bubble mottos is to get shoppers to think about how such a small change from their usual brands could also change people's lives.

A contribution from the sale of the products will directly support producers in the developing world to help them work their way out of poverty.

The range was produced in partnership with SCA Hygiene Products.

Traidcraft is confident its campaigning messages will resonate with ethical consumers, giving them a simple way to help improve the lives of others and protect the planet's vital natural resources.

Larry Bush, Traidcraft marketing director, said: "This tissue is great quality and is competitively priced – the difference is that through the sales, money is ploughed into a fund to help people in developing countries trade their way out of poverty.

"It could mean families will be able to provide food for their children, send them to school – or even build a much needed hygienic toilet or a latrine for their own use.

"We're inviting everyone to join our fight against poverty by making the simple switch from their regular brand of tissue products to Traidcraft's products, which directly contribute to transforming people's lives."

Traidcraft tissue products will be available in selected retail outlets, including Booths, and by mail order from 0845 330 8900.

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Notes to editors:

- The British are the world's most prolific users of toilet roll. The average British person uses 4,000 toilet rolls in a lifetime, an estimated equivalent of six trees.
- The tissue range is 100% recycled. This means that no forests will be cut down and the amount of landfill will be reduced. Even the water used in the recycling process is biologically cleaned.
- The toilet tissue, kitchen rolls and paper tissues are available from Traidcraft by mail-order (0845 330 8900) and online at www.traidcraftshop.co.uk.

- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade for 28 years.
- High resolution images of our products are available by return. To request images or for further information contact Melissa Duncan at the Traidcraft press office on 0191 497 6462 or email media@traidcraft.co.uk.
- Samples can be sent of most items for use in photo shoots or taste tests but may take 1-2 days for delivery.