

This is the future for greetings cards - no cellophane bag, biodegradable or otherwise, just a peelable sticker which holds envelope and card together. The paper is FSC-certified and a percentage of profit is donated to support wildlife charities.

Size 15 x 15cm



SWEBBC001
red squirrel



SWEBBC002
2 dormice



SWEBBC003
gold brackel chicken



SWEBBC004
butterfly



SWEBBC005
2 darwin's fox



SWEBBC006
white mountain hare



SWEBBC007
2 hedgehogs



SWEBBC008
bumble bees



SWEBBC009
water vole



SWESJB021
exmoor pony



SWE002
hi honey



SWE003
squiffy, who me?



SWE004
love you like no otter



SWE011
bad hair day



SWE014
let's stick together



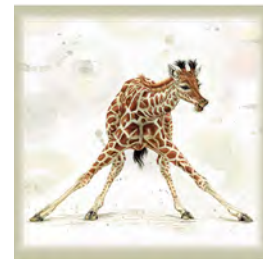
SWE015
just ewe and me



SWE018
garden tiger moth



SWE019
butterfly kisses



SWE022
baby giraffe



SWE027
happy birthday from us



SWE028
it's your birthday



SWE031
bengal tiger



SWE032
asian elephant



SWE039
sea otter



SWE040
flippin' awesome



SWE050
from one crazy bird ...



SWE051
sea otter



SWE053
... no more cake?



BES032
card cheetah



BES033
card african elephant



BES037
card puffins



SWEDD001
card rusty patch bumble bee



SWEDD002
card common blue butterfly



SWEDD004
card seahorses



SWEDD011
card hedgehog



SWEDD012
card barn owl



RBD002
card irish wolf hound



RB007
card white mountain hare



SAR009
card lion tamarin



SAR010
card ring-tailed lemur



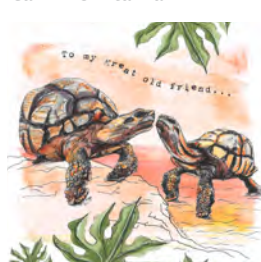
SAR011
card meerkats



SAR012
card andean bear



SAR013
card flamingo



SAR014
card madagascar tortoise



SWESEC054
card hedgehogs

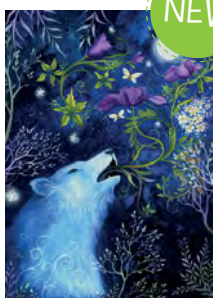
Size of HOG cards:
Portrait:
12x17cm



HOG57AD01



HOG57AD02



HOG57AD03



HOG57AD04



HOGSP01
spinner with
12ea x 24 portrait cards



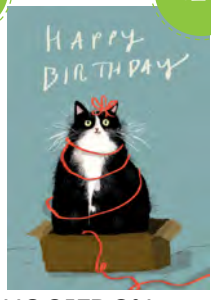
HOGSP
spinner with
16sq x 24 square cards



