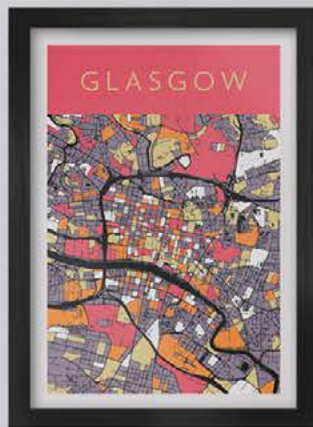
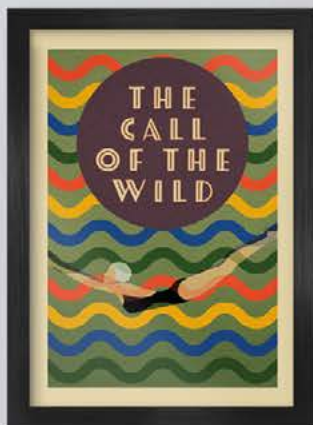




THE NORTHERN LINE  
TRADE

# INTERIORS WITH INTEREST







# THE NORTHERN LINE

TRADE

Hello and welcome to The Northern Line Trade

We are a family business based in The Lake District. We've created a strong brand of artwork since 2014, mainly focusing on Cycling & Sport, Music, general locations and of course our own back yard - the beauty of The Lake District.

The founders of The Northern Line, Don & Sarah successfully ran a graphic design agency for many years, working mainly within sport and leisure. A lifelong dream of moving to The Lake District, allowed Don & Sarah the time to also begin the journey of The Northern Line, where they quickly discovered a passion for producing fun and contemporary graphic art, available at affordable prices. Their son, Jacob joined the team after completing his degree, and now manages the online and trade divisions of the business. So we are truly an independent, family owned business, and we love it!

We have a shop selling homeware, gifts and artwork based in the village of Windermere, in the heart of the Lake District. The awareness of product purchasing, display and responding to the needs of customers has really helped with our trade business. Our biggest thrill has always been designing artwork that people want to put on their walls! This remains at the core of our drive and our enthusiasm for bringing fresh ideas to our customers. ALL THE WORK WE SELL IS PRODUCED BY DON HERE AT THE NORTHERN LINE.

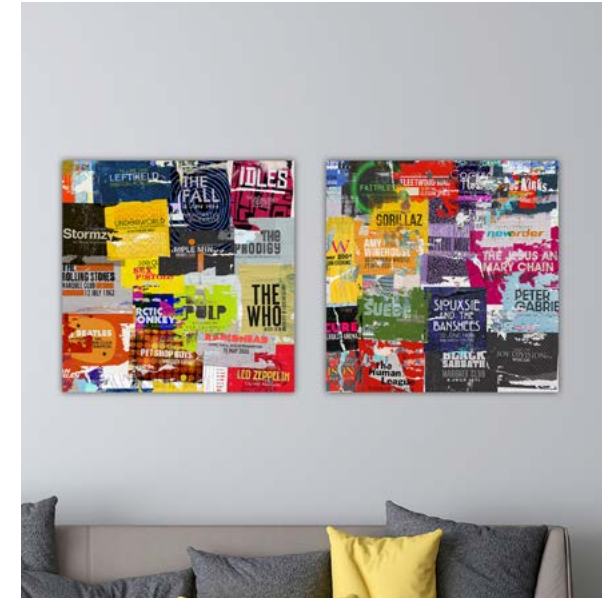
We like nothing better than being out and about in our beloved Lakes - enjoying the scenery, the people and the great hospitality of our special home.



[www.thenorthernlinetrade.co.uk](http://www.thenorthernlinetrade.co.uk)  
email: [jacob@thenorthernline.co.uk](mailto:jacob@thenorthernline.co.uk)



We endeavour to make our prints talking points. Whether contemporary or traditional, our aim is to make walls look more interesting!



## BESPOKE

We are happy to discuss requirements and formats for any specific projects.

Our standard pricing covers A2, A3 & A4 formats, both framed and unframed. However we recognise that a wall has needs, as do clients, so please get in touch for a quote on other sizes and formats.

All our artwork is created digitally, so within our existing portfolio we are able to offer requirements for colour way alterations to suit. Please do get in touch to discuss your project and we can provide a quote.



The Graythwaite Estate is family-run and spans some 5,000 acres of land, nestled in the beautiful English Lake District. It is home to the Sandys family who have lived at the Estate for over 500 years, since the first Graythwaite Hall was built.

"The Northern Line have supplied artwork for our holiday properties on the Graythwaite Estate. Having initially thought we would order a small number to add some colour to a few properties, after seeing the high quality of what we ordered, we ended up going back time and time again to order more and completely revamp all 35 Holiday lets, giving them a new lease of life. We found Jacob and the team to be extremely helpful, ordering was very simple and delivery was quick. We'll definitely be ordering more in the future".

Claire Brady | Estate Holidays Manager

We found Jacob and the team to be extremely helpful, ordering was very simple and delivery was quick.

