

Countryside  
Art Ltd Est.1976

# Special Design Brochure

Specialist Designers, Printers and Manufacturers of Giftware



# Welcome to Countryside Art's Special Design Brochure (established 1976)

Countryside Art Ltd, a family company, began in 1975 and we quickly established ourselves as a leader in the tea towel and quality giftware market.

Now with over 35 years experience in textile and litho printing and working from a state-of-the-art, modern purpose built factory, equipped with the latest technology, we have become acknowledged experts in the field of quality and complex printing.

We are unique in that we offer a complete in-house service from design through print to final manufacture in our in-house sewing unit. Our sewing unit also enables us to offer bespoke touches such as including customer's own sew-in labels and products designed to specific requirements. All products pass through a rigorous continuous quality control system ensuring you will be 100% satisfied with the quality of the work we supply.

We have won prestigious business awards including an award for business excellence, t-shirt printing awards and British Telecom's Deaf Employer of the Year back in 1994.

As a company we are also ethically and environmentally aware in all our procedures. Our dedicated sales team are always at hand to help with any queries you may have regarding any aspect of our products and services.

Our customers return time and time again because we care about the quality of the products we sell. In addition we believe in offering our customers a service which is not only competitive and professional but also a friendly and pleasant experience.



# Countryside Art's Expert Design Service - Notes on Commissioning a Design

## Notes on commissioning a design

Please read these notes carefully when considering your order as our design will be based on the information you send us. The better the references available to us, the greater the opportunity we have of producing a pleasing design.

## What our artists require in order to produce a design

Send us a good quality, clear photograph(s) of the view(s), etc., you require. We can work from digital or standard photographs. Digital photographs can also be emailed if preferred. Please note any features on the photograph that you would like removed from the design, i.e., cars, telegraph poles, etc. Please ensure that these features do not obscure the building or view required.

If you want a certain layout for your design then please enclose a rough sketch (do not worry about the quality of the sketch). Otherwise our designers will layout the design in the way in which they feel it will look the most attractive.

Where an illustrative border or setting is required please list the decoration, flora, fauna, etc., you want included in the design.

Please also indicate any special requirements you may have such as logos, titles, etc.

We are also able to produce designs based on customers' concepts. Please contact our design team to discuss your requirements.

Customers wishing to submit finished artwork are requested to contact us for details of the proportions, materials, file formats etc., before proceeding.

Please send all references together with payment for the origination charge if applicable (amount listed on provisional order form). Finished artwork submitted ready-to-print in a digital format is not subject to an origination charge.

## We have received your information and initial payment – what happens now?

We will contact you in writing with a proof date and delivery date. Please contact us immediately if either of these dates are unacceptable and we will do our utmost to accommodate your wishes.

We normally take approximately 28 days to produce your proof and then a maximum of 28 days to produce your order unless a prior date has been agreed in either case.

In addition, we will also confirm receipt of the origination charge in writing.

## On receipt of your proof...

On receipt of your proof you will find a confirmation order form enclosed. Please return this with the final quantities, colours, fabrics, delivery date, etc., you require. We will then proceed with your order.

Alternatively, should you require any alterations to your design, at this proofing stage, please contact us immediately.

Alterations are carried out free of charge unless there has been an amendment to the original brief, i.e. new photographs submitted. In this case there will be a minimal charge. Any alterations required after the design has been prepared for printing will be subject to a £20.00 + vat charge for single colour prints. For multi-colour printing both the screens and films are charged for at the cost initially quoted.

## On receipt of your goods...

We will invoice you when we dispatch the goods. Our terms for payment are 30 days.

## Important additional information regarding copyright

Please remember we reproduce artwork/photographs sent to us on the assumption that the artists/photographer has agreed that their work can be used.

The responsibility for making such arrangements lies with the person ordering – not with Countryside Art Ltd.

All artwork drawn by our Countryside Art design team remains the copyright of Countryside Art Ltd. Should you want to reproduce the design in any way other than with our company please contact us regarding permission to purchase the copyright.

## Colours Available for Single Colour Printing



These colours are intended as a guide only – actual print colours may vary slightly from colours depicted in brochure.