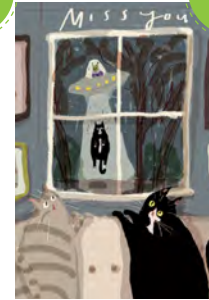
HOG57AT17



HOG57AT19



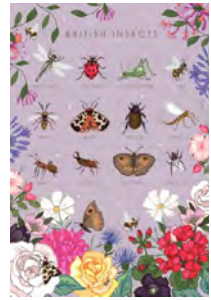
HOG57DC01



HOG57DC03



HOG57AS103



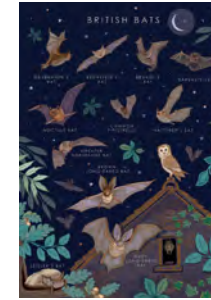
HOG57AS104



HOG57AS105



HOG57AS106



HOG57AS107



HOG57AS113



HOG57AS114



HOG57AS127



HOG57AS131



HOG57AS132



HOG57AS133



HOG57AS138



HOG57AS57



HOG57AS58



HOG57AS60



HOG57AS61



HOG57AS62



HOG57AS63



HOG57AS64



HOG57AS65



HOG57BB52



HOG57BB53



HOG57BB60



HOG57BB61



HOG57BB62



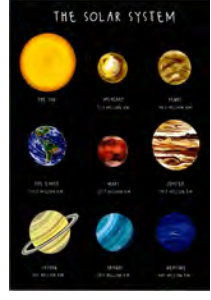
HOG57BB64



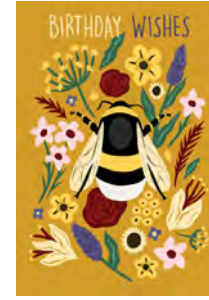
HOG57BB69



HOG57BB71



HOG57BB75



HOG57BB83



HOG57BB86



HOG57BB87



HOG57BB88



HOG57BB94



HOG57BB95



HOG57BB96



HOG57BB97



HOG57BB98



HOG57BB99



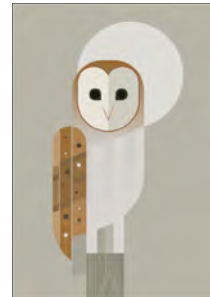
HOG57SS03



HOG57TW01



HOG57MI67



HOG57MW01



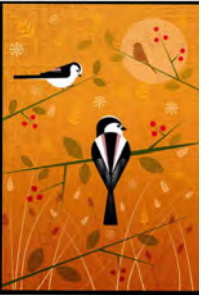
HOG57MW02



HOG57MW03



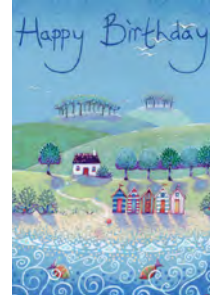
HOG57MW04



HOG57MW05



HOG57PG03



HOG57PG09



HOG57RW01

Size of HOG cards:
Square: 16x16cm



HOG57DT111



HOGJDG166



HOGJDG172



HOGJDG174



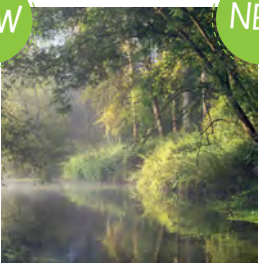
HOGJDG176



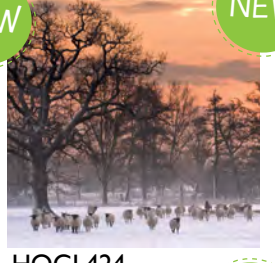
HOGJDG184



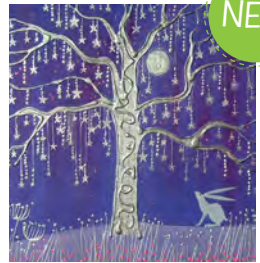
HOGKS107



HOGL421



HOGL424



HOGRT155



HOGRT156



HOGRT158



HOGRT160



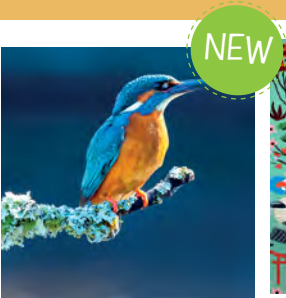
HOGWAH188





NEW

HOGWAH190

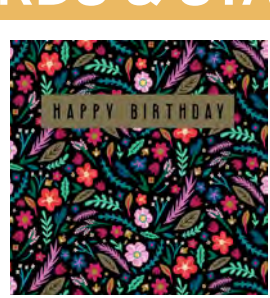


NEW

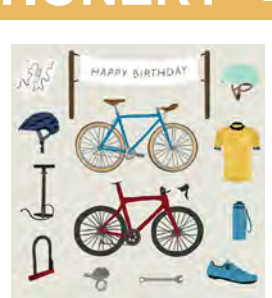
HOGL375



HOGADR103



HOGBEA141



HOGBEA143



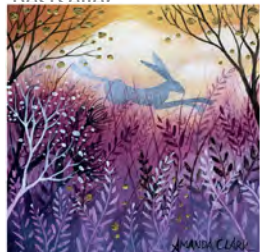
HOGDCT115



HOGDCT113



HOGOTW105



HOGAC127



HOGHMI47



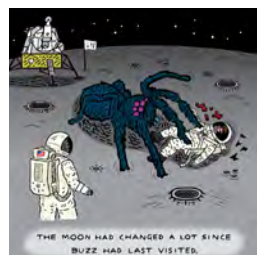
HOGAC128



HOGDCT116



HOGHMI45



HOGOTW106



HOGHMI46



HOGOTW104



HOGOTW107



HOGOTW108



HOGOTW109



HOGHMI48



HOGOTW101



HOGOTW102



HOGOTW103



HOGAC101



HOGAC103



HOGAC111



HOGAC116



HOGAC118



HOGAC121



HOGDCT101



HOGAC122



HOGAC125