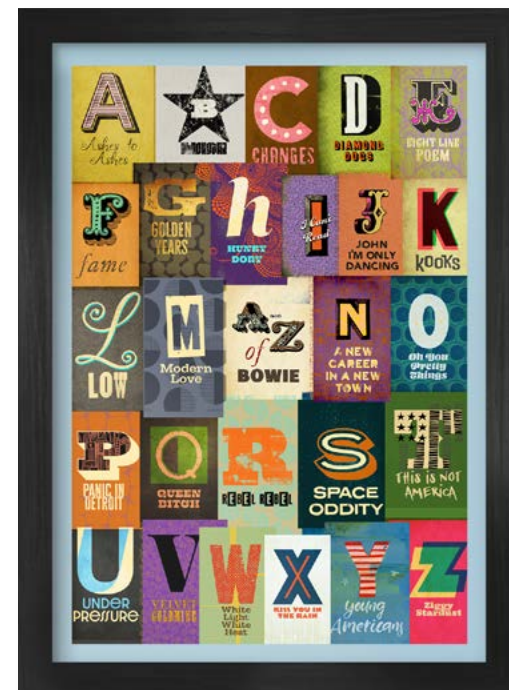
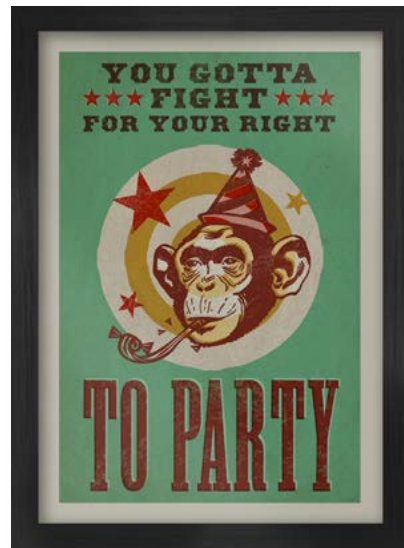




# THE UNIVERSAL LANGUAGE

*Music matters*

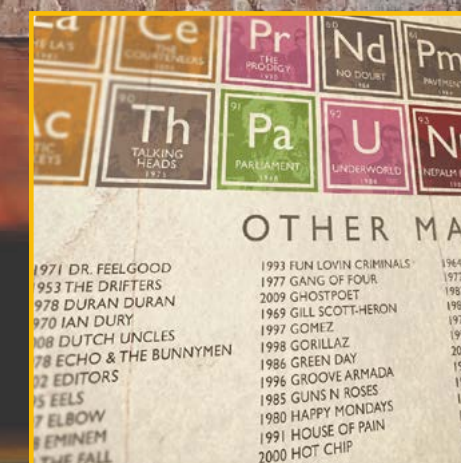
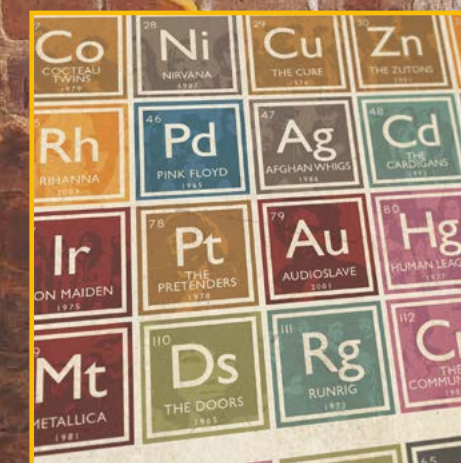
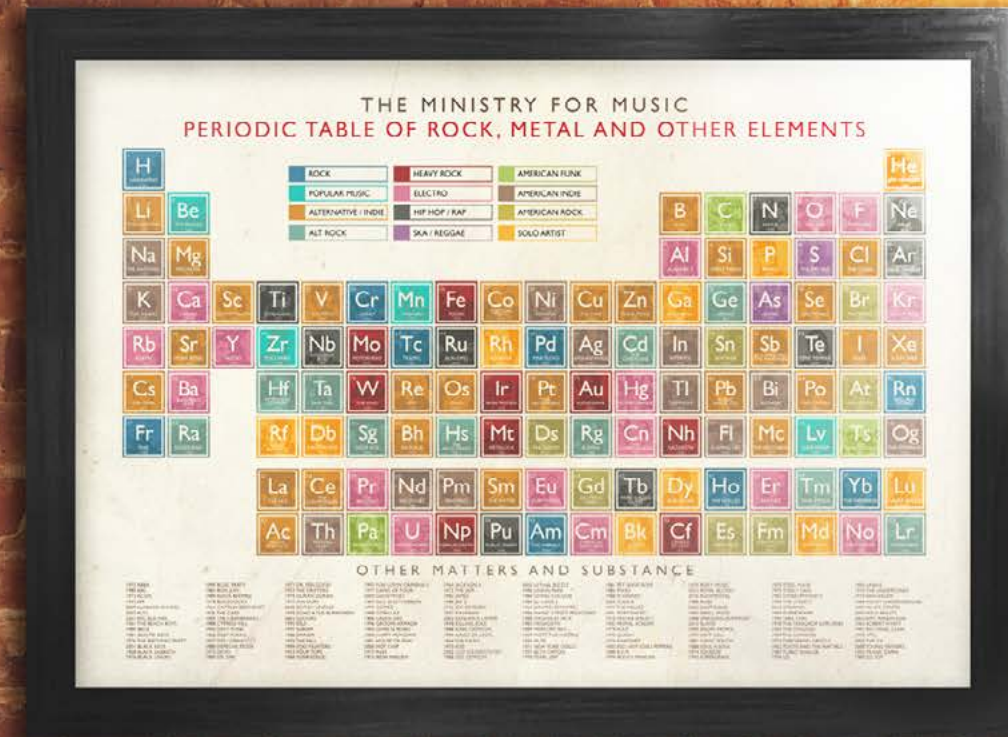
We have a wide range of music inspired posters. It's a theme that pretty much binds everyone together and we always look to find that strong emotional pull that goes from being something liked, to being put on the wall.



# PERIODIC TABLE OF MUSIC

*Chemical brothers and sisters*

A play on the Periodic Table in which the chemical elements and their symbols have been converted into famous bands and solo artists. Categories include alt rock, electro, Hip Hop and rock. Other bands have been included under the title 'Other Matters and Substance'. The dates reflect the year each band or artist first performed.