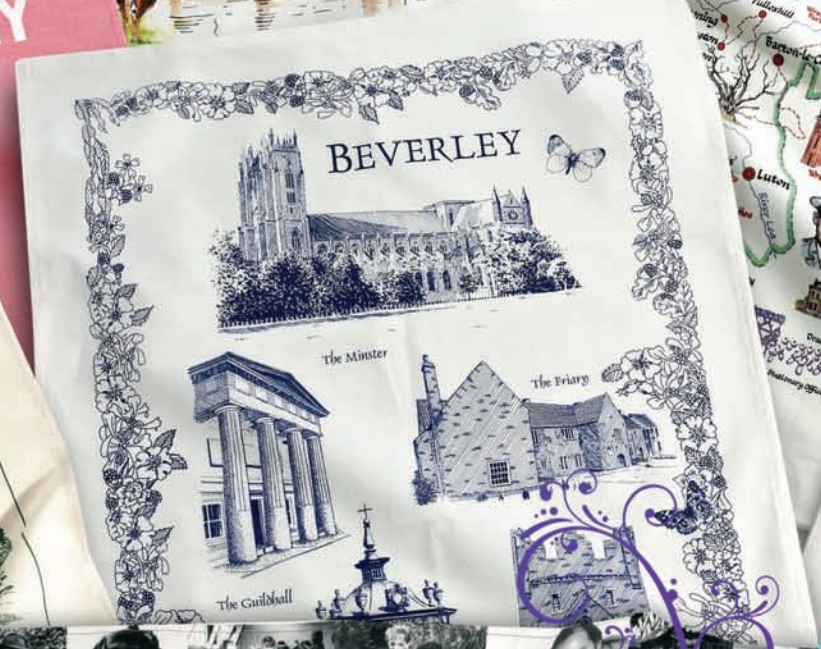
## Tea Towels

On a choice of premium cotton (pale cream finish), unbleached or organic cottons (natural oatmeal finishes), standard cotton (bright white finish) or linen union (50% linen/50% cotton and bright white finish). Size 76cm by 48cm approx.

Available in single colour, multi-colour in up to eight spot colours or full colour process printing.

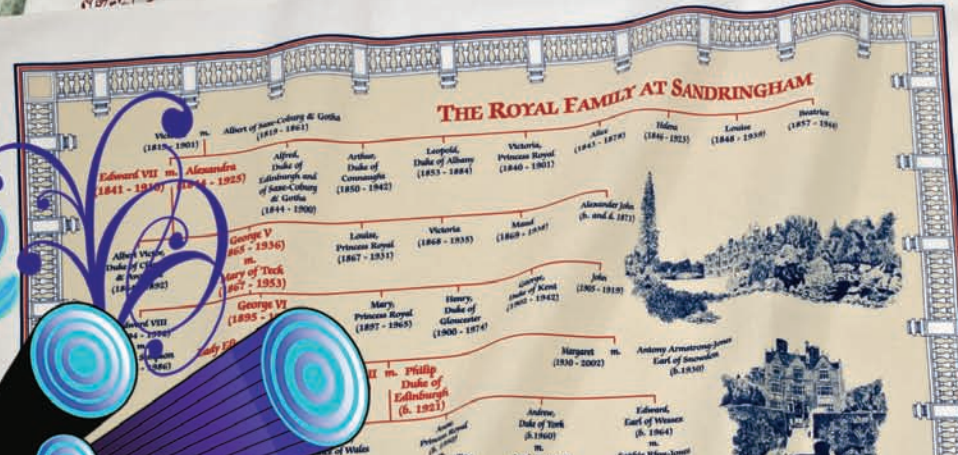
All are guaranteed 100% colourfast and are available either bulk packed or with a wide variety of packaging options such as Euro slot header cards or individually bagged with inserts, wrap-arounds, trays, headers etc.

WE'RE GOING  
TO NEED  
CONSIDERABLY  
BIGGER





SUFFOLK  
River



HELP for HEROES  
Support For Our Wounded



## Canvas Bags

### Large, Medium & Small Canvas Gusseted Bags

Gusseted UK-made bags in strong unbleached (natural oatmeal finish) or bleached (pale cream finish) 10oz cotton canvas. Design on both sides with plain short handles as standard (optional printed and long handles also available). **Large Size:** 37cm by 37cm with 10cm gussets approx (not including handles). **Medium Size:** 26cm by 36cm with 13cm gussets approx (not including handles). **Small Size:** 29cm by 36cm with 9cm gussets approx (not including handles).

### Flat Canvas Bags

Flat UK-made bags in strong unbleached (natural oatmeal finish) or bleached (pale cream finish) 10oz cotton canvas. Design on both sides with plain short handles as standard (optional printed and long handles also available). **Size:** 40cm by 43cm approx (not including handles).