HOGADR101



HOGADR102



HOGADR104

bestseller



HOGBEA128



HOGCC194
rynnji headland house



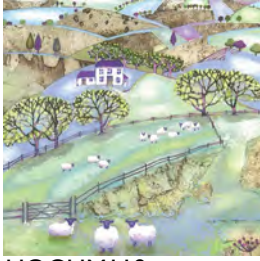
HOGCOR112



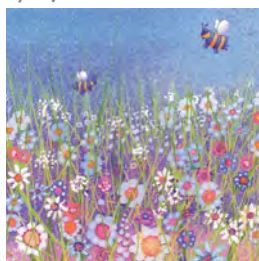
HOGHM105



HOGHMI13



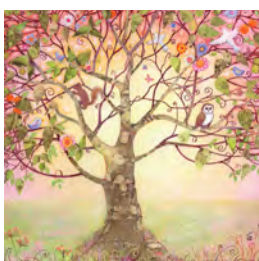
HOGHMI19



HOGHMI20
bestseller



HOGHMI24
bestseller



HOGHMI30



HOGDCT109



HOGDCT108



HOGHMI44



HOGJLF101



HOGJLF103 rainbow



HOGHMI31



HOGHMI33



HOGHMI39



HOGHMI40



HOGHMI43



HOGJLF105



HOGJLF106



HOGL285



HOGL360



HOGL368



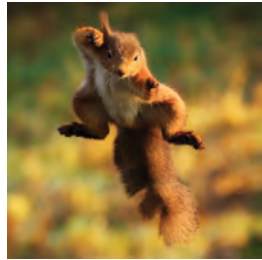
HOGL376



HOGL377



HOGL378



HOGL379



HOGL380



HOGL381



HOGL383



HOGRT114



HOGRT115



HOGRT116



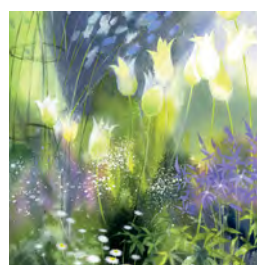
HOGRT133



HOGRT134



HOGRT135



HOGRT136



HOGRT138



HOGRT154



HOGRWN102



HOGRWN105



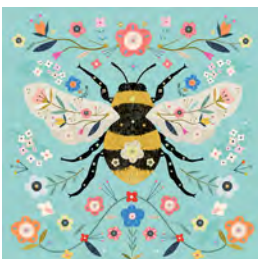
HOGRWN106



HOGRWN107



HOGRWN108



HOGRWN109



HOGRWN113



HOGSQM130



HOGSSH101



HOGSSH102



HOGSSH103



HOGSSH107



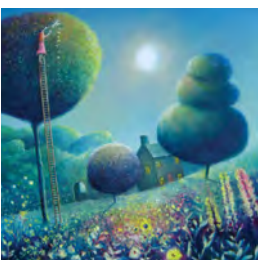
HOGSSH108



HOGSSH112



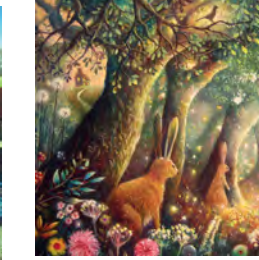
HOGTRI01



HOGTRI04



HOGTRI05



HOGTRI10



HOGTRI11



HOGTRI12



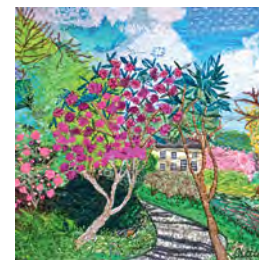
HOGTRI13



HOGTRI14



HOGTRI15



HOGUTT105



HOGUTT106



HOGUTT102



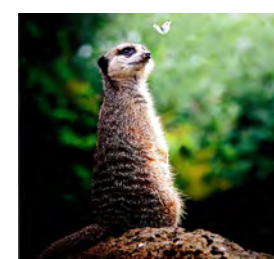
HOGWAH177



HOGWAH178



HOGWAH181



HOGWAH186

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.



PDN09
leaf notebook
elephant



PDN12
leaf notebook heart
19x19cm



PDN2303B
leaf notebook 19 x 19cm
dolphin blue



PDN2303C
leaf notebook 19 x 19cm
lighthouse blue



PDN2310A
sand notebook 19 x 19cm
flamingo



PDN13
leaf notebook
19x19cm turtle green



PDN07
sand notebook
19x19cm giraffe



NAB01 bike nbk handmade paper 7.5 x 10cm
NAB02 10 x 15cm
NAB03 15 x 20cm



PDN2309A
sand notebook buddha
15 x 19cm green



PDN2309B
sand notebook buddha
15 x 19cm blue



PDN2309C
sand notebook buddha
15 x 19cm red

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.



