



# KATIE CARDEW

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BESPOKE MERCHANDISE

**COMPANIES KATIE HAS WORKED WITH**



Katie has worked on over 2000 commissions since launching the business 9 years ago. She has a wealth of knowledge in producing bespoke illustrations and has worked with some wonderful and prestigious companies, including:

- *Henley Royal Regatta* – full merchandise range
- *Historic Royal Palaces* – licensed commission for a full merchandise range
- *Harrogate International Festivals* – official illustration of the event
- *Multum Gin Parvo* – full merchandise range
- *The Swan Hotel, Newby* – merchandise range
- *Estée Lauder* – illustration range
- *Rodean School* – merchandise range
- *Fox and Thistle Gifts* – licensed commission for a full merchandise range
- *The Luss Estate* – merchandise range
- *The Courthouse Interiors* – merchandise range
- *Neville Holt Opera House* – illustration for marketing and website
- *Grimsthorpe Castle* – full merchandise range



# GALLERY



## Henley Royal Regatta cont.

Range includes tea towels, napkins, aprons, mugs, fridge boards, drink prep boards, print, cards, notebooks, note-lets and tote bag





## Multum Gin Parvo

Branding and packaging design for a gin range

Full merch range using the branding designs including tea towels, coasters and drinks prep boards





**The Courthouse Interiors**  
print & tea towel



**Grimsthorpe Castle**  
print, card, magnet & tea towel

**KATIE  
CARDEW**

# GALLERY



## **PLAS DINAM**

Illustration of wedding venue used for branding and marketing

# FOR YOUR BUSINESS

A Katie Cardew commission of your beautiful building is a wonderful asset to the business. The illustration can be used for marketing and websites, but most importantly, we can produce a merchandise range for you, ready to go on your shelves!

Customers love a memento of a day out; and what could be better than an item with your own building on it?

## **ITEMS WE PRODUCE:**

**Fine art prints**

**Greeting cards**

**Tea towels**

**Tableware**

**Magnets**

**Worktop savers**

**Kitchen boards**

**Notelet packs**

**Mugs**

**Tote bags**

**Coasters**

**Platter boards**

To see examples of these items, please head to our website, [www.katiecardew.com](http://www.katiecardew.com)

Note the items on our website are Katie's own design work, not commissioned work but the imagery shows the quality and format of the products

All items are made in the UK using the very best manufacturers. Materials are premium and the finish is impeccable.

***Initial building commission:***

Katie to quote

***Bespoke merchandise Prices:***

See page 10

Rights to use the illustration on a website - £85

Rights to use it on marketing - negotiable dependant on marketing

Minimum order quantity - £400

Sampling - one off, £10 per product

Delivery - we charge cost price only and can quote on enquiry

Turnaround times can be given upon enquiry, usually 14-18 weeks including production of illustration and sampling

Illustration produced by a high resolution photograph of the buildings

Mugs can be produced but require a minimum order of 400 due to the nature of manufacturing; can be discussed if required.

**PRICES ARE ALL EXVAT**

## MORE INFO

### *Product design:*

Designing the products using the bespoke illustration is **free** of charge, providing the format of the original drawing is used (i.e the building).

### *Packaging design:*

Packaging design costs are also free of charge for orders above £1500 +vat, providing the standard packaging type and format used by the Katie Cardew brand is used (to view packaged products view the Katie Cardew website). Your business name will be included on packaging, i.e 'Katie Cardew for Grimsthorpe House'.

We can include a barcodes/SKU on the packaging if they are provided.

For orders below this amount, the one off design fee is £40p/h. Katie can give a time estimate.

Not all buildings are suitable for every product, due to the proportions of buildings but this can be discussed with Katie.

Merch range for Royal Henley Regatta



Tea towel / apron belly band examples



**KATIE  
CARDEW**

# ENQUIRE

To enquire about a bespoke commission, please email:  
[trade@katiecardew.com](mailto:trade@katiecardew.com)

## MERCHANDISE PRICE LIST

	Pack Size/min order	Bespoke Price	Additional Info	Packaging	RRP
Tea Towel	80	£6.50	100% premium cotton, sewn all 4 sides and complete with a hanging hook.	Belly band	£12.50 - £14
Coasters	60	£1.75	Hand cut baked melamine, cork backed, 4.8mm thick	Sold individually	£4-£4.50
Kitchen Board (see G&T board on website as example)	25	£5.60	Hand cut baked melamine, cork backed, 4.8mm thick	Swing tag and leather hanging loop	£12.5-£13
Tote Bags	40	£12	38x38cm with a generous 12cm gusset and sturdy canvas strap. Lined in colour of choice. Hand stitched cotton Katie Cardew label. 100% cotton	Swing tag	£25-£30
Magnet Fridge Board	50	£5.60	Sizes: (mm) 50x50 55x85 60x30 50x70	-	£12.50-£13
A4/A3 fine art Giclee print (UNFRAMED)	5	A4 - £10 A3 - £18	Unframed prints come in a cello sleeve with a backing board, sticker and framing guide. Please add £4 per print to include a 2" wide white bevelled mount.		A4: £25 A3 - £40
A4/A3 fine art Giclee print (FRAMED)	5	A4 - £21 A3 - £33	Framed prints are framed in our own studio in wooden oak chunky frame. A4 prints are mounted A3 prints are unmounted.	*RRP - A4: £50 A3 - £75	A4: £50 A3 - £75
A6 Notelets (pack of 10)	10	£5		Comes with Kraft envelopes & twine with tag	£12
Greetings Cards (15 x 15cm)	40	£1.45		packaged with kraft envelope in cello as standard	£3 - £3.50

## Payment & Terms

All Prices quoted are excluding VAT

All cost prices are ex. VAT. Shipping cost is £10 per carton up to 20kg

Design costs will be charged at 50% deposit and 50% once approved.

Product costs will be charged at 50% pro-forma and 50% on receipt of goods.

All our products are made in the UK, and the mugs are decorated in the UK.

Packaging has been kept to a minimum and is recyclable where possible