

# Welcome to our Issue 5 Product Catalogue

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Producing our latest catalogue has been a real team effort.

The graphic design and photographs have been done in-house by staff and even each finished sample has been lovingly hand-painted by a member of the team. We are very proud of our achievements and hope you find the brochure inspiring.

In addition to our favourite designs, the

catalogue features some new shapes. Do remember that our designs are exclusive to Country Love Ceramics and we are happy to consider any new shape. Just let us have your suggestion and we will look at adding the item to our range. Also, please let us know if you would like your own model made (minimum order quantities are 1000 pieces per design).

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## About Us:

Country Love Ceramics are owned by EM Richfords (better known as Personal Impressions); a family run business that has been established since 1878. We are a wholesaler and distributor based in Oxfordshire and we have over 20,000 sq ft of office and warehousing space full of stock that is ready for immediate despatch. We also run The Guild of Ceramics Studios and have a 25 seater training room complete with an ongoing training programme suitable for most "paint your own pottery (PYOP)" or craft businesses.

Country Love Ceramics is known as a dynamic organisation with a friendly and professional support team. We are also known for our innovative and quality assured assortment of products.

## Business Options

Country Love Ceramics offer a number of business start-up packages and can help with recommendations and honest advice.

**Static Location.** A number of our customers operate from a static shop, clay café or studio in town centres, industrial estates, garden centres or even as a concession within a larger store.

**Mobile Operation.** Mobile businesses "take the pottery to the people". Typically, a mobile set up will organise parties or sessions at nurseries, schools, events, businesses and even homes.

**Commission Service.** These tend to be internet based businesses that offer personalised finished ware e.g. a baby's footprint or handprint, silver fingerprint keepsake or a wedding signature plate.

## Our Bisque

To the novice ceramicist, bisque can be better described as a "pottery blank". Bisque is plain white and looks similar to a plaster model. Our bisque is high quality earthenware (fired to 1060°C or cone 04). It is compatible with most underglazes or glazes that have a recommended firing temperature of 1020°C or cone 06. We use high quality clay and established manufacturers from Italy and the Far East.

Did you know that bisque can be decorated using:

- ♥ Underglazes and glazes (item then needs firing in a kiln). Finished item is food safe.
- ♥ Acrylic paints (no kiln required). Finished item is not food safe – decorative use only.
- ♥ Foam putty (no kiln required). Finished item is not food safe – decorative use only.
- ♥ Fimo clay (no kiln required). Finished item is not food safe – decorative use only.
- ♥ Decoupage/Decopatch (no kiln required). Finished item is not food safe – decorative use only.
- ♥ Oven paints. These can only be used on a shiny surface i.e. the item needs glazing and firing first. See manufacturers' labels to find out if finished item is food safe.

All of our shapes can be viewed at our showroom (open 9am until 5pm excluding Friday's when we close at 4pm). We are not open at weekends.

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## Terms of Trading

All goods and services offered by us are subject of the Terms of Trading as described herein unless specifically varied in writing:

1. All prices quoted exclude VAT and delivery.
2. Full payment for goods is required before despatch or collection unless credit terms have been agreed in writing.
3. Discounts are only applied to trade account orders exceeding £50 net (excluding delivery charges).
4. Credit terms are strictly 30 days net of invoice date. Discounts on overdue invoices will be withdrawn.
5. Goods shall remain the property of Country Love Ceramics until full payment of the related invoices has been received.
6. Payment can be made by cash, cheque, credit card, debit card, internet banking or BACs.
7. Advertised prices are (a) correct at time of print (b) supersede those given in previous publications and (c) subject to change without notice.
8. We reserve the right to delete any item from our catalogue without prior notice.
9. Any time or date for delivery is given in good faith but is an estimate only. We shall not be held liable for the consequence of any delay, however caused.
10. Transactions on credit accounts are on a business to business basis.

# CONTENTS

## Bisque/Pottery Blanks

The Guild of Ceramic Studios	3-6
Animals	37-40
Beads	47-50
Bowls & Dishes	17-20
Boxes	33-36
Candle Holders	26
Celebrations & Themes	51-54
Cups & Mugs	7-9
Fairies & Angels	30
Figurines	31
Frames	24
Jugs & Tea Sets	21-22
Miscellaneous	32
Money Boxes	27-29
Plaques & Tiles	10-12
Plates - Rectangle & Square	16
Plates - Round & Oval	13-14
Plates - Shaped & Novelty	15
Seasonal - Christmas	55-58
Seasonal - Easter	59
Seasonal - Halloween	60
Tableware	23
Tag Alongs & Embellishments	41-46
Vases & Flower Pots	25

## Glaze, Colour & Decoration

Acrylic Paints	63
Clear Glaze	72
Decals (on-Glaze)	69-70
Decopatch	64
Decorating Accessories	73-78
Oven Paints	71
Underglazes	61-62

## Brushes

65-68

## Kilns

Kilns	79-80
Kiln Specifications	81-82
Kiln Accessories	83-85

## Silver Clay and Enamelling

86

## Training

89

## Ordering Information

87-88

## Index

90-93