

By Jo Crafts

Gifts, Ceramics & Homeware

Designs by Hampshire based Artist Jo Busuttill

PRODUCT CATALOGUE 2024 / 2025



*"Fulfilling our dream of running a successful business"
Two friends... Ordinary lives... One business
Gem & Jo*

By Jo Crafts ...Shopping has never been so vibrant...

ABOUT US...



By Jo Crafts is a business partnership that started between experienced Art & Textile teacher Jo and business manager Gem. The two of them decided to venture into the world of craft fairs before launching their online shop during the Pandemic.

Jo, the artist, is responsible for creating their products and draws inspiration from nature and the environment around her to influence her vibrant and distinctive illustrations.

Gem, on the other hand, is responsible for promoting and marketing the business. Her understanding of product marketing is what has allowed the business to flourish. With her drive and Jo's creativity, they make the perfect duo.

OUR BRAND VOICE & IDENTITY...

By Jo Crafts has a brand voice that focuses on vibrancy and cheerfulness. Our marketing and messaging highlight a strong connection between our customers, feedback, and the development of new designs and products. Ensuring we provide something for everyone. The By Jo brand identity is distinctive in the style of the illustrations with ceramic products that are finished with an embossed texture, making us stand out from our competitors. Where possible our products are double sided, giving customers more for their money!



OUR TARGET AUDIENCE...

Buyers for the home, the gift market, interior designers, outdoor diners, seaside lovers, nature enthusiasts... we aim to have designs that speak to everyone no matter their age, gender or interests!

ALL IN THE DETAIL...

Exclusivity – We are able to produce designs exclusive to you but we would require 20 days lead time. Minimum order quantities apply.

Point Of Purchase – Multiple display packages available, purpose built to hold a variety of our best selling products.

Packaging – Set of any 4 mix and match coasters and mugs are 'gift ready' with our branded packaging boxes.

Sales – We currently sell in multiple retailers, online; through our website, Etsy and Amazon as well as trading at events.

Designs – All the artwork has been hand painted by Jo using alcohol inks and acrylics and finished using photoshop.

MAGNETS...



Unique Selling Point – The embossed texture on our magnets makes us stand out from a crowd and offers a tactile quality to the surface, something we have never seen from any other competitor.

Designs – 20 different designs to choose from. Printed from original paintings by Jo.

Details – 8 cm x 6 cm ceramic magnet.

OUR PRODUCTS...

MIX & MATCH CERAMIC COASTERS...



Unique Selling Point - The embossed texture on our coasters makes us stand out from a crowd and offers a tactile quality to the surface, something we have never seen from any other competitor.

Packaging - Customers can assemble their own set of 4 from the different designs available to create an 'I Chose You' box, or just buy individually.

Designs - Over 100 different designs to choose from. Printed from original paintings by Jo.

Details - 10 x 10 cm cork backed ceramic coasters.

BONE CHINA MUGS...

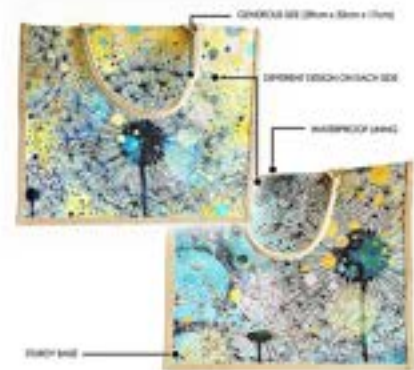


Unique Selling Point - The embossed texture on our mugs makes us stand out from a crowd and offers a tactile quality to the surface, something we have never seen from any other competitor.

Packaging - 'Gift ready' - individually packaged in a branded box.

Designs - 6 different designs available, can be purchased individually or as a themed set of 3.
Details - New Bone China, 11 oz capacity, Dishwasher and microwave safe. The designs wrap around the whole mug.

HESSIAN SHOPPER BAGS...



Unique Selling Point - All our bags are double sided with a different design on each side.

Packaging - None required.

Designs - We have 4 different double-sided bags available with a further 4 in production which will be available in the Spring.

Details - All our bags have a sturdy base that opens flat and a waterproof lining inside. The bags measure 39cm long, 32cm high, 14cm deep with a 27cm handle height.

TRIVETS...



