

By Jo Crafts

Gifts, Ceramics & Homeware

Designs by Hampshire based Artist Jo Busuttil



PRODUCT CATALOGUE



*"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 120 days lead time. Minimum order quantities apply.

Point Of Purchase – Branded floor standing display unit 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 a few independent retailers, online; through our website, Etsy and Amazon as well as trading at events.

Finances – Trading began November 2019 and our 2022 turnover was £149,000. By Jo Crafts is a VAT registered Limited company.

Incentives – Available upon your first order. Minimum quantities apply.

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



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 Choose You' box, or just buy individually.

Designs - Over 70 different designs to choose from. Printed from original paintings by Jo.

Details - 10 x 10 cm cork backed ceramic coasters.

BONE CHINA MUGS...



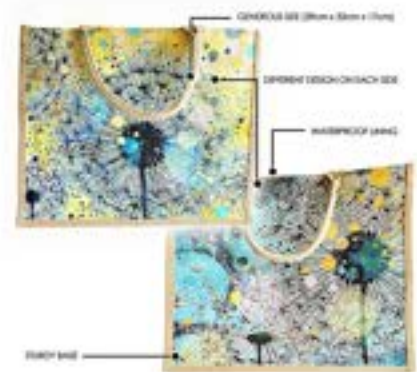
Unique Selling Point - The embossed texture on our mugs makes us stand out from a crowd and offers a tactile quality to the surface, something we have never seen from any other competitor.

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

Designs - 8 different designs available, can be purchased individually or as a themed set of 4.

Details - 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 15cm 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 3 double sided tree decorations in stargazing animal designs.

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.

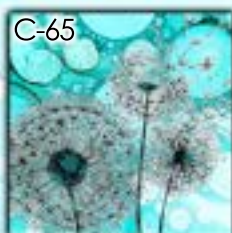
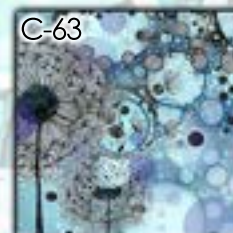
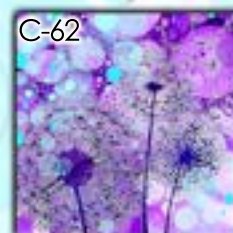
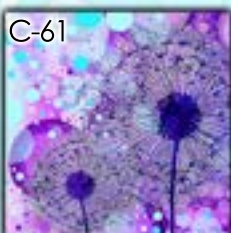
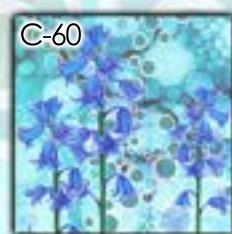


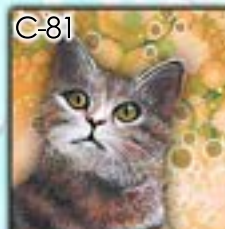
Visit our full range of designs at www.trade-byjocrafts.com

Coaster designs...

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









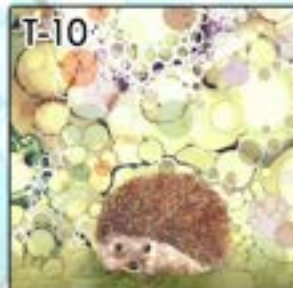
Greetings Cards...

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-



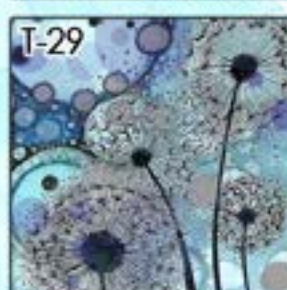
Square Trivets...

20 x 20 cm cork backed heat proof ceramic trivet



Square Trivets...

20 x 20 cm cork backed heat proof ceramic trivet



Hessian Shopper Bags...

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



Bone China Mugs...

11oz Capacity. Dishwasher & Microwave safe

Into The Wind Mugs...

Navy



M-01

Orange



M-02

Yellow



M-03

Turquoise



M-04

By The Sea Mugs...