# BLOCK ROCKIN' BEATS

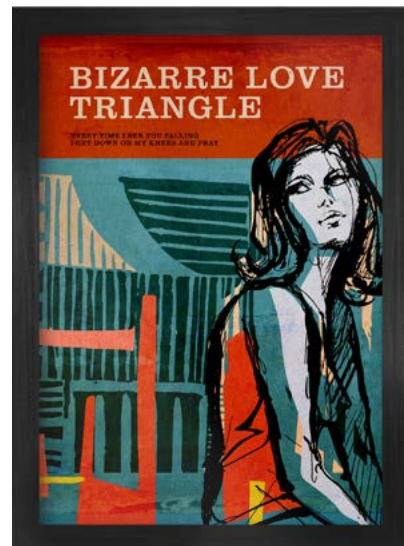
*Everyone's got a tune in them!*

Continuing our varied range of music themed posters. Throughout our time in retail we've had a strong demand for our music themed art which have played a big part in both home re-fits and commercial projects.

**£100**  
minimum order  
choose from a  
portfolio of over  
300 prints



New Order 'Fac File' poster shows their hit singles in cassette style featuring running time, date of release and B sides.



New Order's single given a mid-century pulp fiction book cover style.

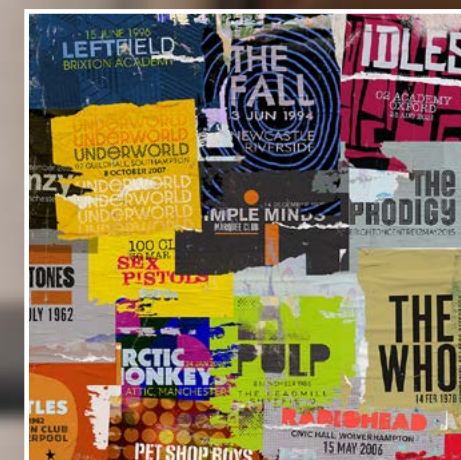


We have a series of book jacket music designs including The Cure, Beatles and Pulp.

# THE MEANING OF LIVE

*The sticking of bills!*

We've re-created a series of band gig posters, torn and worn. The catalogue of bands covers eras and genres from the Beatles up to Wolf Alice. Where you can see the venue and date, it is a faithful reproduction. These gigs did happen!



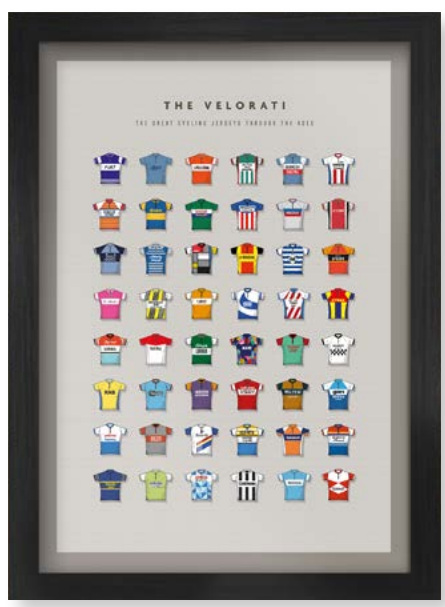




# CYCLING

*Free-wheeling and free styling.*

Cycling is a passion here at The Northern Line and we have a wide range of prints both retro styled and contemporary. Great for adding colour to the walls, and not just for cyclists!



**Two of our best sellers!**





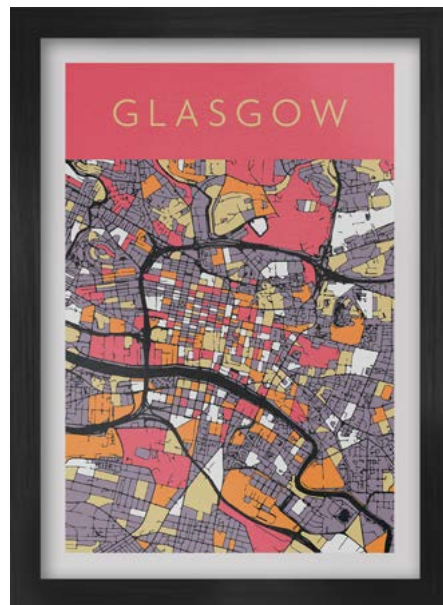
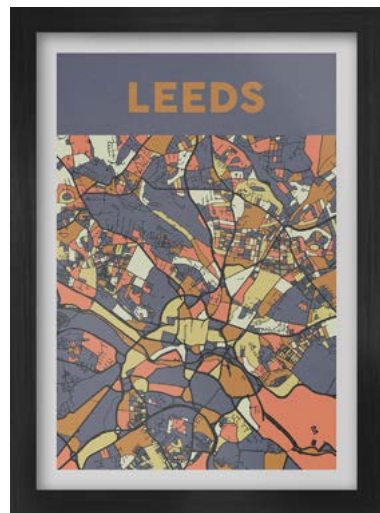
# LOCATION

*location, location*

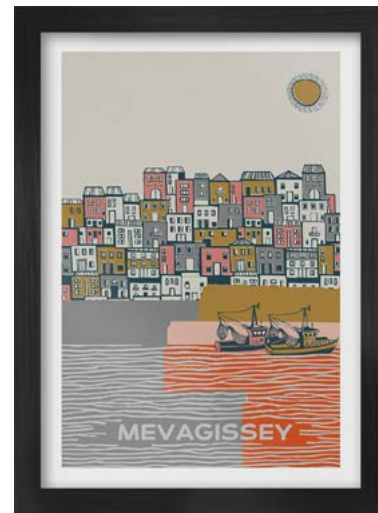
With a background in commercial design we're well versed in responding to customer's requirements. With our existing clients we have developed several designs to work with their individual locations and landmarks.