Unique Selling Point - The embossed texture on our trivets makes us stand out from a crowd and offers a tactile quality to the surface, something we have never seen from any other competitor.

Packaging - Trivets come in a plain white card protective box with a cut out window.

Designs - Over 20 different designs to choose from. Printed from original paintings by Jo.

Details - 20 x 20 cm cork backed ceramic trivet. Heat proof ceramic suitable for a hot pan straight from the oven.

GREETINGS CARDS...



Unique Selling Point - The cards are printed with 3 different designs in 1 card, making a lovely surprise when opened up. Cards are blank inside making them suitable for any occasion.

Packaging - All of our cards come with a brown kraft envelope and cellophane sleeves.

Designs - You choose the front design and we'll create the inside left and back image to correspond with your front image.

Details - The cards measure 15cm x 15cm square and are the perfect blank card to write a note to someone.

CHRISTMAS DECORATIONS...



Unique Selling Point - Each tree decoration has a different design on each side, perfect for when they spin.

Packaging - Decorations can be supplied with bubble wrap if needed.

Designs - We have 15 different double-sided designs across 5 different colour schemes. Plus, a further 6 double sided tree decorations in stargazing animal designs, embossed with gold.

Details - 7cm diameter ceramic ornament. Double sided. Threaded with a gold string to hang.

SCARVES...

Unique Selling Point - Printed in the unique By Jo Crafts style.

Packaging - None required.

Designs - We currently have 6 different scarf designs in production.

Details - 100 x 180 cm large 100% Polyester scarves.



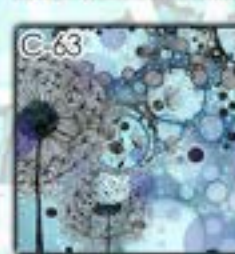
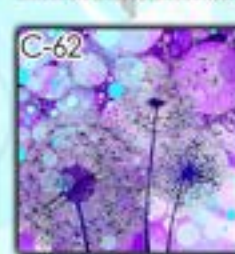
Visit our full range of designs at www.trade-byjocrafts.com

Coaster designs...

10 x 10 cm cork backed ceramic coasters
All designs are also available as greetings cards...

Trade Price: £2.30 each







Designs C-115 to C-128 available from September 2024



Greetings Cards...

Trade Price: £1.30 each



15 x 15 cm greetings cards... Blank inside with 3 different designs per card... Cards are available in all the coaster designs... To order replace C- with Ca-

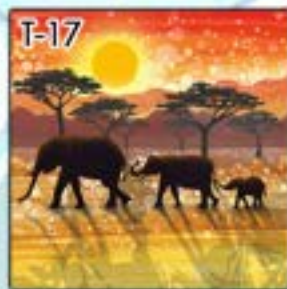
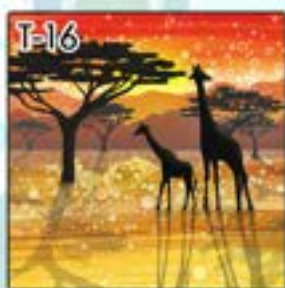
Square Trivets...

Trade Price: £5.50 each

20 x 20 cm cork backed heat proof ceramic trivet



Square Trivets...



Designs T-32 to T-34
available from
September 2024

Hessian Shopper Bags...

Trade Price: £7.00 each

39 x 32 cm. Different design on each side. Sturdy base. Waterproof lining.



Magnets...

Trade Price: £1.50 each

8 x 6 cm ceramic magnets with an embossed texture



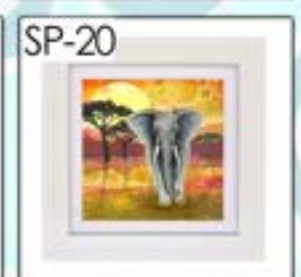
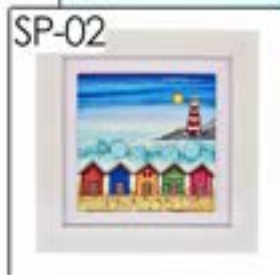
Designs MG-16 to MG-20 available from September 2024

Small pictures...

Trade Price: £7.00 each



11 x 11 cm embossed
tile mounted in a
17 x 17 cm white frame.



