

it's in the bag

From Truro to India and back again...

A collaboration between
Uneeka and University College
Falmouth students.

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FALMOUTH



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In November 2007 Uneeka approached University College Falmouth's 2nd Year Graphic Design degree course with an opportunity to design an exclusive range of jute shopping bags.

As part of a larger project on globalisation the students were asked to look closely at the Uneeka brand in relation to its fair trade principles. Our project required them to investigate and explore the ideas and debates surrounding fair trade and the ecological and social impact of different forms of production.

The Design

As one of the key design outcomes from the project each student was given the opportunity to develop their own jute bag design with the idea that it would pick up on the strategic and design thinking that the students had already developed from the main project.

The brief was left as open as possible to allow the students to be as creative and forward thinking as they liked. The designs could therefore carry a slogan or statement, an image or picture, an object or symbol.



The production

To support the careful approach to the design and message behind the bags, Uneeka wanted to work closely with an organisation that held ethical and environmental concerns at the heart of its operations. UK based company Jutexpo seemed like the natural choice.

As the UK's leading supplier of jute bags, Jutexpo is a company dedicated to the development of products and services that further the creation of an ecologically sustainable future.

Jutexpo products are all manufactured in West Bengal, India. With 5000 employees working at the factory it is regularly independently audited and adheres to strict international fair trading regulations.

The Uneeka bag range consists of four bags: three designs on normal jute material and a premium bag produced on Juco (a new and exciting material technology combining the strength and natural properties of jute with the finishing and texture of cotton fabric).



It is very important for our students to engage with the many issues that surround them as designers and importantly as consumers. Fair trade undoubtedly allows them to tackle this head on and the Uneeka bag project has been an excellent springboard for this ethically charged debate.

A number of important issues and ideas have come to light that help to communicate whom Uneeka are and how they can spread fair trade business. Despite the growing popularity of the movement, we cannot let consumers forget the need for fairer trade.

This project during Fairtrade Fortnight, is an ideal way of spreading word and understanding and for the students to communicate hard edged and complex ideals in a simple way; the challenge for them has been to do so using the humble consumer weapon of choice – the shopping bag.

Bryan Clark Senior
Graphic Design Lecturer at University
College Falmouth.



After a year of careful development and production the successful designs chosen from 2008's Fairtrade Fortnight exhibition are now finally ready to be launched to the public.

As part of Uneeka's support to this year's Fairtrade Fortnight 23rd Feb – 8th March 2009 the exclusive bags will go on sale on the first day of the fortnight. Being sold in both Uneeka stores and online at www.uneeka.com.

The bag designs have all been chosen for their innovative and creative approach

to spreading the important messages surrounding fair trade and the positive effects it can have on the lives of others.

The best bit is the bag journey doesn't stop there, 10% of every bag sale is going directly to the Fairtrade Foundation to help support other awareness raising projects and the development of new Fairtrade products.

The launch



2009 range



Jute print designed by [Jess Atkinson](#)

Made from Juce



Jute print designed by [Danielle Millington Peck](#)



Jute print designed by [Mike Andrews](#)



Jute print designed by [Sam Bestwick](#)

uneekaTM

a lifestyle made fair

Uneeka, Lemon Street Market,
Truro, Cornwall, TR1 2PN

01872 273 631

bags@uneeka.com

www.uneeka.com