The classic 3 Peak Challenge featuring the highest peaks in Wales, England and Scotland respectively.



Abstract style city maps. Britain's main locations plus Dublin and New York.



A Cornish delight.



# LOCATION YORKSHIRE

*Read all about it!*

A very popular theme with our customers. This Penguin book style stack of books celebrates Yorkshire's best known landmarks. Suitable for all locations.



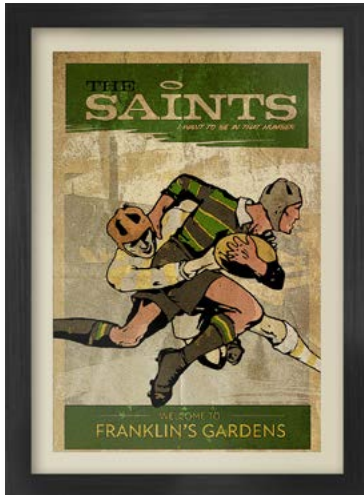
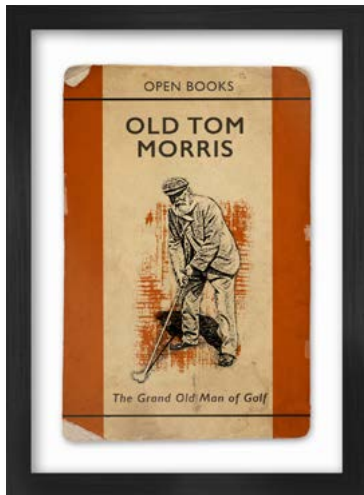




# SPORT

*Here's our pitch*

Sport continues to be a flourishing theme for us. It captures people's hearts and emotions. It might be a team's great year, or simply the passion of our hobbies. We always endeavour to produce something unique - not off the shelf, and something to grace any wall.



**£100**  
minimum order  
choose from a  
portfolio of over  
300 prints



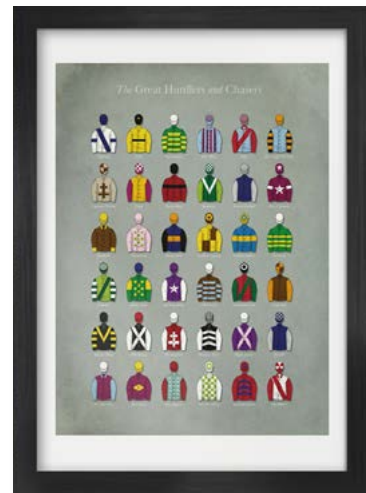
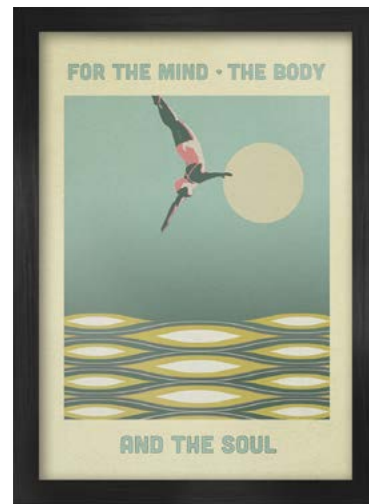
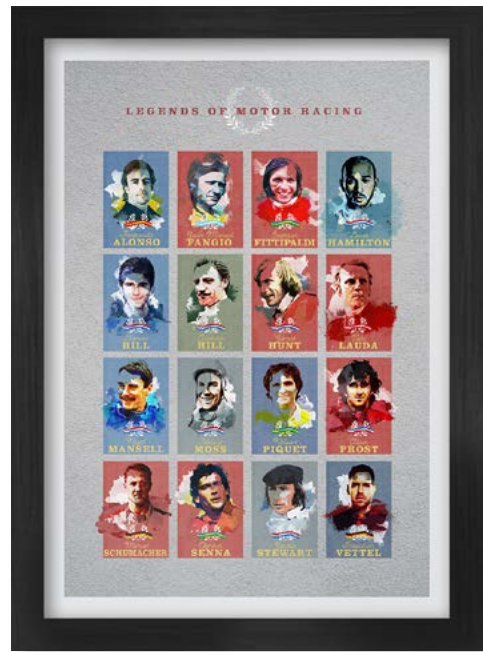
We have a series of posters celebrating football clubs' great years including Arsenal's 2001-02 season of League and Cup Double success.



# SPORT AND RECREATION

*For the enthusiasts*

We are constantly adding to our portfolio in this genre. Whether it's by location or for a themed project. Sport and leisure is a long standing field of experience from our previous commercial businesses.





# ATTENTION ALL SHIPPING

*Visibility good*

Paying homage to the eponymous Radio transmission of 'The Shipping Forecast'. Each area is covered from the most northerly South East Iceland to Trafalgar in the south. The poster contains some classic quotes such as; "Dover, Wight, Portland 4 or 5, increasing 6 soon, rain or slight drizzle, good".

