

New Website doubles fair trade sales!

Fair trade pioneers, Fair Deal Trading, launched the UK's first FLO certified Fairtrade assembled football back in 2004 and in October this year launched the worlds first sneakers with the Certified Cotton FAIRTRADE Mark, under their brand ETHLETIC.

This recent sneaker launch coincides with the development and re-launch of their web site which saw sales double in the first week. The company specialise in fairly traded and Forestry Stewardship Council (FSC) certified latex and Fairtrade certified cotton products. The range includes sneakers, sports balls, household gloves, and rubber bands.

Marketing Director, Paul Moore, says *"the new site has dramatically increased sales through improved functionality and visibility of product. We also want the website to improve visibility of product for our retail partners and use it to provide information about products, which ethical consumers want to see."*

The founders of Fair Deal Trading, Dr. Martin Kunz and James Lloyd, jointly have over 40 years of experience in fair trade and sustainable development and are the global leaders in fairly traded sports balls, sneakers and everyday latex products. With a model of 'transparency and fairness', Fair Deal Trading pride themselves on supplying superior quality products from source.

James Lloyd, co-founder of Fair Deal Trading says, *"the fair trade concept has proven to be particularly recession resistant – for ethical consumers, price is only part of the decision to purchase, - transparency, benefit and fairness to producer groups are much more of a driving factor – and we have been able to ensure we can compete at retail, pass benefits to producer groups and to demonstrate this in practice"*.

The secret of the success of Fair Deal Trading is based on a combination of years of direct involvement with producers, innovative ideas and transparent facts regarding social justice and environmental sustainability.

The product range is the best proof of this statement:

- ❖ By far the widest range of Fairtrade assembled footballs, volley balls, basketballs handballs and rugby balls, featuring the FAIRTRADE Mark and the Forest Stewardship Council (FSC) logo.
- ❖ ETHLETIC sneakers, globally the first footwear sourced and produced in line with fair trade criteria as well as with Forest Stewardship Council (FSC) certified rubber for the soles and using Fairtrade Cotton for the canvas upper.
- ❖ The world's first socially and environmentally responsible house hold gloves and rubber band balls under the aptly titled brand GREEN TIPS.

Theresa Williams who directed the web site build says: *"The new Fair Deal Trading Web site allows our customers to scroll through our ever growing list of products and purchase anything from organic cotton shoe laces to FSC certified house hold gloves in a wonderfully user friendly interface. Our full range of Organic Ethletic sneakers are available along with Fairtrade assembled and FSC certified footballs, rugby*



We offer a selection of Fairtrade certified products. Look out for products with this Mark.

balls and volley balls. The site has a whole new section dedicated to our most recent products, such as balloons and rubber bands that were previously unavailable. Links to our producers and the stories behind our products demonstrate our continued dedication to transparency allowing shoppers to check the ethical background of every product on offer.”

To find out more about Fair Deal Trading visit www.fairdealtrading.com or contact James Lloyd on 0845 0944746

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Notes to Editors

For further information please contact James Lloyd, Fair Deal Trading, j.lloyd@fairdealtrading.com 0845 094 4746. Jpegs of the products mentioned are available.

Fair Deal Trading

- For more information on the Forest Stewardship Council (or FSC), visit www.fsc-uk.org
- For more information on the Fairtrade Foundation, visit www.fairtrade.org.uk
- Fair Deal Trading, Ethletic and Green Tips are part of the Community Foods Group, for more information visit www.communityfoods.co.uk



® We offer a selection of Fairtrade certified products. Look out for products with this Mark.