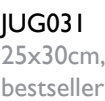
JUG028
15x18.5cm,
bestseller



JUG029
10x15cm,
bestseller



JUG030
18.5x20cm,
bestseller



JUG031
25x30cm,
bestseller



SAA600
7x10cm
bestseller

SAA601
10x13cm

SAA602
14x17cm



SAA603 flowers,
wrapping paper 79x55cm

Wrapping paper

Block printing and batik dyeing are two of the techniques used to make this handmade paper wrap, from Bangladesh.

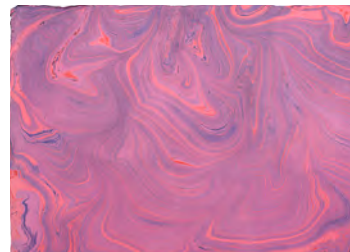
Size 50 x 76cm



PROKW02



PROKW07



PROKW27



PROKW20

Lucky dips - a bestseller in Shared Earth shops

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 £82.50 (55p 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 large basket and 10 sheets of giftwrap or knot wrap. PLUS a rice husk cup, a pair of bamboo socks and 10 sheets of giftwrap or knot wrap making this a fantastic bargain.

LUCK00B

Lucky dip x 300 £150 (50p each)

As above but even better value for money. Includes a large basket, 20 sheets of giftwrap or knot wrap, 2 rice husk cups and 2 pairs of bamboo socks.

LUCK00C

Lucky dip x 1,000 £450 (45p each)

EVEN BETTER VALUE!

PLUS a large basket, 75 sheets of giftwrap or knot wrap, 20 rice husk cups, 20 pairs of bamboo socks and 10 jute bags!!!



Bargain Boxes

- BBOX** Over £1,500 RRP value for just £200
- BBOX2** Over £3,500 RRP value for just £400
- BBOX02** Over £700 RRP value for just £100 bags and accessories
- BBOX03** Over £700 RRP value for just £100 jewellery
- BBOX04** Over £700 RRP value for just £100 mobiles, hangings, dreamcatchers, suncatchers, chimes
- BBOX05** Over £1,300 RRP value for just £135 textiles
- BBOX06** Over £700 RRP value for just £100 wood, bamboo, coconut
- BBOX07** Over £850 RRP value for just £130 soaps, bodycare, bathroom, eco household
- BBOX08** Over £1,000 RRP value for just £150 ceramics, kitchen/dining
- BBOX09** Over £1,600 RRP value for just £250 candles, soaps, oils, home decor
- BBOX11** Over £500 RRP value for just £100 candles, soaps, oils etc
- BBOX13** Over £1,200 RRP value for just £200 eco

It's 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!



BBOX04
mobiles, hangings etc
a wide selection

NEW!

- BBOX14**
20 bird houses/feeders RRP £400+
- BBOX15**
20 bee/butterfly houses RRP £550+
- BBOX16**
500 small gifts under £7 RRP £2,000+ ONLY £175!
- BBOX17**
games RRP £500+ ONLY £89!



BBOX07
soaps, bodycare etc
a wide selection



BBOX14
20 bird houses/feeders
RRP £400+



BBOX15
20 bee/butterfly
houses RRP
£550+

Choc Affair

You've gone through our entire catalogue and you deserve to treat yourself to a few bars of chocolate! Choc Affair is an award-winning small 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.1 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.

A selection of delicious new flavours to excite the palate and buy as special treats



CHOCI455
orange blossom
dark chocolate



CHOCI456
banoffee milk
chocolate



CHOCI457
passionfruit and
coconut dark
chocolate



CHOCI458
lemon sherbet
milk chocolate



CHOCI459
apple and
blackberry oat
milk chocolate



CHOCI400
lime & sea salt
vegan



CHOCI408
salted caramel



CHOCI410
peppermint
vegan



CHOCI416
raspberry & rose



CHOCI418
dark
vegan



CHOCI425
gin & tonic
bestseller



CHOCI426
rhubarb gin



CHOCI428
raspberry gin



CHOCI430
honey



CHOCI431
coffee
vegan



CHOCI432
orange
vegan



CHOCI444
blood orange gin



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 Fair Trade Foundation and the Soil Association.



COC01
72% dark



COC02
dark cocoa nibs & hazelnut



COC03
dark w chilli & lime



COC04
dark sea salt



COC05
dark w orange



COC06
dark w mint



COC07
swirly marbled



COC08
milk



COC09
fruit and nut



COC10
lemon drizzle



COC11
choc buttons dark



COC12
choc buttons milk





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...

Sold in cases of 10 bars.