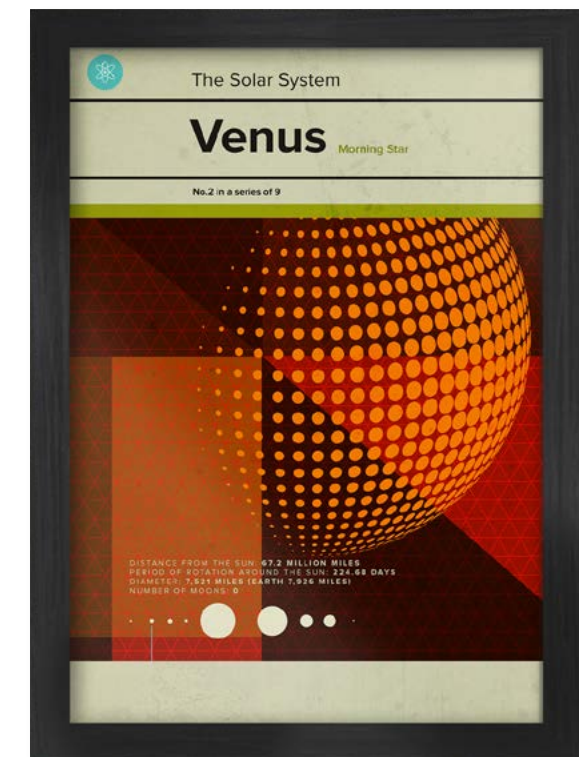
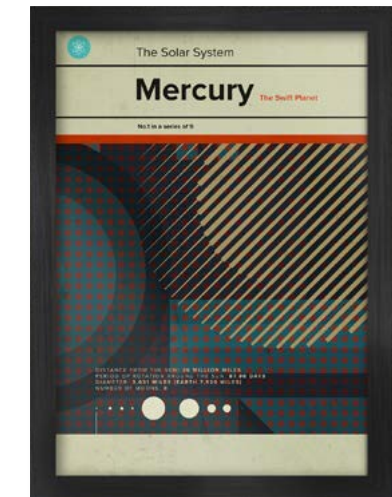


# SMASHING THE SYSTEM

*The appliance of science*

Modelled on the old mid-century teaching textbook designs. The series features the planets of the Solar System, including poor old Pluto, which has been demoted to a dwarf planet.

The series includes some revealing stats including the fact that Earth is a mere 93 million miles from the Sun!



**Pack Prices**  
(2 per pack - of each design)

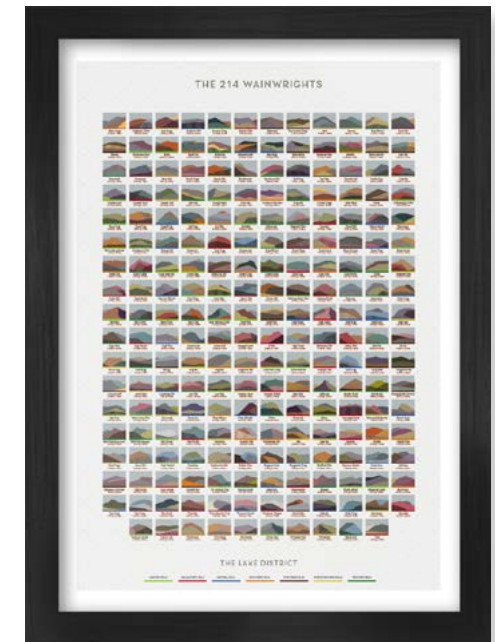
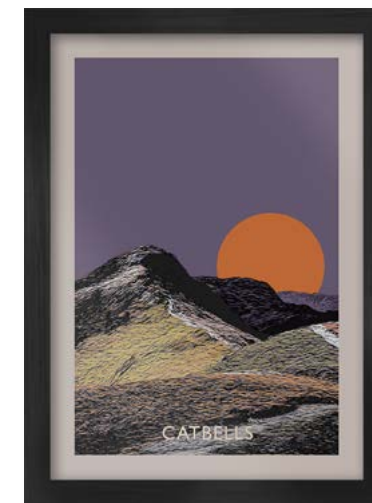
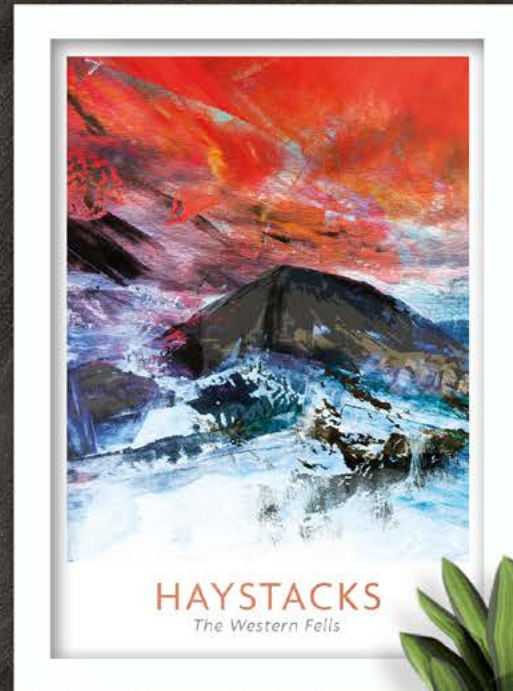
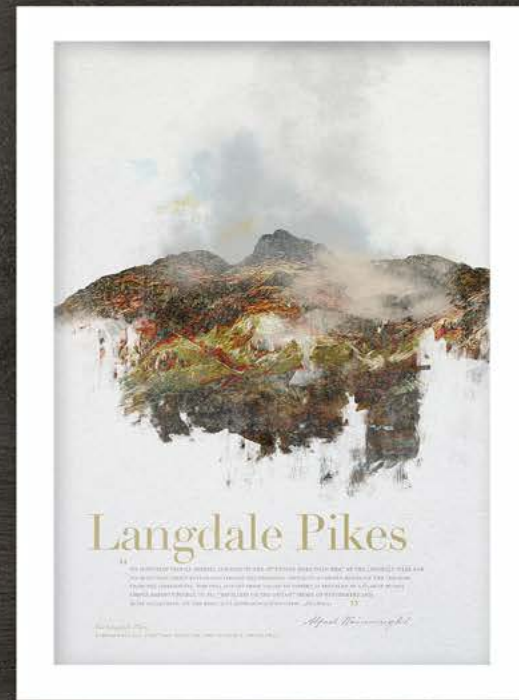
A4 UNFRAMED	£9
A3 UNFRAMED	£20
A2 UNFRAMED	£28
A4 FRAMED	£18
A3 FRAMED	£36
A2 FRAMED	£52



# THE LAKE DISTRICT

*Playing at home*

Coming from The Lake District, it's not surprising that we have a passion for the natural splendour of our surroundings. This is where our business started and this beautiful part of the world continues to provide inspiration for our work.



