

Clay-Mates

SEPTEMBER 2008 NEWS



Hey Clay-Maters!

We hope you had a fantastic summer! It always goes sooo quickly. The Autumn weather is moving in, and along with that comes School, seeing new friends, playing football/hockey, enjoying all your special activities, and of course sharing the joy of Collecting Clay-Mates with those around you.

Clay-Mates make a great Birthday present, a nice way of telling someone they have done a good job, and a terrific incentive. They are a wonderful way to cheer someone up, say Thank you for a kind deed, wish Good-Luck or Congratulations or just to show someone your love and friendship.

Another five 'new-borns' for you this month, 3 Classics, one OCCASION and 1 ClassicPlus. We hope that you enjoy reading about them. If you do, maybe you can send this email on to a friend who might enjoy Clay-Mates too. There is a short article on the naming of Clay-Mates and what the mark on their bottoms means. Plus we have a mini newsletter competition to win two Clay-Mates houses. Plus...

..Two more Classic Clay-Mates become 'Extinct'.



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*** New-borns for September ***

'Didjeri' ... A kangaroo (Classic)



Didjeri - hopped off the boat from Australia and he's not stopped moaning about our weather since!

I'm brown and I'm Didjeri, the kangaroo
I jump high and things stay in my pocket
Right over houses and gum trees too
A few bounds and I'm off like a rocket.

'HATTIE' ...a Hippopotanurse 'Occasion'

If you're hurting and sore I'm your gal
With my scope and my box of pills
Tell me your aches and tell me your Pains
And I'll soothe away all of your ills.

Not your normal ideal nurse, we admit
but Hippopotami can be quite caring
but only with careful training! Just getting
around the wards they can cause
more injuries than they fix.



Sending an 'Occasion' Clay-Mate?



If you plan to cheer someone up who's not too well - there can hardly be a better way than to send HippopotaNurse, HATTIE (pictured above) in an Occasion box (we suggest the one pictured left... sorry, that's a bit obvious!).

You can write a fun message inside the packaging and once they are all better, we bet that HATTIE will always have a special place in their home and in their heart..

[Click here for 'Occasion' Clay-Mates](#)

'BERTIE' A Dog like a log- (ClassicPlus)



Standing on all fours, introducing himself is our new turquoise sausage-dog. Did someone say walkies??

**The Clay-Mate dogs form quite a pack
Their leader is Picasso the painter
If they'll let me in, I'll join their gang
Ranging and roaming - showing our fangs
But It's all an act as we couldn't be tamer!**

PS - The good thing about Clay-Mate pet dogs is that you don't have to clean up clay poop!

'ORWELL' ... Wize old owl - (Classic)

**With a 'Mortar-Board' upon my head.
You might take me for a teacher
I'd prefer not to look so clever...
But when I emerged from the kiln it was stuck
on forever.
The folks at the pottery said it was a 'nice
little feature!'**

**(They don't have to hunt mice in it
though, do they!!)**

This new Clay-Mate took his name from a famous authour. The first ten collectors to email us with the full name of the authour and his most famous book get to win me!!!!



Click here to

enter

'GUMBOOT' - Another Dawg! (Classic)



I'm NOT begging - I am just sitting up sniffing the air... mmmmm, smells tasty.
**I arrived with my mate, the other hound,
That's BERTIE with the turquoise fur.
Strutting through town, we'd cut quite a dash,
Annoying each lamp post with a little 'splash'
Eyes peeled for the police officer!**

Dogs cannot be too colourful - don't you think?
BTW - do you know how many dogs we have in the total Clay-Mates collection. See if you can find out using our website.

Retiring Gracefully...



Another two Clay-Mates become 'Extinct' **Lord Muck**, the green pig and **Skeek** the bird. Both have been part of the Clay-Mate range from the very beginning in 2003.

Of course, if your collection does not have one of these two original Clay-Mate designs, then you have only a few weeks to change that! Once

current stocks are gone it will be impossible to get more... ever! And, gradually, their value will start to rise which is good news for collectors who already have them!

You should mark your poster with a red 'Rolo' face like this one to



indicate that these Clay-Mates are 'extinct'. This will keep your record of your collection up-to-date. (see more about the Posters later on)



Hallmark - the 'mark of authenticity'



Just like precious jewellery, our little creatures are carefully handmade with love by real-live humans! Those 'Humans' - our artists put a very small 'hallmark' on all Clay-Mates whilst the clay is still wet. We do this for several reasons.