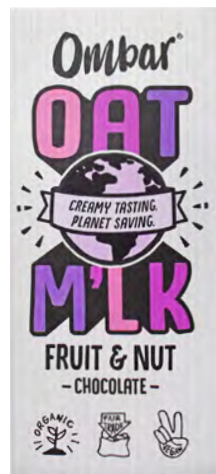
OMSP01
ombar starter pack
10 each x 12 flavours



OM001 case
oat milk smooth & creamy
bestseller



OM002 case
oat milk hazelnut
bestseller



OM003 case
oat milk fruit & nut
bestseller



OM004 case
oat milk salted caramel
bestseller



OM010 case
coconut & vanilla



OM011 case
coco almond



OM012 case
raspberry & coconut
bestseller



OM013 case
coco mylk



OM014 case
pistachio
bestseller



OM015 case
72% cacao



OM016 case
hazelnut truffle
bestseller



OM017 case
salt and nibs

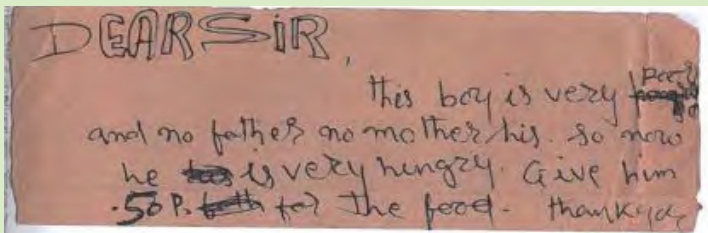
The story of Shared Earth



Street children, New Delhi 1970's

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 nomadic 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



One World York, 1986

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.



Staff, 1990

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.



York shop manager Sarah Morris with Animal Magic T-shirts, 1993

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.



Jeremy addresses IFAT conference, Ooty 1997

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. We took on their staff, and with our different product mix, quickly turned the loss into profit. 17 years later, in 2023, three of the original staff are still with us, and we're one of the most successful shops in Liverpool, rated 97% in a recent mystery shopper report by Liverpool Council.



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 – our 25th anniversary – 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, leading to a drop in sales. 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.



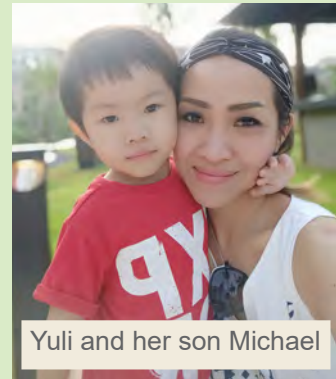
2010s – on a knife edge – and recovery

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, and with our shops also doing well, our sales are now almost £4 million, higher than ever before. The result: hundreds of extra jobs for producers!



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 is now a valuable member of our Board.



Yuli and her son Michael

The climate crisis

Our support for sustainability is, we believe, the reason for our success. No plastic; recycling; local materials are all key priorities for us; and in 2020 we started using GoodShipping (see pg13) to ensure that shipping our products is carbon-neutral. We offer the widest selection of recycled products in Europe and we encourage businesses everywhere to make tackling climate change a higher priority.



Children at Karm Marg, home for street children, one of our suppliers

2020-1 - 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 Sjahendra (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. Their loyalty and commitment to our values is key to our success; our priority today – tackling climate change!

Choose Fair Trade ... choose Eco!



India, like many of the countries we buy from, is badly affected by climate change. Temperatures are rising and the heat, with droughts more frequent, causes crop failures, leading to food shortages and rising prices. Floods affect cities in particular; it's estimated that 5 million people have lost their homes in the last 2 years. It's affecting our suppliers too; our new range of aluminium boxes delayed for instance, because the artisans' workshop was flooded. Malnutrition, disease, social unrest – all these result from climate change.

Some of our suppliers are actively campaigning on these issues, and trying to educate children and young people as to what we can do to minimise the effects of climate change. We applaud them and wish them well in their work.

What can we do, as buyers and sellers? At Shared Earth, we try to concentrate on products with sustainable (including recycled) raw materials. We've reduced plastic to almost zero, and we're buying less cotton, which needs huge amounts of water to grow – not what's wanted in drought-prone countries like India! Organic cotton is not the answer, it avoids pesticides, but uses just as much water, as well as land, which can be used more productively for other crops. We're delighted in this catalogue to introduce our new recycled cotton tote bags, and recycled cotton and polyester socks!

We also pay a premium to neutralise the CO2 emissions caused by shipping products to the UK, through the use of biofuels. Do your other suppliers do this? Ask them, and put pressure on them to do so! The financial cost is minimal, the environmental benefit huge. Shipping, which uses the dirtiest of fossil fuels, is a major cause of CO2 emissions in the gift and fashion industries, a problem we all should try to tackle.