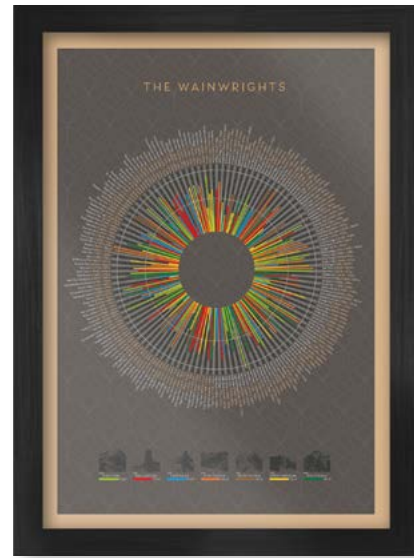
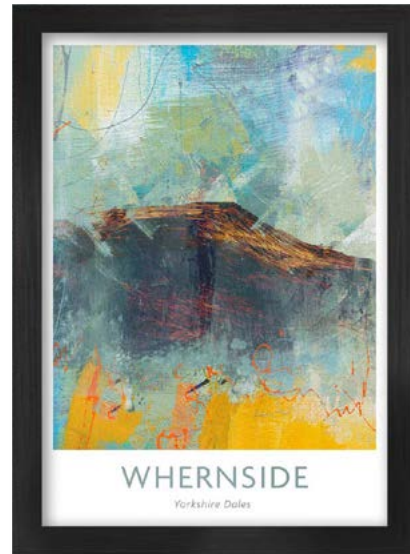
214 Wainwrights celebrates all of the Lake District fells recorded by the great lover of the fells:- Alfred Wainwright.



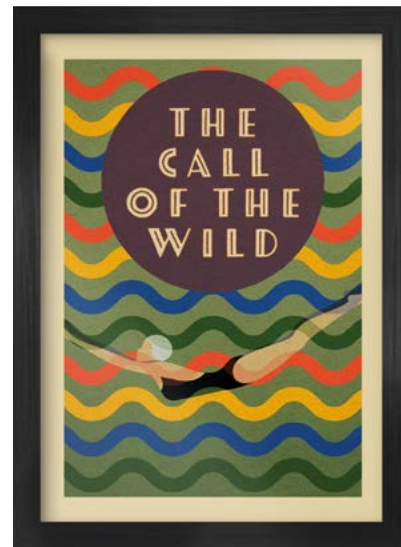




**Wherside**  
Part of our Yorkshire 3  
Peaks range.



**Wainwrights Wheel**  
Records all 214 of the Wainwright  
Fells in the Lake District.



**The Call Of The Wild**  
Our bright and bold design depicts  
the joy of swimming in the wild.

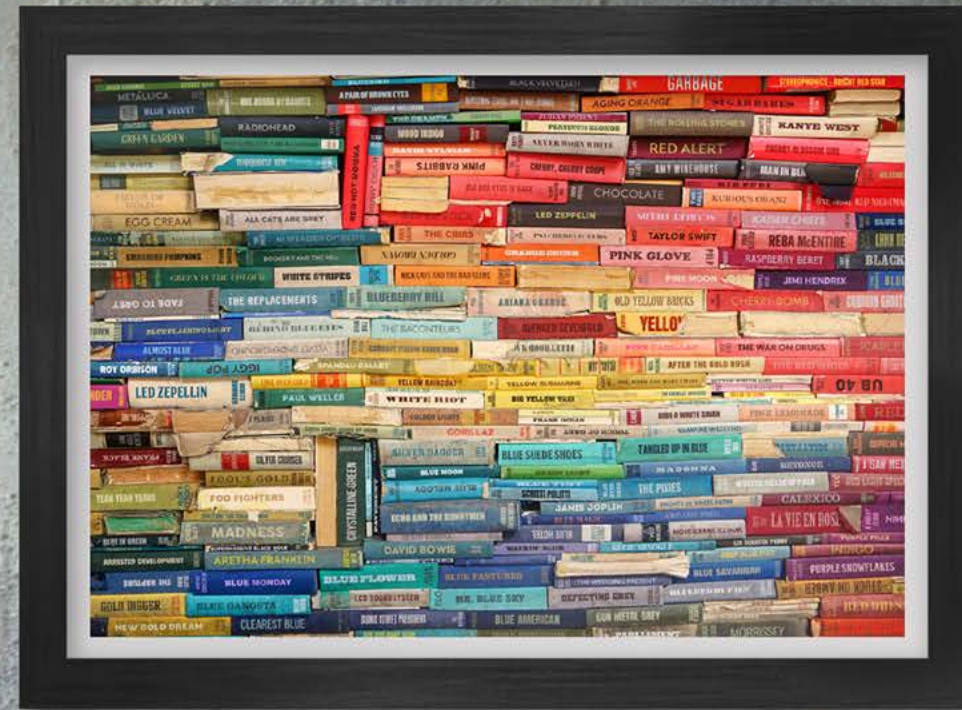


**Beatles By The Book**  
Features some of the great songs  
written by the Beatles created as a  
set of book spines.

# SONG COLOURS

*Spine tingling*

Themed as a set of book spines 'Song Colours' charts a wide selection of songs featuring colours in their title. No one artist or band features more than once and the usual suspects are there from The Beatles 'Yellow Submarine', Elvis' 'Blue Suede Shoes' and The Stranglers' 'Golden Brown'.

