

Subject: Clay-Mates News - AUGUST 2008

# Clay-Mates

AUGUST 2008 NEWS



Dear Clay-Mate Collector

This month we have another five brand new Clay-Mate 'new-borns' for you. Plus some news on the Pottery where Clay-Mates are made. Plus there is information on what happens when we make a Clay-Mate 'Endangered' and when they become 'Extinct'.

Plus... Read the Current email of the month.

## Website Woes!!

We need to say a big 'sorry' to all our avid collectors. In the first week in August, the people who look after our main Website Server damaged it when moving to a bigger data centre. This meant our website was off the air for about 6 days. We know that this was really frustrating for you and we are sorry. It is back now and we took the chance to give it a good overhaul whilst it was off the air - it gets a huge amount of use from Collectors all over the world.

A big thanks to Webmaster Steve and the team who sorted the problem out working through the night to get it all back!

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## New-born this month

'TUNDRA'... A Grizzly Bear (ClassicPlus)



[Click me to see other ClassicPlus Clay-Mates](#)

Tundra our new Grizzly Bear fresh from a fishing trip!

Grizzly's my name and grizzly's my nature  
Huntin' and fishin's what I do.  
Cuddly and cute but don't be fooled  
Get in my way and I'll eat you too!

Grrrr.

## 'SUNDOWN'... a lazy Zebra (ClassicPlus)

When the sun goes down on the African plain  
After running all day with the herd,  
I kick of ma hooves 'n lay me right down..  
Dust off ma stripes and wipe off that frown  
And dream of tomorrow where I'll fly like a bird.

Zebras know a thing or two!



## 'RIBBONS' A moggie with a pressie - (Occasion)



Time for a new 'Occasion' Clay-Mate  
- remember that you can select your packaging for  
yourself or to send to someone! This one is ideal for a  
little 'Happy Birthday' present.

I Went to a party the other day  
and watched while the parcel went round  
"There's no fun in this", I wanted to say  
So I grabbed it and scampered away  
I guess now I'm a criminal hound.

## 'FANTAIL'.. a Phoenix - (Classic)

High time we had another 'Mystic' Clay-Mate..  
you can never have enough Mystics!

Here's one that's laying back (like the Zebra)  
- well it's summer and it's hot - or should be.

**In the kiln where I was born  
It was hotter than a fire  
I 'm a Phoenix so that's really quite fitting  
True to the legend, I should have flown  
But most of my feathers were missing!**



### 'GRYMPH' - our new little Alien (Classic)



The Alien category is growing - **click on his picture** to see the others. Have you got them all yet?

**I travelled to earth from another world  
Further away than the stars..  
Although we possess only one eye..  
We see *all* the past and the future  
And we're cuter than those guys from Mars!**

## So What do we mean by 'Endangered' and 'Extinct ?'

### 'Endangered' Clay-Mates'





This is '**Dash**' the hare. We made him for the years between 2003 and 2006. We haven't make any new pieces since then but there are still some stocks available. Once all the individual pieces are sold, that will be it. The only way that you can get one would be by swapping or buying from another collector. In the case of '**Dash**' there are only about 900 unsold copies worldwide.

In the early days of Clay-Mates, when our designers were not quite the 'superstars' they are now, Clay-Mates were maybe not quite so adorable. But an original is an original and we expect that it will be the rarer original models that will eventually become the most precious. A good place to start with a new growing collection might be these guys!

## ' Extinct' Clay-Mates



The next stage is when all stocks are exhausted and even if you were to offer a thousand pounds, we could not supply one. '**Edward**' was also one of the earliest Clay-Mates and there are still some out there but only from collectors and not from Official Clay-Mate stores. Just like the natural world - when they are gone, they are gone.

The moral of the story is - get them while you can!

## The Clay-Mate Pottery



We make lots of Clay-Mates - all painstakingly by hand using no moulds so that we make sure they are all individual and unique.

How do we do this?

After the design stage our team of artists will divide themselves up into specialists in certain Clay-Mates. We do this because practice makes perfect and some artists are better than others at making different Clay-Mates. They form each Clay-Mate quickly and accurately using balls of wet clay that has been dyed to the right colours. Extreme care is needed to make sure the colours do not contaminate each other. The limbs are attached using clay that has been mixed to a thin paste together with a special ingredient which strengthens the bond. Baby Clay-Mates are VERY delicate at this stage as they dry out for a few hours. Once they have dried, they are cleaned with water, painted where appropriate with glaze and

lined up on the kiln trays.

## Steady hands and nimble fingers!

We believe that Clay-Mates are the world's tiniest handmade clay figures but they actually start out life about 15 percent bigger because they shrink in the firing process. Once the trays are removed from the kiln the still-hot Clay-Mates are carefully removed sorted and packed. If there are any mistakes with the colours or if they do not look as they should the artist is shown the finished model and changes can be made straight away.



All the stages of making Clay-Mates are done by hand (except we use a machine to mix the colours into the clay). The dedicated team of artists work together in a light air-conditioned building. They get a lot of satisfaction knowing that all their creations will be given a loving home and will be collected, protected and enjoyed for years to come. Some will be given as 'Occasions' Clay-Mates as a little token gift to wish someone a Happy Birthday or to say 'Thank you' for being thoughtful or for a job well done.

## 'Occasions' Clay-Mates



'Occasions' - these are a little bigger and more complex and are packed in a greeting box (you choose which Clay-mate and which greeting). They look like this and cost £3.30 each Click the image to go to the Occasions page of our website!

We hope that you have enjoyed reading our new format newsletter. We release 5 NEW Clay-Mates each month. Add your or your friends email to our mailing list to be first to know of New Clay-Mates!

**Happy collecting!**

**The Clay-Mate Crew**

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The Clay-Mates Crew

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