

The Potting Shed, Inc.

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New Products For Spring 2009

Attached to this note please find our release of eighteen exciting new items from The Potting Shed.

Just in time for Spring, we are unveiling an adorable family of rabbits and a bunny clutching a cracked egg. The bunny's egg is hollow and makes a great reservoir for jelly beans, peanuts, sugar or whatever!

The deep salad bowl is perfect for serving salads, cradling popcorn, serving prepared dishes or containing fruits and/or vegetables. Some of our pre-release critics have also suggested its use as a cache-pot to "dress up" less attractive planters.

The sponge caddy is something that we "adopted" from the gift industry. It catches sponge drippings while attractively holding your sponge conveniently at hand.

The Design Series plate for this Spring features the original Dedham Potters' Azalea pattern. It is an intricate pattern perfect for any gardeners or horticulturists on your gift list. The Azalea pattern can be replicated on any patterned item in the line. Please contact us for availability and pricing.

Each year, we do an annual egg for Easter. This year we have adorned the annual egg with the "Chicks" pattern. The "Chicks" pattern can be replicated on any patterned item in the line. Please contact us for availability and pricing.

For Spring 2009, we are introducing our "Wild Blueberry" pattern. With dark green leaves, cobalt berries and cobalt banding, it is an alluring departure from our traditional "Dedham" look. If you want continuity between this pattern and any other Potting Shed products that you may have purchased, we can coat the piece(s) with our standard crackle glaze. For an entirely different look, we can coat the item(s) with a matte glaze which gives them a warm, soft appeal. The Wild Blueberry pattern can be replicated on any patterned item in the line. Please contact us for availability and pricing.

I was once given a plate emblazoned with "My Special Day". Between birthdays, anniversaries, graduations and any miscellaneous, yet appropriate, occasion that plate has served faithfully and frequently! Now it is your chance to celebrate the special days in your life, you family's and your friends'! Have fun!

Flower vases have always been a popular category for us! What better time than Spring to introduce our Large Vase. Standing 8.5" high and 7" in diameter, this vase is bold

enough, and graceful enough, to cradle any large arrangement of fresh or dried flowers. The top narrows to a 4" opening to insure that your arrangement stands upright and tall! The vase is shown with our Wild Blueberry pattern but can be done in any pattern.

Customers visiting our retail store always ask for any form of "Welcome" sign. We have done some in the past but most customers wanted something larger to make a greater visual message. Our oval Welcome Plaque should do it! Measuring 12" across and 9.5" high, our oval plaque emphatically conveys your hospitality! Shown with our "Happy Elephants" pattern, the Welcome Plaque can be rendered with any pattern.

If organization is a critical issue in your household and you find yourself endlessly searching for house and/or car keys, our rectangular Key Holder is just what the doctor ordered! Measuring 8" wide by almost 5" high with three hooks, our key holder can handle your keys to the "castle" and your keys to the "Caddy"! If you live near the water, our "Sandcastle" holder is a natural! If you want something more traditional, our Dedham Bunny pattern may be more apropos! Have an idea for a pattern that better fits your needs.....call us to see if we can adapt it for you.

Our Sugar Shaker answers the need for sugar to be conveniently at hand. On the table, our Sugar Shaker is a quick reach for sweetening fruits, cereals, coffee – just about anything! On the stovetop, our Sugar Shaker is an attractive and handy reservoir for on-the-spot sweetening while you cook!

Everyone is "going green"! The effort is, evidently, not restricted to things environmental! Customers have been after us to release our patterns in green. We have answered that desire with the availability of green pattern work. Our green is best described as grass green. It is slightly darker than Kelly Green and slightly lighter than Hunter Green. Any item and any pattern can be adorned in green! So what's keeping you.....Go Green!

If there is any way that we can further your interest our array of New Products for Spring – 2009, or any of the more than 300 items in the balance of our line, please feel free to contact us using any of the contact options listed at the top of this flier.

Have a great Spring,

Rob Starr – The Old Gray Hare



THEPOTTING SHED

1977 - 2009

In the early 1970's, Charlotte Starr Allen found herself on the threshold of that stage in life best known as LAKLH (Life After The Kids Leave Home). To occupy her time, Chotsie began painting pottery in the kitchen of her Concord, MA home. One day, while painting, a platter that was hanging on her kitchen wall caught her eye. It was part of a collection of original Dedham Pottery that she had inherited from her mother. Encouraged by her life-long interaction with the Dedham Pottery products, and intrigued by the opportunity to augment her collection of originals with items painted with her own hand, Chotsie began rendering her first Dedham Pottery reproductions.

By the mid 1970's, word of Chotsie's reproductions had spread among family and friends. Painting for her own benefit had given way to gifts for others and, eventually, contracted production for other people. In the process, Chotsie had hired her sons Christopher and Rob, plus a small cadre of neighbors, to help her produce enough ware to satisfy the increasing demand for her pottery.

In late 1976 and early 1977, wholesale requests from local gift shops began to trickle in. And so, in March of 1977, Chotsie and her sons decided to make the transition from their home-based hobby orientation to a legitimate business operation – The Potting Shed, Incorporated.

In the ensuing years, recognition of Potting Shed products spread nationwide – even worldwide as pieces were given to world leaders in Europe and Asia. Many pieces, given as gifts by people visiting from the U.S., rest in homes all over the world. As the company grew to respond to rapidly increasing demand, primarily right here in the United States, The Potting Shed quickly outgrew the comfortable environs of Chotsie's cellar, living room and kitchen. In order to accommodate the increased space requirement, the company was moved to larger quarters in West Concord, MA.

From the very beginning, product safety has been a driving force in The Potting Shed's motivation. All of the ingredients, utilized in The Potting Shed's productive process, are lead free to insure maximum product safety. Complementing the insurance of product safety is a very strict program of quality control.

Even as the popularity of the company's first quality products has expanded, so has demand for the items deemed to be "factory seconds". For years, the wholesale and retail operations were located together in The Potting Shed's West Concord location. In 2007, The Potting Shed relocated its retail operations to a storefront in Acton, MA to realize better visibility and easier accessibility.

Customer service associates are prepared to help answer most any question that you might have. They are also trained to help you identify the products that best respond to your needs/desires and can efficiently place orders with you. You can reach a customer service representative (978-369-1382) Monday through Saturday from 10:00AM through 5:00PM EST and on Sundays from 11:00AM through 5:00PM EST. If you are interested in visiting The Potting Shed's retail store, (128 Great Road Acton, MA) the store hours are Monday through Saturday from 10:00AM through 5:00PM EST and Sundays from 11:00AM through 5:00PM EST.