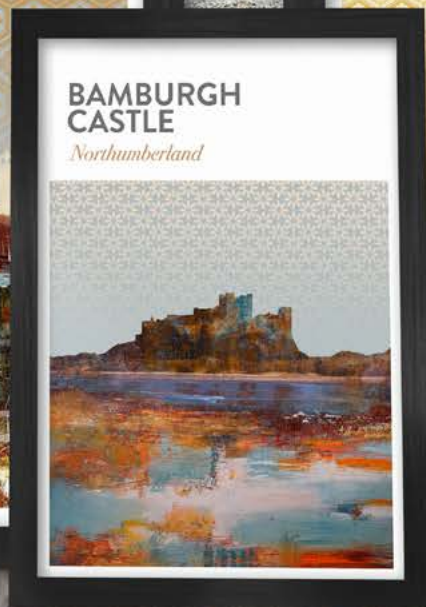
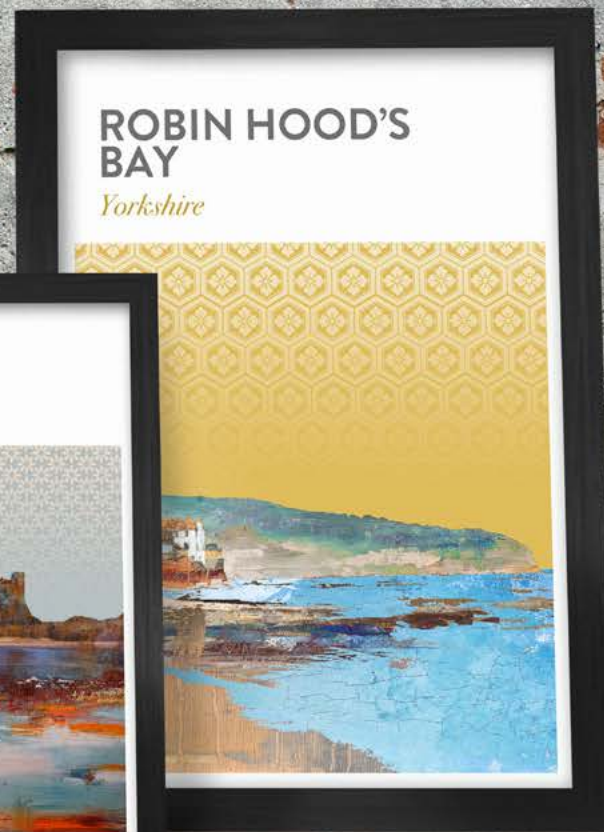
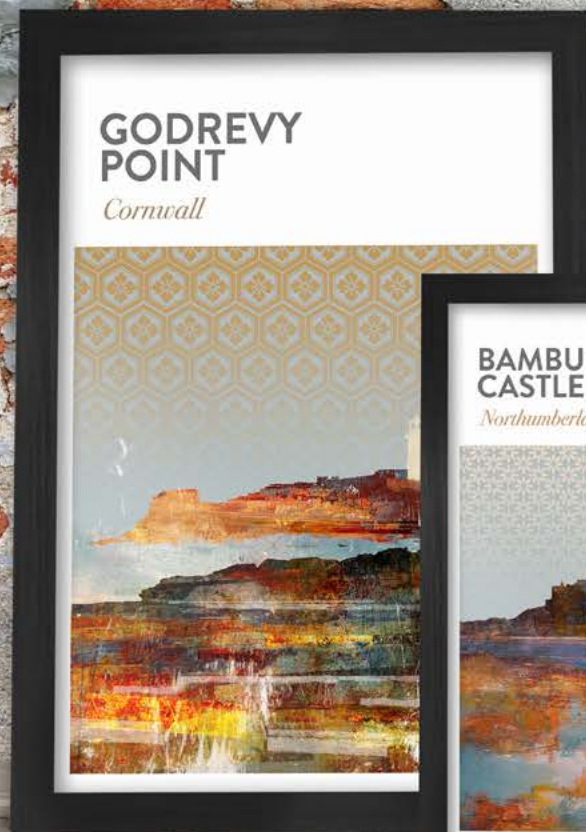




# GOING COASTAL

*and making waves*

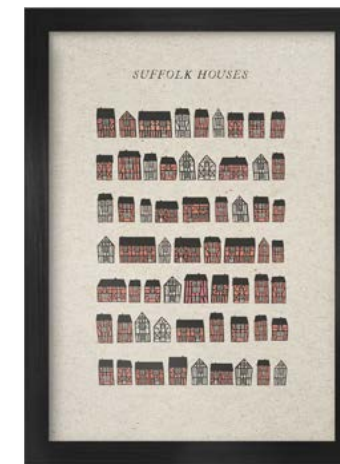
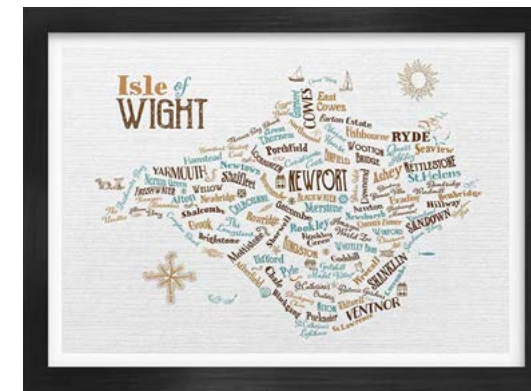
Abstract and geometric take on the great coastal landmarks around Britain. The series covers a range of locations but as we always like to point out...  
... we can adapt our colour styles and create more additions.



# GOING LOCAL

*Home is where the art is*

Location based designs. Talk to us about your location and what might work for you.