SP-25



SP-26



SP-27



SP-28



SP-29



SP-30



SP-31



SP-32



SP-33



SP-34



SP-35



SP-36



SP-37



SP-38



SP-39



SP-40



SP-41



SP-42



SP-43



SP-44



SP-45



SP-46



SP-47



SP-48



SP-49



SP-50



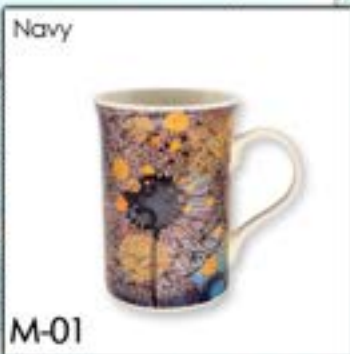
Designs SP-43 to SP-50 available from September 2024

Bone China Mugs...

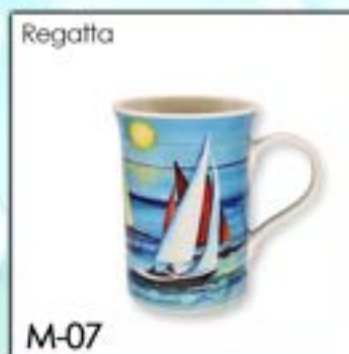
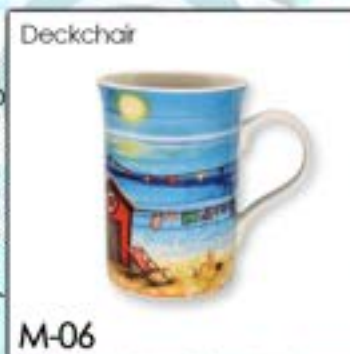
Trade Price: £3.00 each

11 oz Capacity. Dishwasher & Microwave safe

Into The Wind Mugs...



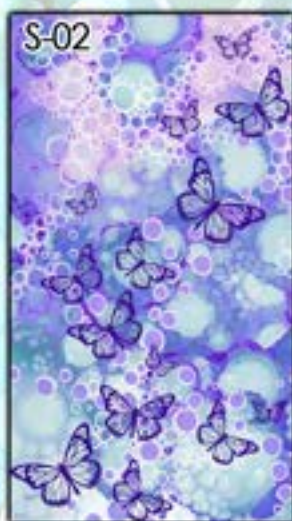
By The Sea Mugs...



Large Scarves...

Trade Price: £5.00 each

100x180 cm large
100% polyester scarves.



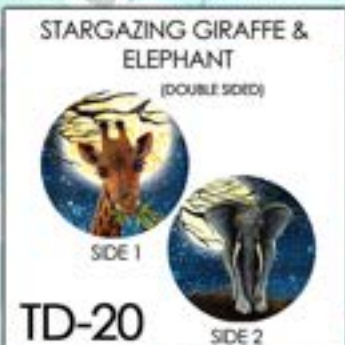
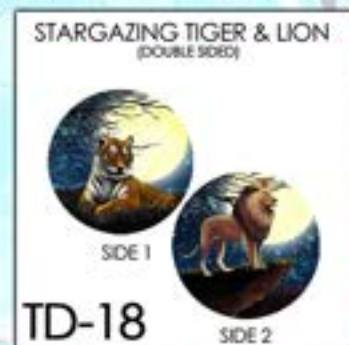
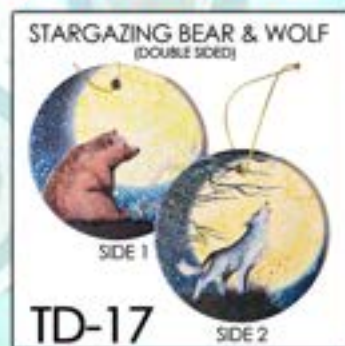
Christmas decorations...

Trade Price: £1.30 each

7cm diameter ceramic hanging ornament. Double sided.



Trade Price: £1.40 each



Designs TD-18 to TD-20 available from September 2024

Starter Packages...

Starter Package 1

Free Standing Display Unit...

2 Packages available...

1. Best sellers chosen by us
2. Chosen by you from our full range



Starter Package 2

Coaster & Trivet Floor Standing Spinner...

2 Packages available...

1. Best sellers chosen by us
2. Chosen by you from our full range



Starter Package 3

Rotating Counter top Coaster Spinner...

