



Wrendale
DESIGNS
by Hannah Dale

EU Autumn / Winter
2024 SUPPLEMENT



PROUD TO HAVE BEEN
awarded A KING'S AWARD
FOR international trade

A message from Hannah...

The team and I have been working incredibly hard to bring you lots of beautiful new designs and exciting new products. The re-imagined cross body bag collection looks fabulous and we are working on lots of new extensions to this range. Of course, it goes without saying that the new plush additions have us all very excited here at HQ - my personal favourite is Winnie the elephant - I hope you love her too.



We've also been working hard at Wild Wrendale - don't forget to follow our social media pages to get regular updates on how the beavers are getting on...

Love, Hannah,
Jackie and
the Wrendale team

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SUSTAINABILITY

As part of our commitment to sustainability, you will notice that we are **eliminating single use plastic packaging** from our cards, stationery and giftware going forward.

Please bear with us as we phase out the older types of packaging in favour of newer and more **environmentally friendly** methods that will still ensure that our products arrive to you in perfect condition.

Want to see our full catalogue?



Scan the QR code to view our full 2024 Spring/Summer range.

GET INVOLVED...



SHARE YOUR PHOTOS

Tag us using @wrendaledesigns



WANT TO USE OUR IMAGES?

Email marketing@wrendaledesigns.co.uk for access to our images

These handy symbols are dotted throughout our catalogue to highlight key facts about our products.





Wild WRENDALE

About Wild Wendale...

In 2019 Jack and I made the decision to cease commercial food production on our arable farm in Lincolnshire. The land is low lying, standing wet for much of the winter and baking hard in the summer. Despite our best efforts we struggled to farm profitably and felt that the unproductive soils could be put to better use for the benefit of nature.



Our Vision

To allow nature to return to our 340 acre farm in Lincolnshire, creating habitats by restoring processes to the point that nature will be able to take care of itself. We aim to create a haven for native flora and fauna while providing a space for people to reconnect with nature.

The story so far...

Tree Planting

Although natural regeneration of habitat on the farm is our primary goal, we made the decision to plant a mixed native woodland consisting of 27,000 trees around the perimeter of the farm in order to give a head start and to create a buffer zone between our farm and our neighbours who were concerned about the spread of plant seeds from the farm.

Wetland Creation

The hydrology of our farm has been drastically altered by the intervention of humans and one of our key priorities is to restore a more natural situation. Our first step was to excavate a wetland in one of the lowest areas of the farm and let nature take its course!

Biodiversity

We are already seeing some huge increases in biodiversity on the farm in the short space of time that we have ceased cultivating and use of pesticides. 83 species of bird have been recorded including 17 red listed species. In a single survey in Summer 2023, 23 species of butterfly and 18 species of Odonata were recorded. Further work is in the pipeline to record the change in biodiversity as the project progresses.





Introduction of Beavers

In December 2023, we welcomed the first pair of beavers back to Lincolnshire since they were hunted to extinction over 400 years ago. Since then we have been observing their activities on a series of cameras set up around the farm. As they are nocturnal, most of the action has been at night but it has been thrilling to watch them as they set to work coppicing willow that grows at the margins of the pond and begin to build dams.

Beavers are a keystone species – the habitat that they shape through their activities is important to many other species from insects to birds, amphibians and mammals. We can't wait to see how the landscape is transformed as they get to work.



Spread the word...

Since all of Hannah's work is inspired by the natural world, it feels very fitting for the success of Wrendale to enable Hannah and Jack to give back in this way. By shopping Wrendale, you are supporting a family-run business that is on a mission to support nature and we'd love for your customers to understand how their support makes an impact too...

NEW

NEW *countertop stand*

We have refreshed our countertop display board so you can make your customers aware of the Wild Wrendale project.

download our images



Scan the QR code to download 'Wild Wrendale' social media assets, designed for you to spread the news about Wild Wrendale.