## Calico Bags

### Flat Calico Bags

Flat UK-made bags in unbleached (natural oatmeal finish) or bleached (pale cream finish) calico. Design on both sides with plain short handles as standard (optional printed and long handles also available). **Size: 40cm by 43cm approx (not including handles).**

### Low Cost Flat & Gusseted Calico Bags

Flat low cost unbleached calico bag with short handles. Placement printed on one side only. Supplied bulk packed. **Size: 38cm by 38cm approx (not including handles).**

Large gusseted unbleached calico bag with long handles. Placement printed on one side only. Supplied bulk packed. **Size: 35cm by 38cm approx with 9cm gussets (not including handles).**

All our bags are available in single colour, multi-colour in up to eight spot colours or full colour process printing with the exception of our low cost bags which are not available in full colour process.

All are guaranteed 100% colourfast and are available either bulk packed or with a wide variety of packaging options such as swing ticketing or individual bagging with inserts, trays, headers etc.

## Aprons

Adult aprons, available in a choice of bleached 8oz cotton drill (pale cream finish) with polyester straps or unbleached and organic 8oz cotton drills (natural oatmeal finishes) with unbleached cotton straps. The aprons feature 'D' rings with adjustable neck ties (optional neck loops are available). Aprons also available with or without small or XL sized pockets. **Size: 85cm by 60cm approx (excluding straps).**

All the fabric products on these pages are available in single colour, multi-colour in up to eight spot colours or full colour process printing.

All are guaranteed 100% colourfast and are available either bulk packed or with a wide variety of packaging options such as swing ticketing or hanger and plain bags with inserts, trays, wrap-arounds, headers etc.







### Double Oven Gloves

Double oven gloves available in either unbleached or organic (natural oatmeal finishes) or bleached (pale cream finish) 8oz cotton drill outers, needlepoint polyester wadding insulation, binding finish and hanging loop. Conforms to B.S.6526:1998. Printed on both sides. **Size: 82cm by 18cm approx.**

### Single Oven Mitts

Single Oven Mitts available in either unbleached or organic (natural oatmeal finishes) or bleached (pale cream finish) 8oz cotton drill outer, cotton lining, needlepoint polyester wadding insulation, binding finish and hanging loop. Conforms to B.S.6526:1998. Printed on both sides. **Size: 29cm by 21cm approx.**



### Tea Cosies

Tea cosies available in either unbleached or organic (natural oatmeal finish) or bleached (pale cream finish) 8oz cotton drill outer and lining, thickly insulated with needlepoint polyester wadding and hanging loop. Printed on both sides. **Size: 33cm by 26cm approx.**

### Peg Bags

Peg bags made from 10oz strong unbleached (natural oatmeal finish) or bleached (pale cream finish) cotton canvas with an 18mm softwood dowel and brass-plated hook. Printed on both sides. **Size: 39cm by 29cm approx.**



### Carrier Bag Tidies

Carrier bag tidies available in either unbleached (natural oatmeal finish) or bleached (pale cream finish) cotton with cord hanging loop and elasticated bottom. Printed on both sides. **Size: 55cm by 18cm approx.**



## Bone China Mugs & Earthenware Mugs

Fine bone china mugs and robust earthenware mugs in a wide variety of styles are available either with or without gold rim and flash and also with optional printing inside the mug. The mugs can feature either a Countryside Art or the customer's own personalised back-stamp.

## 8" Bone China Plates & Porcelain Plates

8" Fine bone china and porcelain plates. Available with or without gold rim. The plates can feature either a Countryside Art back-stamp or the customer's own back-stamp. All ceramics are available in single colour, spot colour and full colour printing.



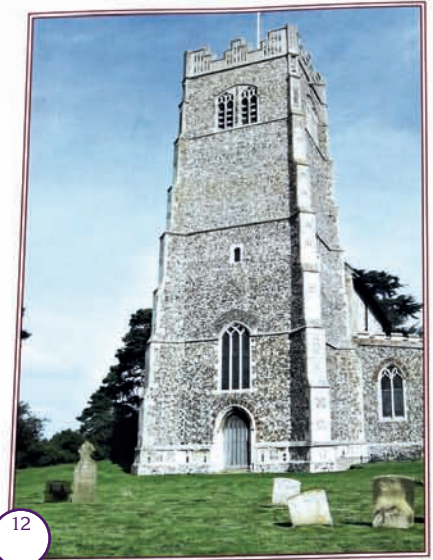


**Melamine Mats & Coasters**

Quality heat resistant melamine mats and coasters with a dark green baize backing are available with either single or multi-colour printing. The mats and coasters can also be sold as a 'set of four' using our optional clear acetate presentation gift boxes.

