



EST. 1810

# DECANTERS



# Bespoke DESIGN

**For over 200 years, Wade has manufactured ceramic containers in Stoke-on-Trent and is the world's foremost producer of decanters and flacons for the international distilling industry.**

Working closely with designers, the integrity of all brands can be matched and maintained using numerous decorating methods to ensure the item makes a statement that sets it apart from the competition.  
We provide a solution with a touch of class.

## **BRITISH MADE** in Stoke-on-Trent, England

There are many types and varieties of ceramic material, all of which can be adapted for performance or aesthetic requirements. We design, develop and produce at our factory in Stoke-on-Trent 24 hours a day, 7 days a week, tirelessly manufacturing the finest ceramic products.

## **VITRIFIED**

All bottles produced by Wade are fully vitrified, meaning they are fired to a temperature which ensures the porcelain will not absorb any moisture, flavour, odour or stains.

## **SHAPE**

Our skilled modellers can work closely to your designs to create amazing shapes providing a wide canvas of design opportunities. Our expertise ranges from the typical bottle shape decanter to rugby balls, dogs, mermaids and many more.

## **SIZE**

Ceramic offers scope in size from 5ml to, most recently, a giant 40 litre flagon which was a brand promotion flagon for Usquaebach.

## **BEAUTIFUL COLOURS AND FINISHES**

Products are coated in glaze which is available in an almost infinite array of colours to enhance their attractiveness, giving them a premium look and feel. All of our glazes, including the reactive and metallic finishes, are lead-free.

## **BRANDING AND CUSTOMISATION**

Brand integrity can be matched and maintained by using a print to decorate the product. Our print suppliers can work with the most intricate artwork to produce a stunning final product, making a statement which sets it apart from the competition.

The final piece is a practical, yet beautiful, ceramic decanter, designed and created specifically for you.



## RECENT PROJECTS

We have had the privilege of working with many prestigious brands who demand products of the highest quality. These products show the wide range of Wade's capabilities with regards to design, print and production, and demonstrate the opportunities and benefits of using ceramic within the drinks industry.

### KRAKEN



An exciting new brand of spiced rum, only established in 2010, has grown quickly across the USA, Canada, Australia and Europe. The decanter, manufactured by Wade, is a limited edition replica of products believed to have been found on a shipwreck in the Atlantic after an attack by the mythical sea beast *The Kraken*.



CLAY



BISCUIT



GLAZED



PRINT APPLIED



FINAL PIECE

Each stage of the process is shown above and gives you an idea of how we can create a bespoke ceramic decanter for you and your brand. With expert hands we can craft these pieces and go on to mass produce them to match your needs.

## CHIVAS BROS



Wade has worked with Chivas Bros since 1982 producing luxury ceramic decanters for the Royal Salute brand. In 2003 we produced a limited edition of 225 bottles of 50 year old whisky to celebrate the Queen's Golden Jubilee. The commemorative decanter had a solid silver gilt badge, sourced by Wade, proving the skill and dedication of the team who managed to overcome technical difficulties in bringing the ceramic and metal together.

## JOHNNIE WALKER

Our most recent collaboration with Diageo and the Johnnie Walker Blue brand tells the story, in print, of the Johnnie Walker whisky brand and its passage from Scotland to China running around and across seven bottles. This was a Love Agency design which won a D&AD yellow pencil award in 2012.

Originally intended for the Johnnie Walker experience in Shanghai, the project was so successful it has been further developed and taken to Mumbai, Seoul, Taiwan and Schipol Airport.



## FAMOUS GROUSE



Wade has produced various decanters for Famous Grouse since 1993. This, the most recent, was commissioned in 2011 to celebrate the 100th anniversary of the brand. It was designed to promote the brand in overseas markets being re-usable to further encourage sales.

Wade worked closely with the design agency, Lewis Moberly, over the 6 month development period to ensure that the brand integrity was maintained from concept into production. This was achieved with Wade sourcing and managing all production aspects of the decanter, print and artwork supply. The product was cast and hand decorated by Wade with 30,000 being produced.

Our vision of a new factory equipped with the most advanced, fully automated plant and machinery for ceramic hollowware production, came to fruition in 2010 when it was officially opened by the Duke of Kent.