A4COUNTERCARD-UK





JCS250
'Marsh Orchid'



JCS249
'Lazy Sunday'



JCS248
'The Botanist'



JCS247
'Paddy, Percy and Pedro'



JCS246
'Bold and Beautiful'



JCS245
'The Arborist'



OCCASION CARDS



JOC149
'Round of
A-Paws'



JOC148
'Purrfect
Birthday'



JOC147
'Special Friend'



JOC146
'Blooming
Birthday'

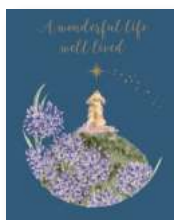




JOCI45
'Shelter From
The Storm'



JOCI44
'Party Owl
Night'



JOCI43
'A Faithful
Companion'



JOCI42
'A Forever
Friend'



JOCI41
'My Deer'



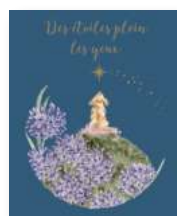
JOCI40
'Pond Dipping'



FOC082
'Joyeux
Anniversaire'



FOC081
'Bon
Anniversaire'



FOC080
'Un Fidèle
Compagnon'



FOC079
'Un Ami Éternel'



FOC078
'À Ton Nouveau
Départ'



GOC080
'A Faithful
Companion'



GOC079
'A Forever
Friend'



GOC078
'Viel Glück im
Neuen Zuhause'



NEW

BIRTHDAY CARD ORGANISER

ORDER
NOW FOR
AUGUST
DELIVERY



WEEKLY PLANNER



PLAN003



PEN016
'Garden Friends' Pen



PEN017
'Farmyard Friends' Pen

NEW

the perfect addition
TO ANY HOME





S M



CS239



S M



CS240



S M



CS241

more designs
available



MADE FROM
RECYCLED
MATERIALS



EM001

'Garden Friends' Eye Mask



EM002

'Woodlanders' Eye Mask



EM003

'A Dog's Life' Eye Mask



NEW





HWB001
'Garden Friends'
Hot Water Bottle



HWB002
'Woodlanders'
Hot Water Bottle

MADE FROM
RECYCLED
MATERIALS



HWB003
'A Dog's Life'
Hot Water Bottle



CROSS BODY BAGS

NEW

ORDER
NOW FOR
AUGUST
DELIVERY



BGE005

'A Dog's Life' Cross Body Bag



BGE006

'Woodlanders' Cross Body Bag



BGE007

'Farmyard Friends' Cross Body Bag



NEW



ORDER
NOW FOR
AUGUST
DELIVERY



COIN001
'A Dog's Life' Card
Holder/Coin Purse



COIN002
'Woodlanders' Card
Holder/Coin Purse



COIN003
'Farmyard Friends' Card
Holder/Coin Purse





'Born to be Wild'

Size 23-26 SOCKC001



Size 27-31 SOCKC002



'Rosie'

Size 23-26 SOCKC003



Size 27-31 SOCKC004



'Gentle Jack'

Size 23-26 SOCKC005



Size 27-31 SOCKC006



'Little One'

Size 23-26 SOCKC007



Size 27-31 SOCKC008



'Ladybird'

Size 23-26 SOCKC009



Size 27-31 SOCKC010



'Grinny Pig'

Size 23-26 SOCKC011



Size 27-31 SOCKC012



SBAG

Socks Gift Bag





SOCKM007
'Guard Duck'



SOCKM008
'The Hare'



SOCKM009
'The Riverbank Kingfisher'



NEW

FOLDABLE SHOPPING BAGS

MADE FROM
RECYCLED
MATERIALS



BGF018
'Born to be Wild'



BGF017
'Oops a Daisy'



BGF016
'Feline Friends'



BGF015
'A Dog's Life'



BGF014
'Woodlanders'



BGF013
'Garden Friends'



when stud
popper closure
and a handy
hanging loop

NEW





KR029
'Mooo'



KR030
'Feline Good'



KR031
'Little One'



KR032
'Love and Hedgehugs'



KR033
'Just Bee-cause'



KR034
'Treetops'



KR035
'Mushroom in
my Heart'



KR036
'Golden Hour'





MR016
'Head Clover Heels'



MR017
'Daisy Coo'



We have developed a countertop stand to make the mirrors easy to display.

