

# HOW TO USE THIS DISTRIBUTOR KIT

This kit has been created to assist you to brief your sales team, new retail outlets and also as an information resource for the media.

## MEDIA KIT ITEMS FOLDER

The Kit includes the following items which need you to insert your local media contact details where indicated:

1. Charlotte di Vita MBE fact sheet
2. Fair Trade Summary 1992-2003 fact sheet
3. Goebel's Commitment to the Collections
4. Story of Trade plus Aid fact sheet
5. Royal Recognition fact sheet
6. 2003 Collections fact sheet
7. The Production Process fact sheet
8. The History of Enamels fact sheet
9. About the Teapot Charlotte di Vita Collections fact sheet
10. The Creation of the Collections fact sheet
11. Template for Distribution Details
12. Template for Charlotte di Vita Tour Media Release
13. Template for New Collections Media Release
14. Charlotte di Vita Collections Image Reference Sheet\*

## TEMPLATES FOLDER

Contains guidelines for:

15. Template for Tour Competition
16. Template for Tour Invitation

## PAST CLIPPINGS FOLDER

Contains samples of

17. Recent UK clippings
18. Clippings from 2002 Australian tour

## IMAGES FOLDER

The kit also includes images in 300dpi of

- 4 2003 teapots
- 4 Selected shots to be found on image reference sheet\*
- 4 Charlotte di Vita MBE
- 4 Production process and factory

For more information on how to use these items in a media kit please see below ...

## **HOW TO PUT TOGETHER THE MEDIA KIT**

If you are using this information for a media kit, we suggest that you use the following and in this order:

1. New Collections Brochure
2. Media Release - whichever is appropriate- Note: If new collections media release than do not include item 4/*About the Teapot Collections* as already included in the media release
3. 2003 Collections
4. About the Teapot Collections
5. The Production Process
6. The History of Enamels
7. The Creation of the Collections
8. Goebel's Commitment to the Collections
9. Royal Recognition
10. Story of Trade plus Aid
11. Charlotte di Vita Image Reference Sheet

Note: Each item requires you to personalise with your primary contact person for the media and the appropriate area is highlighted to show you this.

The media releases also highlight other areas that you need to personalise such as your retail price and where the teapots are available.

## **STAFF INFORMATION LETTER**

This is for your staff and for the retail staff to better understand the Charlotte di Vita Collections of teapots. Not only in terms of how they are made but also the value of each sale to helping less fortunate communities.