

# ENJOY

*Fair Trade*





# Fairforward

## WHY FAIRFORWARD?

FairForward is an organization that stands for trade that develops, and together with their trading partners in Asia and South America they are contributing to the fight against poverty. They develop profitable and sustainable trade relationships with respect for everyone's independence and self-esteem. FairForward enters long-term relationships with trading partners that adhere to fair trade principles and are convinced of development by trade. They offer its trading partners access to the export market which creates jobs and generates income for producers and employees alike.

FairForward's trading partners form the link between producers and the different markets. They take orders, place them with the producers and support them where necessary in the production process, including collecting the products, and taking care of the logistics and export. The producers can be anything from basket weavers in Bangladesh, a ceramic company in Thailand, to glass blowers in Bolivia. The requirement for being a producer is that you live and work in a developing country in Asia or South America, are in a disadvantaged position, and that you are committed to improve your life situation. You also need to have little or no access to international markets for your products.

## ABOUT FAIRFORWARD

The history of FairForward goes back to 1959, when the Foundation for Underdeveloped Regions was founded in the Netherlands. In 1994 the name changed to the Fair Trade Organization, and they opened up their own stores called Fair Trade Shops. In 2006 a new brand name was introduced: Fair Trade Original. The packaging of the food and the logo were given a distinct redesign, and by spring 2006, 15 Fair Trade Original products were available at multiple supermarkets.

More and more supermarkets are offering FairForward products and today nearly 40% of Dutch households are buying one or more of their products every year. Fairtrade has become a household name, and their organization is strategically placed in the middle of all parties involved in the supply chain, from producers all the way to the consumers. In 2013 further steps was taken to support the growth of the Fairtrade brands, and FairForward became an independent organization for "gifts and living" products. FairForward is a "Guaranteed Fair Trade Organization" and is recognized by WFTO (World Fair Trade Organization). This is also recognizable by the labelling of their products, which ensures that their products are produced according to the Fair Trade principles.





## SERIOUS ABOUT SUSTAINABILITY

For PF Concept the partnership with FairForward is the next step in our sustainability strategy. Since the publication of our first sustainability report in 2017, we have continuously refined our "serious about sustainability" approach. Being a global player, we are aware that sustainability challenges need to be addressed at all levels of our supply chain. We have taken this up as our core challenge in line with our quality engineering approach based on strong partnerships with our supply chain partners.

While we at PF Concept continuously work to improve our supply chain, we realize that there are producers in the world with a distance to the export market. For a global company these vendors might be hard to reach and they might not be able to pass our strict internal audit system because of their size and development. To be able to give these producers access to the large network of European promotional distributors, we have entered into a partnership with FairForward, an organization dedicated to developing small producers through trade since 1959.

In this brochure you will find a range of carefully selected fair trade products that support the development of small factories in developing countries and, at the same time, are attractive gifts to support your brand message.

## ABOUT PF CONCEPT

PF Concept is proud to be able to call itself the leading promotional product supplier to the European market. Established in 1984 and with its headquarters in the Netherlands, PF Concept is part of the global Polyconcept Group and offers a uniquely comprehensive portfolio of promotional solutions. With more than 10,000 items, including a wide range of promotional giveaways, corporate apparel and gifts of high perceived value, PF Concept offers the widest product mix in the industry, combined with a range of services that provide unique value to distributors.



# BIG FAIR BAG



# BIG FAIR COTTON CANVAS SHOPPING TOTE BAG



A bag with a clear statement. This shopper is made from canvas in Kolkata, India and very clearly tells you it's fair trade produced. With this bag you do not only fight single use plastic when you are shopping, you also support the development and well being of the people making these bags.



Fair garden  
Mint seeds  
tea set

Ø13 x 21,3 cm  
Recycled tea  
bag

YEAR  
STOP  
INCL. OF ALL  
12 MONTHS FROM D

FAIR  
TRADE  
ORIGINAL

# FAIR KITCHEN

# FAIR CUTTING BOARD WITH LEATHER STRAP

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The rubberwood cutting board has been made of wood of the rubber tree. After about 25 years the commercial use of the rubber tree comes to an end. The wood of the tree is used to create these wonderful kitchen products. The fair trade production is done in Thailand.



20 x 30 x 2 cm  
•  
Rubberwood

44,5 x 33,5  
x 10,5 cm  
•  
Jute

# FAIR NATURAL JUTE SHOPPING TOTE BAG

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Jute is a sustainable material that has been used for bags for centuries. Our jute shopping bag has been made in Bangladesh and is a robust and strong tote to carry all your shopping.





# FAIR DRINKS

## FAIR 2 PIECE BASIC MUG SET

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If you have been drinking fair trade tea for years, these mugs are a good way of sharing that message! The stoneware mugs are stamped 'fair mug', giving them a nice contemporary look as well as proclaiming their provenance. They have been hand-made in Thailand.



Cup: 8 x 6 x 5,3 cm  
Saucer: 10,3 x 10,3 x 1,3 cm  
Ceramics



8 x 8 x 9,5 cm  
Ceramics

## FAIR 2 PIECE ESPRESSO CUP SET

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The companion pieces to the fair mugs are these fair cups. Drink your fair trade coffee from the espresso sized cups. The message has been stamped in the wet clay before glazing, giving the cups a unique handmade look.

# FAIR GLASS



# PILA FAIR 3 PIECE RECYCLED GLASS SET



Jug: 10 x 10 x 27 cm  
Glas: 7 x 7 x 9,5 cm

•  
100 %  
Recycled  
glass

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Pila is Spanish for 'to pile'. And that is exactly what you can do with this range. You can easily pile some glasses on top of the jug and carry your wine, water or lemonade using only one hand. The carafe and glasses are mouth blown in Bolivia and made of recycled glass bottles.

# FAIR GLASS



# CAMPESINO FAIR 3 PIECE RECYCLED GLASS SET



Jug: 8 x 8 x 21,5 cm  
Glas: 8 x 8 x 7 cm

100 %  
Recycled  
glass

i

The Campesino carafe and glasses combine a good story with modern design. The set has been fair trade produced in Bolivia where the glass factory only uses recycled glass.



Happy moments



De mooiste manier om iets goeds te doen

The palm oil tea lights are made in a small-scale company on East Java working according to fairtrade principles. The palm oil comes from certified plantations.

Fair tea light candle set  
20 pieces

11,5 x 14,5 x 8 cm  
Palm oil

# FAIR LIGHTS

# FAIR HEART CANDLE

## PALM OIL



8 x 8 x 4,5 cm  
Palm oil

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These candles, produced in Indonesia, bring warmth and atmosphere to any home. Whether you choose for the simple but colourful tea lights or the white colour heart candle, the glow of these candles do not only come from the flames but also from the way they are produced.

fairforward