2 Packages available...

1. Best sellers chosen by us
2. Chosen by you from our full range



Package Add-ons...

20 Trivet add on package

Choose from 34 designs

Trivet display rack
Holds 9 trivets



48 Magnet add on package

Choose from 20 designs

Magnetic display boards
holds 12 designs



Themed Collections



& Display ideas

Beach Collection...



Floral Collection...



Animal Collection...



Meet the team...

Our Story...

We are two friends, with ordinary lives, and one business..... starting at the end of 2019, attending small village craft fairs, we soon realised we had something special to offer. Before long we both gave up our full-time jobs and fully emerged ourselves in the life as small business owners, trading all over the country and supplying retailers with our unique products. Juggling our lives as mums, wives and business owners we embrace new opportunities to showcase our work. Gem manages the business and Jo is the artist, together we make a perfect partnership. We even quite like each other..... (most of the time) :-)

We have won 'Homeware Retailer of the Year' in 2023/2024, 'Ceramics store of the year' in 2024/2025 and 'Most Creative Ceramic Homeware Company' 2024, along with other awards for best trade display at events.

From our very first craft fair, where we had to borrow a pasting table and tablecloth..... We have come a long way and have no intention of stopping here.....



Jo Busuttill

The one that can draw...

Artist, designer and co-owner of BJC. Jo has taught Art and Textiles at secondary schools for over 15 years but left the profession in 2022 to focus on By Jo Crafts. Jo is passionate about all things creative and can usually be found painting in her studio surrounded by the noise and chaos of family life. Anyone who knows Jo will most likely picture her with a large glass of WKD Blue, paint stained hands and fluffy slippers. "I love my fluffy slippers, audio books and watching a family movie with my kids" ...



Gem Hayns

The one that can't...

Business Manager and co-owner of BJC. Gem worked in the corporate world for many years before leaving it all behind in 2021 to grow the business. If Gem is not with Jo, then she can usually be found in her office packing orders, creating spreadsheets and generally building the empire, alongside tidying up after her family... "Comfy, slippers and a good Netflix series is my perfect day off" ... "What's a day off?" ...

We are a multi award winning company...

Daily Echo Trader of the week

TRADER OF THE WEEK



Hand-painted homeware company crafting success

Lorelei Reddin

BY Jo Crafts Ltd has won several awards, as well as rave reviews for products and services and has expanded rapidly since its launch in 2023.

"The rise who can paint" Jo had seen some of her work in the "who can't paint" class, who all experience of making a success, and the joy derived in

returning into the world of craft from nearly 20 years ago. Following a Covid-induced hiatus from the fabric, and the successful launch of their website, Jo has been able to gain strength to strength and has left her job in the fabric world to pursue her dream of running her own business.

Jo was inspired and left her job to start her business, and she has been able to gain strength to strength and has left her job in the fabric world to pursue her dream of running her own business.

"Reading was there as a hobby, and became a passion as she started to read up on the business and Jo is the artist, together we make a perfect partnership. We even paint like each other, most of the time." "I read up on the craft, but when we had to become a painting table and tablecloth, we have come a long way and we're not stopping there!"

By Jo Crafts continues to have a unique handmade ceramic table setting seen elsewhere. They are vibrant, tactile and pretty to behold.

All of the designs are from hand-painted originals using vibrant oils and acrylics painted by Jo in her distinctive style. There are 120 different designs across her four product lines and are stocked in more than 10 retailers.



A double award winning table cloth from By Jo Crafts Ltd. Image: By Jo Crafts Ltd



By Jo Crafts

2023/24 WINNER

Homeware Retailer of the Year

Home and Garden Awards 2024

Congratulations!

LONDON & SOUTH EAST ENGLAND PRESTIGE AWARDS

2024/25 WINNER



Every week we will feature one special local business
To be our trader of the week visit www.dailyecho.co.uk/trader or email loirel.reddin@dailyecho.co.uk



By Jo Crafts Ltd

Most Creative Handmade Ceramic Homeware Design Company 2024 UK

MULTI AWARD WINNER

By Jo Crafts

Ceramics & Homeware from hand painted designs

Buy online @

www.trade-byjocrafts.com

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Website: www.byjocrafts.com



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