Lighthouse



M-05

Deckchair



M-06

Regatta



M-07

Campervan



M-08

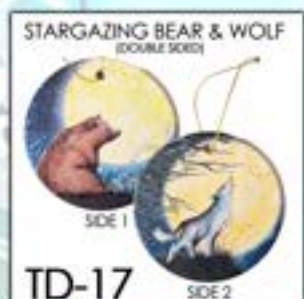
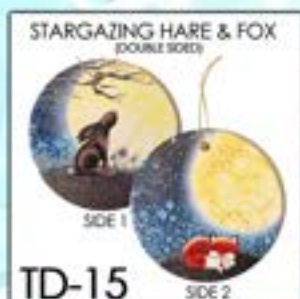
Large Scarves...

100x180 cm large 100% polyester scarves.



Christmas decorations...

7cm diameter ceramic hanging ornament. Double sided.



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

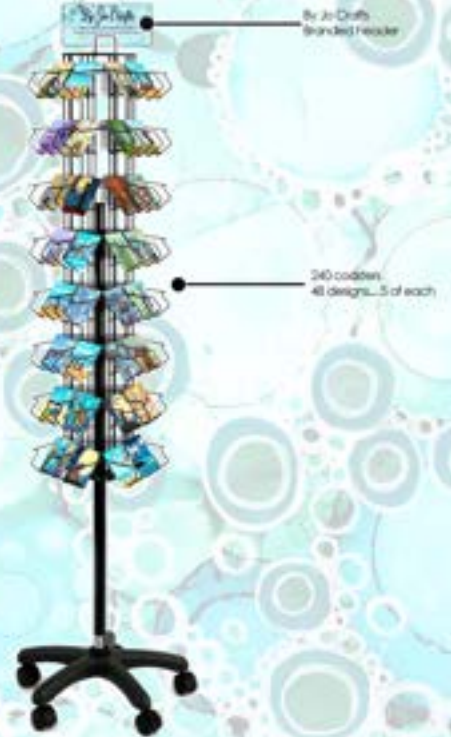


Starter Package 2

Floor Standing Rotating Coaster Display Unit...

2 Packages available...

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



Starter Package 3

Rotating Counter top Coaster Display Unit...

2 Packages available...

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



Point Of Sale poster...

By Jo Crafts

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Designs by Hampshire based Artist Jo Busuttill



"Fulfilling our dream of running a successful business"
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Gem & Jo

Meet the team...



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. "Comfies, slippers and a good Netflix series is my perfect day off" ... "What's a day off?" ...

What people say about us...



Homeware retailer of the year winner



Incredible! Wow! Brilliant! Exceptionally good! Beautiful finish. Wonderful colours. We are thrilled...

Beautiful design, light catches it brilliantly...

This is the sweetest set of coasters and of excellent quality. The colours are vibrant and it was difficult to choose from the lovely selection on offer. I expect to buy more in the future!

Love these tile arts 🍷 delicately designed beautiful colours all so different. Bought a few for my cottage... Def on my favourites list... thanks again 🙌

This item is unusual and beautifully made. Goes perfectly in our bedroom. Thoroughly recommend.

Love these , great quantity if fact going to buy my sister some xx

Bought this lovely art work in 3 different colours, beautiful individual the colours within the work are amazing, so different

Just great, Lovely set of mugs . Would recommend...

These are so beautiful and look gorgeous on my coffee table...

This piece of artwork is absolutely stunning and I am absolutely thrilled with my purchase. I would definitely recommend this company and will definitely be using them again. Many thanks to you both you are so talented...



Best dressed trade stand at Shake n Stir 2023

By Jo Crafts

Ceramics & Homeware from hand painted designs

Buy online @

www.trade-byjocrafts.com

Password: ByJoCraftsTrade



Or order over the phone:
Contact us:

E: info@byjocrafts.com

T: 07726451131

Where else we sell:

Etsy: [ByJoCraftsArt](#)

Amazon: [By Jo Crafts Hand Painted Designs](#)

Website: www.byjocrafts.com



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