

Overview

Launched in November 2006, Ethicalsuperstore.com is a groundbreaking internet business in the emerging £29 billion market for ethical products and services. The online shop has over 2,500 fair trade, organic and eco-friendly products - the widest range available in the UK.

Ethicalsuperstore.com is operated by PointOV Ltd, an ethical trading company established in 2003. The company also provides e-commerce services to leading ethical trading companies and values-based organisations in the UK, including Traidcraft, the Fairtrade Foundation, Divine Chocolate, and People Tree.

Product Range

Ethicalsuperstore.com is a one-stop online shop for ethical gifts, eco-friendly gadgets, and fair trade and organic groceries. From organic wine to Fairtrade coffee, from vegetarian food to cosmetics free from animal cruelty, Ethicalsuperstore.com features a vast range that helps you to "buy what you believe". The company has its own range of Fairtrade-labelled greetings and calendars, the first of its kind in the UK, featuring photographs of Fairtrade producers and their families and sold under the Fair Trade Media brand. Ethicalsuperstore.com sells products from the leading ethical brands in the UK, including Ecover, Divine Chocolate, Cafédirect, Green & Blacks, Traidcraft, and Seeds of Change, Whole Earth and Suma Wholefoods.

Ethical Consumer Market

The Co-operative Bank Ethical Consumerism Report, which acts as a barometer of ethical spending in the UK, shows that in 2005 UK ethical consumerism was worth £29.3 billion, for the first time overtaking the retail market for tobacco and alcohol which stood at £28.0 billion. The Report, which is published in conjunction with The Future Foundation, shows that ethical consumerism in 2005 was up 11 per cent on the previous year. Over the same period, UK household expenditure increased by only 1.4 per cent.

Operations and Technology

Ethicalsuperstore.com is based in the Ouseburn regeneration area of Newcastle-upon-Tyne, where it employs a staff of 20. The company has developed and manages its own e-commerce system, warehouse, fulfillment and customer service operations. Ethicalsuperstore.com offers a unique gift service, featuring customizable fair trade gift hampers and a personalized gift-wrapping service.

Management

Ethicalsuperstore.com is managed by a team with in depth experience in the field of ethical trading, e-commerce and fulfilment. The two company founders and joint managing Directors are Vic Morgan and Andy Redfern. Andy was former executive Director of Traidcraft, the UK's leading fair trade organisation, a non-Executive Director of Cafédirect and was previously Editor-in-Chief of Personal Computing (PC) Magazine UK.

Vic is an experienced entrepreneur in the field of fair trade and e-commerce having previously founded New York-based

oneNest (now part of Novica.com), after graduating with an MBA from Harvard and bucking the trend to become a social entrepreneur. The company's Finance Director is Tim Morgan, who is also a non-Executive Director of Cafédirect and was previously Finance Director at Traidcraft.

PointOV co-founder and director Vic Morgan said: *"We now offer 2,500 ethical products for sale and you can find more fairly traded products at Ethicalsuperstore.com than in the UK's major supermarkets. While they're fighting a price war, we're leading an ethical consumer revolution!"*

"We realize it can be confusing deciding which ethical products to buy and what information to believe, so we do our best to share product background information to truly help the ethical consumer 'buy what you believe'"

PointOV co-founder and director Andy Redfern added: *"From Fairtrade coffee to organic pasta; from biodegradable nappies to windup radios we work hard finding the products that make a difference so the customer doesn't have to - we're the consumer's one stop ethical superstore. We deal with over 300 suppliers to bring the ethical consumer the widest range of products."*

"It's not just about products - we think the ethics of the retailer should be impeccable too. Our range of services including carbon offset delivery and gift wrapping in fair trade paper embody what we're about - helping consumers buy what they believe. It's at the very core of what we do."

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Investors

In the past 12 months, Ethicalsuperstore.com has raised over £1 million in venture capital to help finance its growth, led by Northstar Equity Investors, based in Newcastle-upon-Tyne together with private investors. Ethicalsuperstore.com also receives trade financing support from Shared Interest Society, the UK's leading specialist financial institution serving the fair trade community.

Partnerships

PointOV is a member of the British Association of Fair Trade Shops (BAFTS) and the Social Enterprise Coalition. Ethicalsuperstore.com operates a carbon offset delivery programme in partnership with Climate Care.

Company Websites

Ethical Superstore
www.ethicalsuperstore.com
PointOV
www.pointov.com (company site)
Fair Trade Media
www.fairtrademedia.co.uk

Media enquiries

Please contact Elaine Fleck at elainef@pointov.com or by phone at 0191-275-5666

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