We have all the advantages of highly automated processes combined with the traditional skills of ceramic manufacturers and we continue to keep abreast of, and invest in, new technology.



## BELL'S



Bell's is a whisky brand that uses ceramic decanters for both differentiation and premiumisation in its markets. Over the years, Wade has worked directly with Diageo and also through various design agencies producing over 1 million pieces in total.

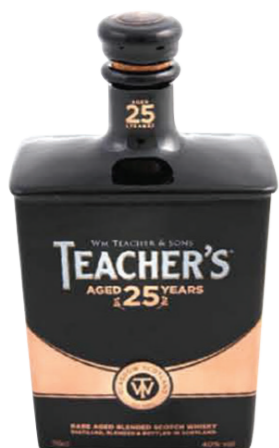
Since 1980, Wade has been commissioned by Bell's on an annual cycle of new products, Christmas specials and for commemorative limited editions. These ceramic decanters contain the standard Bell's whisky blend but sell at a price premium five times the price of glass bottles. Some of the Royal commemorative items have become highly valuable to collectors fetching in excess of £1,000 in mint condition.

## TULLAMORE DEW

Tullamore Dew is a long-established brand of Irish whiskey and the crock design is in keeping with the style of the ceramic bottles used in the industry over the last two hundred years.



## TEACHERS



The Teachers bottle has won several design awards in the market it serves, which is India. This is a 25 year old blend specially created for the Indian market, and to set it apart, the beautiful black, white and copper finish was created.

The first edition quickly sold out and the second is now on the shelf.

## CONTRACT PIECES

Wade have been involved with numerous brands and projects when producing decanters, and over the years have created some interesting pieces for a variety of companies. In the last 40 years Wade have produced hundreds of different shaped decanters. These unique pieces display a selection of those which do not conform to the classic bottle shape, showing the capabilities of Wade's skilled workforce.

### FINDLATERS



### ROBYN HOODE



### COGNAC LANDY



### JACK DANIEL'S



### BLACK AND WHITE



### BENCH



### CHAMPIONS



## SPECIALIST PROJECTS

Here at Wade we have had the opportunity to get involved with some exciting work that defies the norm. Some projects are proposed to us and though they initially seem challenging, we do everything in our power to make them happen. These projects show the true skill of our work force and the determination to produce show-stopping pieces for our clients.

### USQUAEBACH

The Usquaebach brand is owned by Cobalt Brands in the USA and boasts a range of different ageings and bottlings, all produced by Hunter Laing & Co in Scotland.

This is an established product and Wade recently took on the contract developing new variations working alongside Cobalt Brands.

This particular piece was a huge challenge, and one that we are particularly proud of. This massive 40 litre flagon was produced for Usquaebach as a promotional piece.



### BATHTUB GIN



Bathtub gin is one of the new breed of boutique gins which have sprung up since the change in the distillery industry legislation in 2009.