The countertop stand is FREE of charge when ordering 9 x 3 mirrors.

335mm x 310mm x 250mm

STA007 (display stand only)



MR018
'Wisteria Wishes'



PLUSH TOY COLLECTION



ORDER
NOW FOR
AUGUST
DELIVERY

PLUSH014
270mm x 140mm x
200mm



ESMERALDA

inspired by 'Ladybird'

Esmeralda is a sophisticated feline with a flair for the dramatic. She spends her days lounging in sunbeams and has perfected the art of looking regal while chasing her own tail. Although she appreciates the finer things in life, Esmeralda's guilty pleasure is a cardboard box and she can't resist squeezing into any that she comes across, no matter how small. She loves a cream tea and her idea of a perfect Sunday afternoon would be a walk in the countryside followed by a jam and clotted cream scone in a cosy tea room.

WINNIE

inspired by 'Baby'

Kind and gentle, Winnie is loved by all who meet her: A daydreamer, she loves to while away lazy afternoons with her trunk in a book. Fiercely loyal, she supports her friends through thick and thin and is always the first one they call in a crisis. Winnie was a talented ballerina in her youth but an unfortunate trunk tripping incident involving the prima ballerina cut her promising career short. Always creative, she loves to crochet and has recently taken up yarn bombing – decorating everyday objects with colourful crocheted creations.



PLUSH015
250mm x 140mm x
210mm



NEW

your FAVOURITE Wrendale
CHARACTER *brought to life*





JUNIOR PLUSH TOY COLLECTION

NEW



JACK JUNIOR

inspired by 'Gentle Jack'

Jack is a gentle soul whose kind and caring nature makes him popular with all who know him. He has a keen interest in geology and loves to look for interesting rock formations in his spare time. Jack enjoys wild camping and can think of nothing better than sleeping under the stars, telling ghost stories and toasting marshmallows over a camp fire. Always looking for a new challenge, Jack has dabbled in metal detecting and once found a paperclip shaped like a dinosaur.

PLUSHM011

270mm x 180mm
x 120mm



BERYL JUNIOR

inspired by 'Woolly Jumper'

Beryl loves to be outdoors and has recently taken up Nordic walking which keeps her busy most weekends. Known as a bit of a thrill-seeker, she loves white-water rafting and has always wanted to try her hoof at parkour. Highly sociable, Beryl was the founding member of her local 'knit and natter' group which once led a successful campaign to make socks for cold penguins. Beryl loves to bake and often raises eyebrows with her unusual flavour combinations.



PLUSHM012

190mm x 150mm x
140mm





LIP013
'Daisy Coo'



LIP014
'Pottering About'



LIP015
'Stay Clever Little Fox'



LIP016
'Wisteria Wishes'



LIP017
'Head Clover Heels'



LIP018
'Not a Daisy Goes By'

NAIL FILE SETS

NEW



NAIL007
'A Dog's Life'



NAIL008
'Feline Friends'



NEW





GB043
'Golden Hour'
Large Gift Bag



GB042
'Love and Hedgehogs'
Medium Gift Bag



GB041
'He's a Fun-Gi'
Small Gift Bag



POINT OF SALE TOOLS

When it comes to styling your Wrendale display, we've done the work for you...

We have designed a selection of beautifully illustrated point of sale units to make showcasing your range as effortless as possible and to provide an easy and enjoyable shopping experience for your customers.