**Mat dimensions: 28cm by 20.5cm and Coaster dimensions: 10cm by 10cm**





## Paper Giftware, Fridge Magnets, Key Rings & Mouse Mats

From the ever popular notelets through to our specialised service of small runs of multi-colour printing on to cards, post cards, calendars etc; our in-house lithographic department offers high quality print and presentation. All paper giftware, fridge magnets, key rings and mouse mats are available in single colour and multi-colour printing.

### Notelets

100gsm paper A4 folded twice to A6 design area. The notelets are available in white or cream paper and envelopes. The presentation packs contain 10 notelets and 10 envelopes and are also available with personalised header cards.

### Writing Paper

A5 cream or white laid writing paper. The design is printed on the paper, envelopes and the laid board wallet. The wallet contains 10 sheets and 10 envelopes and is presentation packed.

### Cards

A5 folded to A6 or A4 folded to A5 printed on 260gsm smooth finish white card. The presentation packs contain 5 cards and 5 envelopes and are also available with personalised header cards.

### Postcards

A6 postcards printed on 300gsm card. The reverse can be printed with either a standard postcard format or to the customer's specific requirements.

### Jotter Pads

Available in either white or cream paper, each of the 150 sheets (approx) is printed with the design. The pad size is 15cm by 10cm and the jotters are individually presentation packed.

### Calendars

12 or 6 page calendars printed on quality 160gsm A4 paper and spiral bound. The calendars are individually presentation packaged.

### Fridge Magnets & Key Rings

Clear plastic fridge magnets and key rings featuring full colour or single colour images in a variety of sizes. Supplied bulk packed.

### Mouse Mats

An orange-peel effect surface gives maximum mouse efficiency. The mouse mats are backed with a soft foam backing. Size 20cm by 23.5cm and supplied bulk packed.



### T-Shirts, Sweatshirts, Polo Shirts Etc.

We supply a large range of t-shirts, polo shirts, sweat shirts and fleeces for printing or embroidery. The full range can be seen by logging on to our distributor's website [www.ralawise.com](http://www.ralawise.com). A password is not required. Garments can be supplied either bulk packed or individually packed as required.

### Napkins

Napkins are available in standard, premium, unbleached and organic cotton plus linen union and bleached and unbleached calico. We offer sizes from 42cm up to 49cm square. Supplied individually packed or bulk packed.

Napkins are available in single colour, spot colour & full colour process printing.



# Cushions

We produce a wide range of cushions in bleached and unbleached 8oz cotton drill and 10oz canvas plus dyed 8oz cotton drill and panama. We can produce bespoke sizes including round cushions and offer both envelope and zipped closures.

1. Zipped black panama cushion printed edge-to-edge with a 1 spot white discharge print. Size 40cm square.
2. Bleached 8oz cotton drill cushion with envelope fold reverse. Printed all-over front and reverse in 3 spot colours. Size 40cm square.
3. Bleached 8oz cotton drill cushion with envelope fold reverse. All-over digital print on front with plain reverse. Size 40cm square.
4. Zipped bleached 10oz canvas cushion, envelope fold reverse, printed all-over front and reverse in 2 spot colours. Size 60cm square.
5. Unbleached 8oz cotton drill cushion, envelope fold reverse, printed in 2 spot colours on the front and 1 spot colour all-over reverse. Size 50cm square.
6. Rectangular zipped black panama cushion printed edge-to-edge with a 1 spot white discharge print. Size 50cm by 30cm.



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# Bespoke Packaging & Co-ordinated Ranges

To add to the presentation of your products we can assist with your bespoke packaging requirements including adding swing tickets, inserts, header cards, trays, wraps, euro hangers and bar-coding etc. We offer a very competitive in-house digital and litho printing service for the packaging. Please contact us for more details.

We are also expert in carrying designs across a wide variety of products in order to produce co-ordinated ranges where all the colours need to be consistent from item to item.

1. Swing tickets – available from single colour up to full colour. Can be printed both sides, bar-coding information can also be added.
2. Packs of two tea towels with wrap-arounds, can be supplied unbagged or individually bagged.
3. Co-ordinated set featuring an apron with a tray plus a tea towel and oven glove with wrap-arounds. Individually bagged with a Recipe Card in each pack.
4. Tea towel with wrap-around can be supplied unbagged or individually bagged.
5. Tea towel with card header plus euro hole suitable for euro slot slat board display, supplied unbagged.
6. Tea towel with tray and plastic euro hanger, individually bagged.
7. Tea towel with tray, individually bagged.
8. Flat bag, carded and individually bagged with tray and plastic euro hanger.
9. Tea towel with wrap-around can be supplied unbagged or individually bagged.
10. Co-ordinated set featuring an apron with tray in a display hanger bag and tea towel with wrap-around, individually bagged with plastic euro hanger.
11. Co-ordinated set featuring an apron, tea towel and oven glove.
12. Co-ordinated set featuring an apron and tea towel.
13. Set of three flat canvas bags.



