

Designed by  
**Esther**

**Created in the UK  
Low minimums**

# How it works

## Let's work together to create a 'Designed By Esther' range for your location.

We start by sending you a design brief to fill out, where you tell us what icons you would like to see on your artwork and the design style that you would like. A medley of icons can be created and arranged into the final design or a single, bespoke recreation can be created for example, a particular stained glass window can be illustrated (see p.7, Pencil Tube).

Next you can pick your products; we have lots to choose from; take a look through this brochure.

Now the fun begins. Our illustrator, Esther, will create your artwork and send it over to you for comments and to make any alterations that you require. Once this is approved we will send you visuals of your products.

Then our production team will create your products and send them to your door – this normally takes four weeks from approval of the visuals.

### Step 1 Let's create a brief



### Step 2 Place an order



### Step 3 Design and proof



### Step 4 Manufacture in house



### Step 5 Delivery



### Step 6 You sell your range



## "Exploring Heritage through Illustration"

### Meet Esther

An associate member of The Association for Cultural Enterprises and supported by The Prince's Trust Charity, Esther is a long established designer in the heritage market.

Designing from her quaint home studio, Esther creates beautifully detailed, bespoke illustrations for your gift shop. The ranges are inspired by buildings and landmarks in the local area, which are then translated into bespoke souvenirs for that location, making each one truly unique.

Esther believes that through illustration, the visitor can take home a piece of DNA exclusive to that part of the country which continues the funding for the restoration and upkeep of these historical places so that they are maintained for future generations.

### Important bits

To cover the design and set up charges we ask that you place a minimum initial order of £1500 + VAT.

The price includes up-to two amendments to the artwork at the design and proofing stage. Thereafter they will cost £50 + VAT per amendment.

In the unlikely event that you decide to cancel the order after the artwork has been created a cancellation charge of £250 + VAT will be incurred, this will be offset should the order be reinstated.





# Products



## Art print (framed)

Print size: 11" x 14" | Frame size: 31 x 39cm

ARTPRINT02      MOQ: 10

Supplied full colour print with black frame and small information sticker on the reverse.

## Ceramic mug

MUGCER01      MOQ: 72

Our most popular mug, dishwasher, and microwave proof with a large print area to take your own design.



## Enamel mug with silver rim

MUG01      MOQ: 48

These retro enamel mugs are perfect for taking out and about.



# Products

## Art Print (unframed)

ARTPRINT01 MOQ: 25

Supplied full colour print and premium grade white backing card with small information sticker. Packed in clear bag.



## Greeting card 155x108mm

GRE015S MOQ: 100

Supplied full colour front, blank inside. Barcode printed on reverse. Supplied with white envelope and plastic free sticker packaging.



easy peel sticker

## Postcard

PC01 MOQ: 100

This is what we've been doing for over 120 years, leading the way in print innovation. Our in-house printing delivers flexible quantities and a variety of finishes, making this classic product unique for you.





# Products

## Tote bag

BAG02    MOQ: 50

Printed full colour on 100% washed, natural cotton bag with a printed card swing ticket tied with string – plastic-free.



gusseted on three sides

## Our fabric printing

Our fabric products form a high quality backdrop for your design. They are made from natural 100% heavyweight cotton which is pre-washed to achieve superior print quality. They are manufactured in a Fair-Trade certified factory in India and printed by us in the UK.



## Tea towel (placement print)

TEA02    MOQ: 50

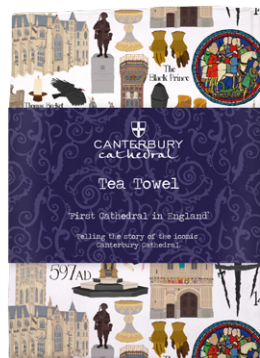
Printed full colour on bleached white 8oz 100% cotton tea towels with a printed card bellyband.