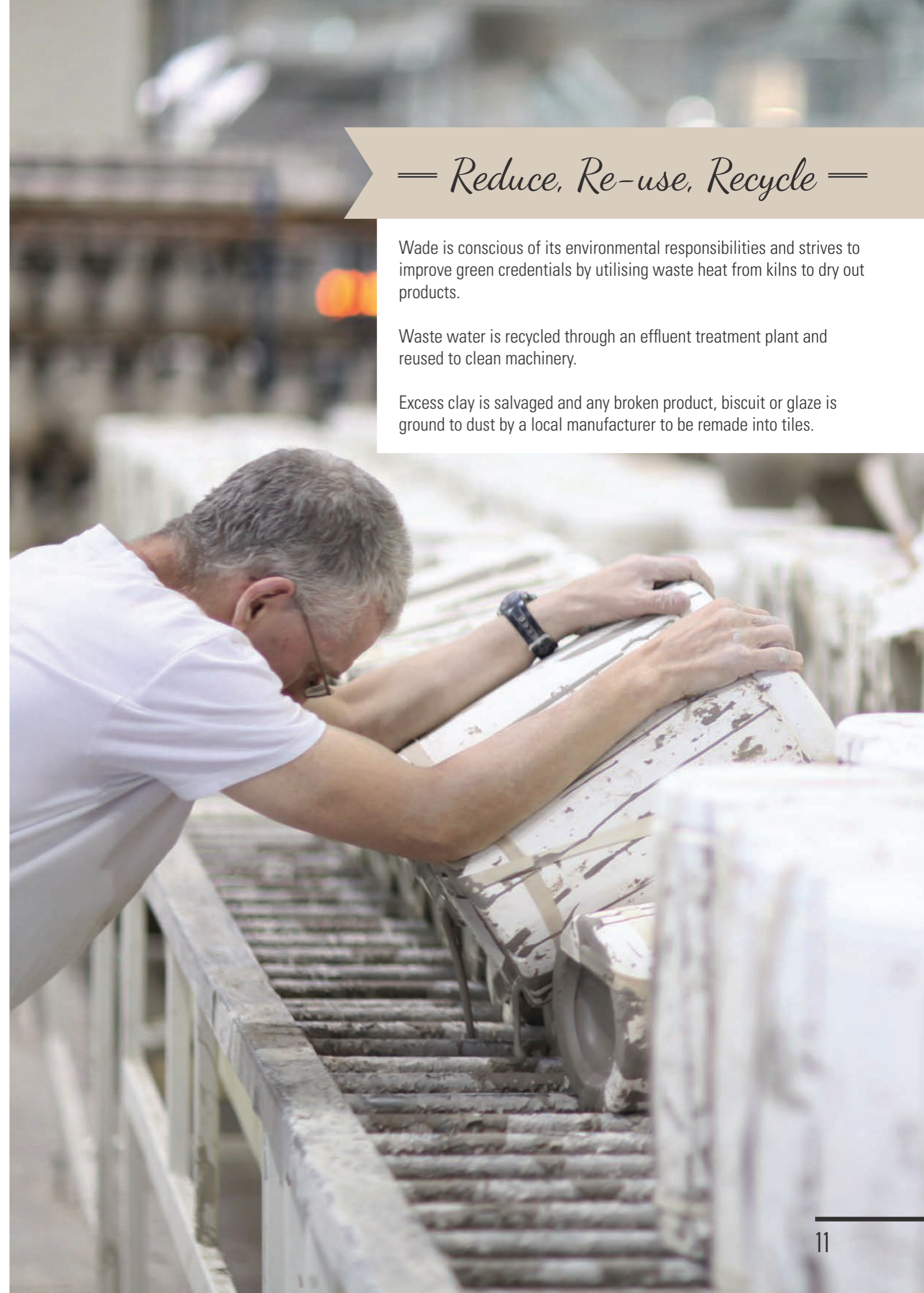
Wade is in the process of making a 6 litre bottle for the brand in a biscuit porcelain body which represents Bathtub's unique characteristic of being wrapped in brown paper.

## — Reduce, Re-use, Recycle —

Wade is conscious of its environmental responsibilities and strives to improve green credentials by utilising waste heat from kilns to dry out products.

Waste water is recycled through an effluent treatment plant and reused to clean machinery.

Excess clay is salvaged and any broken product, biscuit or glaze is ground to dust by a local manufacturer to be remade into tiles.





## Wade Ceramics

Since 1810, Wade has been designing and manufacturing iconic ceramics, uniting the best of British workmanship and finest raw materials with the company's contemporary style to deliver practical, premium quality products.

People are the key to Wade's history of success, with skilled craftsmanship and effective teamwork lying at the company's core. Wade's experienced team have selected the best processes and source the finest materials to ensure the Wade brand continues to be a recognized mark of quality. To ensure the company keeps ahead of technological developments, Wade continues to invest in state-of-the-art machinery to improve the efficiency and consistent quality of their products. While producing the finest products, Wade also takes its environmental responsibilities seriously, taking measures to minimize waste by recycling excess materials.



Bessemer Drive, Stoke on Trent,  
Staffordshire, ST1 5GR. England.

T: 00 44 (0)845 481 0206  
F: 00 44 (0)845 481 0207  
E: [enquiries@wade.co.uk](mailto:enquiries@wade.co.uk)

900 Merchants Concourse, Suite 211,  
Westbury, NY 11590. USA.

T: 00 1 516 368 8251  
F: 00 1 516 248 4518  
E: [customer@wadeusa.com](mailto:customer@wadeusa.com)

[www.wade.co.uk](http://www.wade.co.uk)