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www.britishmuseumshoponline.org

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7



11



8



12



10



13

# NEW Digitally Printed Products

At the start of 2013 we installed a cutting-edge digital textile printing machine, the first of its kind in the country. This machine enables us to produce superb quality full colour printing on to our whole range of tea towels, aprons, kitchen textiles and bags in unlimited colours. The results are very eye catching with unbelievable detail and print definition.

Designs previously thought of as too expensive to set up can now be economically viable projects. With minimum order quantities of just 25 items we can provide professional, high quality products for up-and-coming designers and new businesses through to print runs of many thousands for our larger customers.

Another bonus with this new type of digital printing is that set-up and sampling costs are also very low. Environmentally this type of printing is low impact too.

Not surprisingly this service is already proving very popular with many of our customers.



Fresco Garden Bag - Image used by kind permission of The British Museum Company [www.britishmuseumshonline.org](http://www.britishmuseumshonline.org)

Anemone Tea Towel - Image used by kind permission of Vicky Mappin Designs available at [www.vickymappin.co.uk](http://www.vickymappin.co.uk)

Oxford Skyline Cushion - Image used by kind permission of [www.emmelinesimpson.co.uk](http://www.emmelinesimpson.co.uk)

London, London Cushion Designed by Alice Palace for the Museum of London - Image used by kind permission of [www.museumoflondon.org.uk](http://www.museumoflondon.org.uk)

# Ethical & Environmental Policy

A family company, started in 1975 by our parents, John and Margery Chapman is now directed and managed by myself, Kathy Brookes, and my brother Lawrence Chapman. Initially the company was started with a view to hoping to provide employment to people with disabilities whenever possible. A family member, son and brother, Patrick has severe learning difficulties and as a family we were very aware of the difficulties faced by people with disabilities trying to compete for employment in the job market.

Over the years we have employed people with a wide range of disabilities and won BT's Deaf Employer of the Year in 1994. (Marcus Bates, who is profoundly deaf and the proud recipient of the award is still working with us).

The workshops where the company started were initially built in the grounds of my parent's grade 2 listed house (formerly a Rectory). Our work has, therefore, always had an immediate impact on our actual surroundings. This has meant we have always had a profound interest in the effects of any chemicals and processes used in the printing processes. This coupled with the fact that we as a family have all worked long term with the various chemicals, has made us want to use processes that are as low impact and safe as possible. For this reason we have always specialised in water-based inks, which, although more difficult to use, have virtually no impact on the environment. We also insist that all other chemicals used in cleaning processes etc are environmentally safe.

About five years ago we moved to a purpose-built factory on a local industrial estate as we had very much outgrown the original premises. This building has been built to the highest standards with regards to insulation etc thereby helping to minimise our carbon footprint. We also make sure any waste fabrics, cardboard, chemicals etc are recycled wherever possible or disposed of responsibly according to current legislation.

With regard to our ethical policy over buying our fabrics and imported products; we ensure that no child labour is used in the mills that supply us and that employment standards are good. We are very unusual as we design, print and sew the majority of our items all under the one roof, offering quality employment in a rural area where jobs are in short supply.

By making as many items as possible in the one factory we again cut down on the environmental damage caused by shipping goods unnecessarily from one place to another.

We also think many of our customers prefer our UK-made products because we believe in making a quality product that will last. We cannot see the point in making a cheap product that either breaks or is not fit for the purpose. That seems to be a great waste of our planet's resources. I still see bags we made when the company first started, over thirty years ago, being carried around our local market town. In this day and age I would have thought this must be some sort of record for sustainability.

I hope the above helps illustrate our attitude to business and our business dealings.

Kind regards



Kathy Brookes  
Sales Director



We also  
produce  
products for  
schools



 Countryside  
Art Ltd Est.1976

Vale Road Industrial Estate,  
Spilsby, Lincolnshire PE23 5HE, England  
Tel: 01790 754806 Fax: 01790 755389  
Email: [sales@countrysideart.co.uk](mailto:sales@countrysideart.co.uk)  
Web: [www.countrysideart.co.uk](http://www.countrysideart.co.uk)