## Tea towel (full print)

ZTEA001W    MOQ: 144

Printed full colour on bleached white 8oz 100% cotton tea towels with a printed card bellyband.



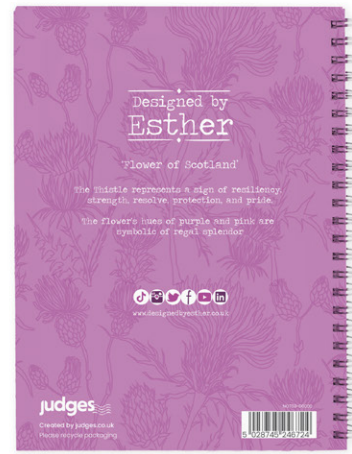


# Products

## A5 hardback notebook

NOT04    MOQ: 50

Supplied full colour front, back, inside and outside surfaces.  
70 pages of blank paper. Supplied loose, barcode printed on reverse.



## Three A5 stapled notebooks

NOT11    MOQ: 100

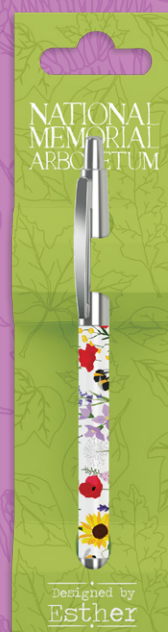
Supplied full colour front.  
36 pages, one lined, one plain and one with graph paper.  
Packed in a belly band with barcode on reverse.



## Ball pen

ZPEN018    MOQ: 250

Printed full colour around barrel.  
Presented in card wrap with barcode on reverse.





# Products

## Pencil tube

PENSET01 MOQ: 72

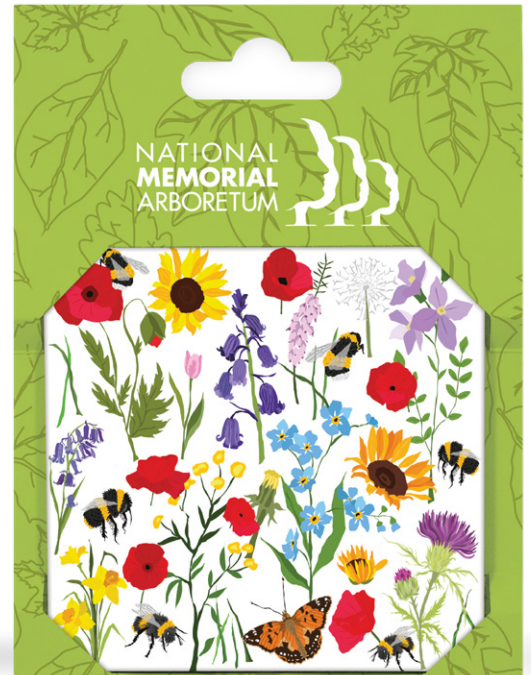
Supplied full colour, with barcode.  
Contains 12 colouring pencils in  
natural wood.



## Coaster

COA02MT MOQ: 108

Supplied full colour front in matt finish, cork  
on reverse. Presented in plastic-free card  
wrap with barcode on reverse.



## Set of 4 coasters

COA05MT MOQ: 54

Supplied full colour front in matt finish, cork  
on reverse. Packed in card display box with  
barcode on reverse.



# Products

## Photostone keyring

KEY04    MOQ: 100

Supplied full colour front, blank on reverse.  
Barcode printed on reverse of hang tag.



## Large tin plate magnet

MAGTIN05MT    MOQ: 100

Supplied full colour front with matt finish,  
blank on reverse and attached to backing  
card with glue dot.  
Barcode printed on reverse of packaging.