South West Coast Path  
featuring landmarks throughout the epic 630 mile walk.

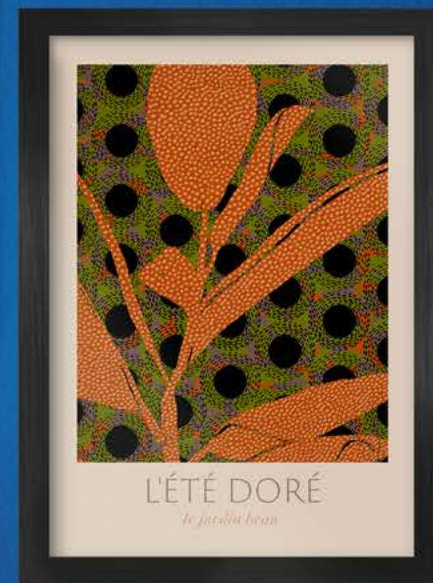
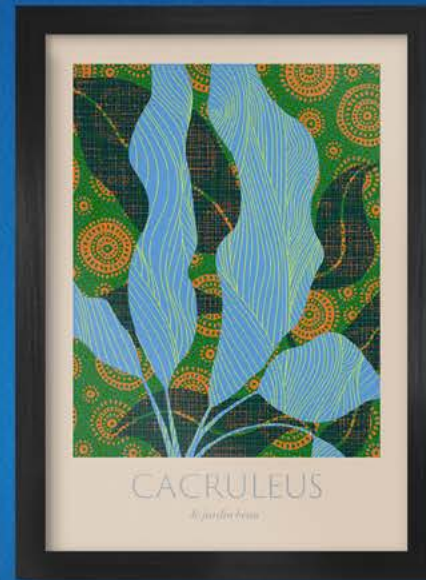




# SECOND NATURE

*Great outdoors indoors*

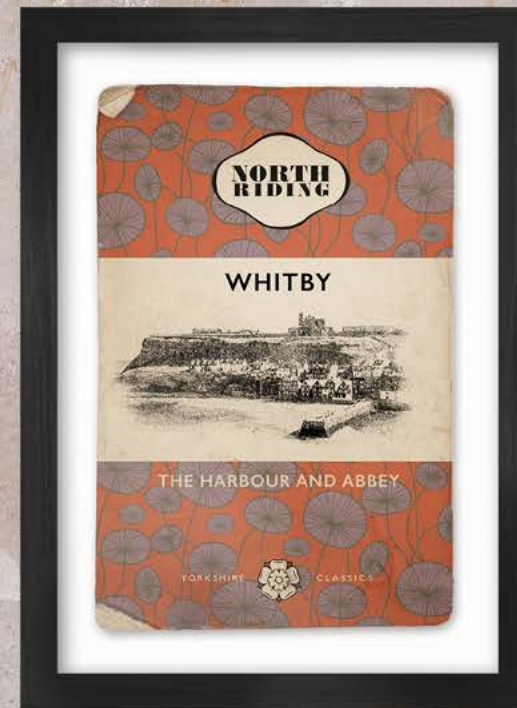
Our range takes an abstract interpretation of bold and beautiful flora.



# CLASSIC COLLECTIONS

*Judge the book by the cover*

The 'Classics' takes its theme from old mid-century Penguin books designs. The design celebrates famous landmarks from around the country and is a nice way to celebrate your part of the world.





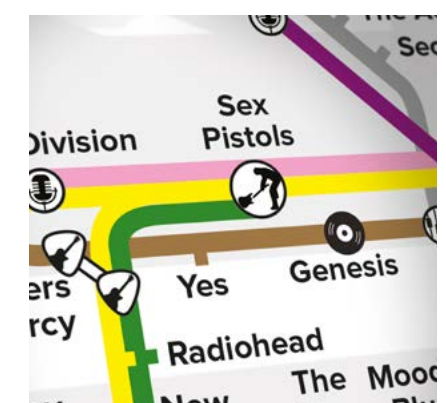


## GOING UNDERGROUND

*Music mapping*

Our music map of great British bands (Going Underground) is based around a map of the London Underground.

Each tube line and the British bands positioned on it reflect a different music genre - indie, pop, new wave etc. etc. Where a band sits on a junction then they must meet all the criteria!



.....  
The Northern Line prints have been a constant seller since we starting stocking them.

We only source British designed and made products so these are great for us, and are a great price point for our customers too.

*Rachael Chambers - Owner and Director*

.....  
Ferrers Gallery

*Highly Commended for Best Independent Retailer in the 2019 Leicestershire Tourism and Hospitality Awards.*



# ALL BY OUR OWN HAND

Everything in this brochure and all prints on our website are designed by The Northern Line.  
[www.thenorthernlinetrade.co.uk](http://www.thenorthernlinetrade.co.uk)

## ORDERING WITH THE NORTHERN LINE



Frames are available in black or white for A2 and A3  
Black only for A4

### BESPOKE SIZES / FORMATS

We are happy to discuss any requirements with regard to artwork, which would be costed accordingly.  
We cannot offer framing beyond the A2 format size.

### PACKAGING

Unframed Art Prints are supplied with a backboard and in a cello sleeve.  
Framed Art Prints are supplied with corner protectors on the frame.

### ORDERING & PAYMENT

£100 minimum order value + £12 carriage - UK Carriage Paid on Orders over £300.  
For overseas order, please contact us to discuss delivery costs.  
All prices quoted are excluding VAT which will be added to your invoice.

**Please contact Jacob to set up your trade account**

[jacob@thenorthernline.co.uk](mailto:jacob@thenorthernline.co.uk) / [trade@thenorthernline.co.uk](mailto:trade@thenorthernline.co.uk)

07757 322797 / 01229 480761