Developed to fit a variety of products in different shapes and sizes, our point of sale display tools feature some of Hannah's best-loved designs in vibrant colours to draw attention to our range.



SPINNERS

The simplistic layout of our card spinners makes it easy for shoppers to browse, while our wonderfully engaging display units really stand out in a crowd. Whichever you choose, you can be sure our point of sale will complement your Wrendale selection and support your sales.

Please contact us for more information about the spinners...

COUNTER TOP DISPLAY UNITS

We have a variety of point of sale units for our giftware products throughout the catalogue, as well as a stationery stand and Christmas stand which can be used for a variety of items...



STA014
560mm x 540mm
x 315mm



SPT001
210mm x 300mm



STA015
500mm x 540mm
x 415mm



MERCHANDISING

MARKETING MATERIALS

We are pleased to offer the following merchandising tools free of charge to our customers. As well as our marketing bundles, we have also introduced a new hanging sign to attract customers to your Wrendale displays. The hanging display sign measures 800mm x 400mm.



Large Poster
A2POSTERMB-UK



French

Large Poster

A2POSTERMB-FR



German

Large Poster

A2POSTERMB-GR



Italian

Large Poster

A2POSTERMB-IT



Counter Display Board
A4COUNTERCARD-UK



French Counter

Display Board

A4COUNTERCARD-FR



German Counter

Display Board

A4COUNTERCARD-GR



Italian Counter

Display Board

A4COUNTERCARD-IT



Window Sticker
WSTICKER



French

Window Sticker

WSTICKER-FR



German

Window Sticker

WSTICKER-GR



Italian

Window Sticker

WSTICKER-IT



Hanging POS
WDL-HPOS



CHRISTMAS WITH WRENDALE



ABOUT US

Wrendale Designs started life on a kitchen table in Melton Ross, Lincolnshire. From humble beginnings, it has become a globally recognised, **multi-award-winning brand** of best-selling giftware, well known for the characterful illustrations.

To find out more about us scan the QR code to view our welcome presentation.



Scan to view!



OUR VISION

Wrendale aspires to be one of the **best giftware brands globally** and a household name across the world. We hope our customers, who form part of the wider Wrendale community, will love the brand not only for the products which are high quality, sustainably sourced, rich in unique detail and always deliver a smile, but also for the whole '**Wrendale experience**'. This encompasses all round excellence from creative marketing and beautiful packaging to world class customer service. We strive to be an industry leader in reducing our environmental footprint, adopting sustainable practices at all levels of the business. Our **commitment to nature** is evident in 'Wild Wrendale', a rewilding project that is restoring nature and pushing boundaries to bring back lost species and habitats. The success and sense of achievement is shared by an **exceptional team** who together form the core of the 'Wrendale Family', committed to delivering the vision and creating a happy and fulfilling environment.



USEFUL INFORMATION



IMAGE REQUESTS

We have an image bank available to our stockists which includes low resolution images ready for use on website and/or social media. To request this, please contact marketing@wrendaledesigns.co.uk.



ORDERS & DELIVERY...

We pride ourselves on our excellent customer service (as well as our lovely designs!) Please get in touch if there is anything we can help you with. We offer carriage paid delivery on orders over €200 for the EU. Our website has a trade site, enabling you to place re-orders online. Alternatively you can contact the office or your local representative. Most of our products are sold in sixes.

COME AND MEET US...

Trendset, Munich, Germany

6th - 8th July 2024

Nordstil, Hamburg, Germany

27th - 29th July 2024

VEBO Fair, Naples, Italy

27th - 30th September 2024

Maison et Objet, Paris, France

5th - 9th September 2024

GET IN TOUCH...

We'd love to hear your feedback...

e: info@wrendaledesigns.co.uk

t: +44 1652 680253

www.wrendaledesigns.eu



FOLLOW OUR JOURNEY...



@WrendaleDesigns

@WildWrendale

inspired by nature
brought to life in
watercolour