## Sticker sheet

STICA5    MOQ: 100

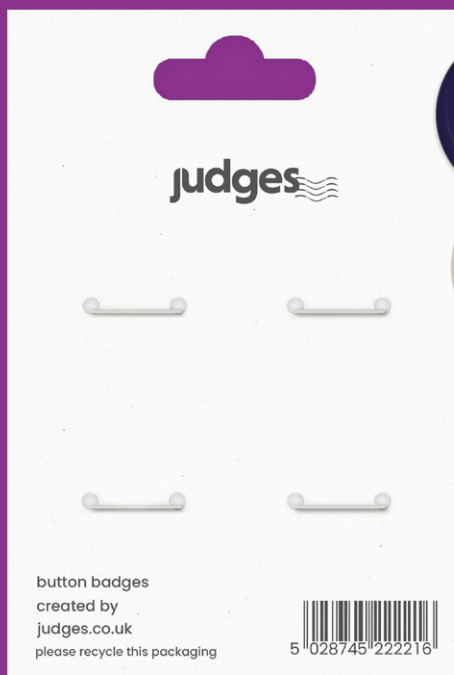
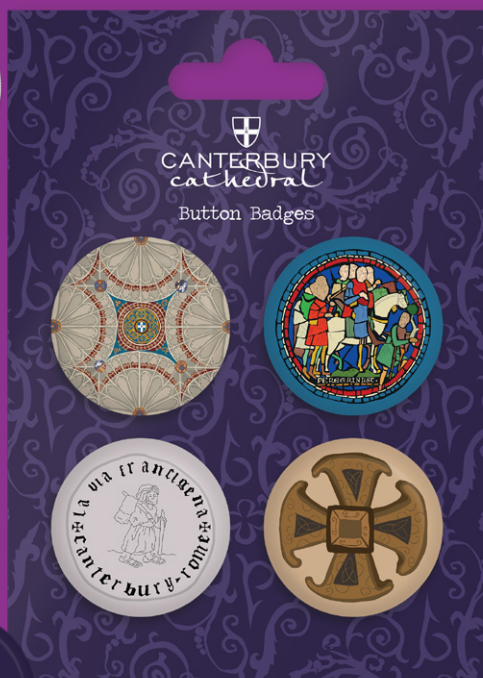
Packed in recyclable clear bag with header  
card and barcode on reverse.



## 4 button badge set

BAD04    MOQ: 100

Presented on a backing card with  
barcode on reverse.





# Products

## T-shirt

TSH02    MOQ: 50, 10 of each size

Supplied full colour front, blank on reverse.  
Packed with swing ticket tied with twine.



## Our T-shirts

Our shirts are printed by us on 100% semi-combed ring spun white cotton. They have a ribbed collar, taped neck, twin needle stitching and a tubular body.





# About Us

## Judges

Designers and manufacturers of exclusive gift ware.

Based on the photographic excellence of Fred Judge FRPS, Judges was founded in Hastings in 1902 and quickly established itself as one of the country's leading publishers of postcards, opening branches throughout the UK.

During his lifetime he won over 100 trophies, exhibited in America, Australia, Japan and New Zealand. He was specially honoured with one man shows in London, New York and Washington and had 83 acceptances in the annual exhibitions of the Royal Photographic Society.

In 1927 Fred relocated the business from the town centre to its current iconic premises, over the decades the building was expanded, equipment modernised and today the company upholds Fred's ethos of creativity and quality to cater for modern demands.



Everything you see in this brochure is manufactured in our iconic factory situated just off the seafront in (usually) sunny Hastings.

We value our team's ability to work together, from Esther creating the original artwork to Tash assembling your products and despatching them out the door. We like to feel that we can iron out any queries quickly and we get the best possible results from our creativity and manufacturing skills.

## Contact

We are always happy to discuss any aspect of the design and production process.

Our office is open Monday- Friday 8.15-5.00pm and our sales@ emails are monitored outside these hours.

For more information please contact:

✉ [sales@judges.co.uk](mailto:sales@judges.co.uk)

☎ 01424 420919

🌐 [www.judges.co.uk](http://www.judges.co.uk)







