

Register at [www.stationerymatters.news](http://www.stationerymatters.news) to receive our biweekly industry e-newsletter

# NEWS



## National Stationery Week gathers momentum

Brand new partners and the campaign's first ever retail sponsor, Ryman, means National Stationery Week is gearing up to be bigger and better than ever for 2019. Now in its eighth year, the initiative looks set to inspire even more stationery fans to write cards and letters and share images of their favourite stationery on social media. Key to the week's success are its supplier sponsors. Derwent, the British heritage brand founded back in 1832, will embrace its role in the #natstatweek consumer campaign, offering tips to get creative with drawing and writing, and put its name to a day in the week's beloved 'Seven Days of Stationery.'

Derwent's marketing director Nicola Shepherd told *Stationery Matters*: "We've chosen to be a Partner of National Stationery Week because we feel very strongly about keeping the stationery sector alive and kicking in the UK. Derwent needs to be a part of this, and involved in engaging young people about the benefits of writing, drawing and crafting.

"We're particularly interested in the link between craft, wellbeing and mental health. We've sponsored Friday during the campaign's Seven Days of Stationery with the hashtag #FeelgoodFriday as we want to give our customers a compelling reason to engage with arts and crafts and to feel the positive benefits," Shepherd concluded.

[www.nationalstationeryweek.com](http://www.nationalstationeryweek.com)  
[www.derwentart.com](http://www.derwentart.com)



## We Are In Good Company totes positive messages about sobriety

Lucy Wilkins and Sara Bender, two senior strategic marketing leaders who met while working in the advertising industry, founded We Are In Good Company having been affected by alcoholism hurting their loved ones. The UK card and gift industry often celebrates British drinking culture yet fails to support those who need or want to stop drinking. The pair admit: "Right now, giving up drinking is hard. Alcohol is perceived as the fun best friend; the life and soul of the party. Sober is seen as the boring loser hiding in a church basement... Remember, giving up alcohol doesn't mean you lose your sense of humour. Let's celebrate all the good stuff being sober brings to our lives."

Challenging a card industry that has been known to call wine 'Mummy Juice', the young brand offers a trendy, design-led range toting alternative, positive messages. Enter the company's first non-paper product, the 'Tee Tote al' tote bag, plus new cards especially for Mother's Day that celebrate sobriety rather than inebriation. For stockists who claim that alcohol-related goods sell, Wilkins and Bender are keen to point out that statistics from the ONS show that one in five adults – that's around 10.4 million people – now abstain from booze altogether. That's food (not drink) for thought.

[www.wearegoodcompany.com](http://www.wearegoodcompany.com)

12 SPRING/SUMMER 2019



## Bastet & Bee on Brexit 'entente cordiale'

Sakina and Andrew Robinson, the couple behind Anglo-French stationery brand Bastet & Bee, live in France and sell their bright graphic notepads on both sides of the Channel. After Brexit, the success of their small start-up will rely on more than just 'l'entente cordiale', the historic goodwill between France and Britain. So what do they make of the Brexit-related chaos unfolding in the Commons? Sakina Robinson says: "We're going through a nail-biting period as we're unsure of the impact a No-Deal Brexit will have on us. The three of us keep calm and carry on ticking things off our pre-Brexit to-do list, such as taking French classes and addressing potential residency issues.

"The UK and France are both our target markets. With our biggest community of buyers but also a couple of suppliers based in the UK, we are left with many questions but few answers, for example on import fees, VAT, additional loss and visa requirements for business travel. The strategy is to hope for the best and plan for the worst. We are in the process of getting as much information as possible in order to limit the risks and costs – packages being held up at customs for example, and to reassure our British stockists and resellers."

[www.bastetandbee.com](http://www.bastetandbee.com)