Firstly, we want you to know that you are buying real Clay-Mates and secondly, in years to come, we will be able to look back and tell when (and where) they were made. The hallmark shown is the first one we used back in 2002 and we have used several since. The latest is 'kk'. We are

working on a mark for the ClassicPlus range so people will be able to tell these new Clay-Mates apart more easily.

Naming Clay-Mates

In some ways, thinking up names for new Clay-Mates is the hardest part. We try to give them a name that will suit them through and through; something that is unique in some cases and not a common 'human' name. A name that best reflects their characters and if possible one that is amusing too. Also, we have to think about what names mean in other languages because we don't want to cause offence. All in all, it's quite a specialist task and one that we spend time over. Some of the names have been suggested by collectors. 'MILIK', for instance for our polar-bear cub whose name means 'soft snow' in the language of the Eskimo people. If you have any great ideas then by all means send us an email!

Next Month....

Next month is OCTOBER and you know what comes at the end of that month..

We have a Special Halloween Clay-Mate (promise he's not scary!)



Check your newsletter carefully next month, we are giving 10 FREE Special Halloween Clay-Mates away for the first ten collectors who can spot the reference to him!

Clay-Mates Price rise

Sorry, our prices are



Inflating!

For the last three-and-a-half years we have not put up the price of Clay-Mates even though their quality continues getting better! This is something we are really proud of because we want to keep Clay-Mates truly affordable for everyone.

It is getting impossible to keep making, firing & shipping Clay-Mates for just 99p (don't forget that this includes tax so the real price is only 84p). Now we absolutely MUST put the prices up a bit but only by 10p. We hope that you'll understand and will forgive us. From 1st September 2008 the price of Classic

Clay-Mates on our website will go up from 99p to £1.10 - The really good news is that ClassicPlus Clay-Mates will stay the same at £1.60 as will Boutiques at £2.99.

Your recent emails to us:

People email us all the time - some of the emails are reprinted below but de-identified... as you can see people love Clay-Mates!

I absolutely adore clay mates, the originality of them is fascinating. They're so detailed and different from each other, me being 14 thought i would have grown out of them but they're brilliant, and I have 103 clay mates. I buy them as much as possible but I must say keep up the good work of the original thoughts of the new creatures, and may I suggest bringing one special edition clay mate which is a larger size just temporary, one for a mantle piece above the fireplace.

anyway i hope to see more brilliant work and i'm sure i will.

The Clay-Mate Crew,

I have only just started to collect Clay-Mates, i discovered them in a small shop in Mousehole (Cornwall) called Cat and Mouse and that is when i fell in love with them and decided to start collecting them, and since then i have gone from 5 to 45 Clay-Mates in only 1 month. As i can't visit the shop in Mousehole (because i live in Scotland) i tried buying them of your website and i was very impressed by the speed of delivery.

I was trying to decide which Clay-Mate was my favourite but after looking at each one i found it almost impossible to choose, so you could say that they are all my favourite. When ever i have a few pounds i always choose to spend them on Clay-Mates, but when I'm looking to buy a few, i end up with my trolley almost full and i just don't know which ones to choose! Thank you very much for all the hard work you have put into this website (I'm on it all the time!)

Hi Clay-Mates... I would just like to make you aware of the fact that your cute clay-mates are so cute and very, very addictive. I have spent almost 5 years worth of pocket money trying to get them all but the collection just keeps growing but I cannot stop collecting them there so small and precious I just want them all! I'm going to keep spending even through my

mums nagging. Just last night I ordered over 30 clay mates and just can't wait to get them. I have 2 shelves for them already as I have been collecting since I was 7 years old. Thanks for making these.

TELL US!!!

Tell us how we might improve our newsletters to you. Tell us what you would like to hear about. Tell us how you think we could continue to make Clay-Mates even more adorable and collectable. Email us below....

and.. if you have enjoyed reading this email and know another Collector or ('Collector-to-be') then why not add their email address to our subscriber list - they'll get a nice surprise when they get next month's Clay-Mate Newsletter!! (they can easily unsubscribe if they don't want to receive our news).

[add friend's email address](#)

Happy Collecting and Protecting!

**The Clay-Mates Crew
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