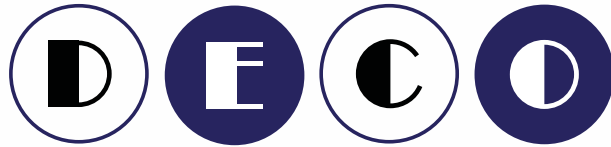


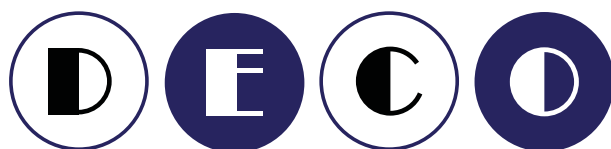


DUDSON



Custom Design Made Simple





Dudson Easy Custom Offer

The DECO programme has been created to provide a rapid and reliable solution to your custom design needs.

Using the most modern design techniques, we will work together with you to decorate your specially selected items with your logo, emblem or name.

DECO offers a professional, cost effective service bringing individuality to your tabletop.

The Benefits of **DECO**

1. UNDERGLAZE DECORATION

All decoration is applied under a world-renowned, high performance glaze to prevent wear and fading caused by dishwasher detergent and abrasion during day to day kitchen usage.

2. LIFETIME EDGE CHIP WARRANTY

Dudson is proud to offer a worldwide Lifetime Warranty against edge chipping on selected items within the DECO programme. (Terms and conditions apply)

3. RAPID & RELIABLE SERVICE

The essence of DECO is to offer a rapid response to customers' badge design requirements. Once you have received your order confirmation, Dudson will have the order ready for shipment within 4 working weeks.

4. COMPETITIVE PRICING

Choose from a range of items, decorating styles and colours for a straightforward and cost effective solution to your customised tableware needs.

5. ITEM AVAILABILITY

The DECO item range has been specially selected from best selling, stocked items. At Dudson we go to great lengths to ensure continuation of item availability, thus avoiding the frustration and expense of discontinued ranges. See pages 6, 7, 8 & 9 for the full DECO item range.

7. SUPERIOR PRODUCT QUALITY

Qualities that are second to none are achieved by a combination of the best raw materials and manufacturing processes to meet the rigours of the modern kitchen thereby providing you with an exceptional return on investment. Dudson operates to the ISO 9001 Quality Assurance standard and uniquely carries the British Standard 4034 Kitemark on product. This is your guarantee of outstanding product quality and satisfaction when purchasing Dudson tableware.



BS4034



ISO 9001:2000

A guide to the **DECO** process



MyCanvas

There are two easy ways to create your own design working with your local Dudson representative or distributor. Simply fill out a DECO order form or visit <http://mycanvas.dudson.com> and create your own designs online.

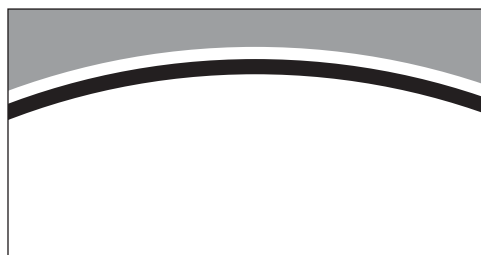
1 Select Your Decoration

Choose from Badge only or Band and Badge options.

Band Sizes



1/8" Band at edge



1/16" Band at edge

Badge Position

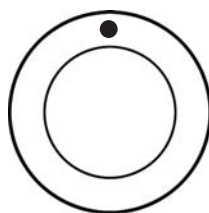
The position of your badge will normally be as shown below.

(Our design department reserves the right to specify the exact position and size of the badge according to badge artwork and item being decorated.)

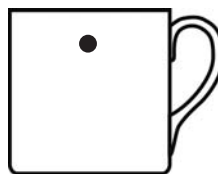
Plate

12 o'clock

Plate Position



Cup Position



Cup

Facing right hand user

2 Selecting your colour

Choose up to 3 colours for your badge and specify your band colour from the palette shown.

* Every effort has been made to provide a true colour representation however some variation may occur.

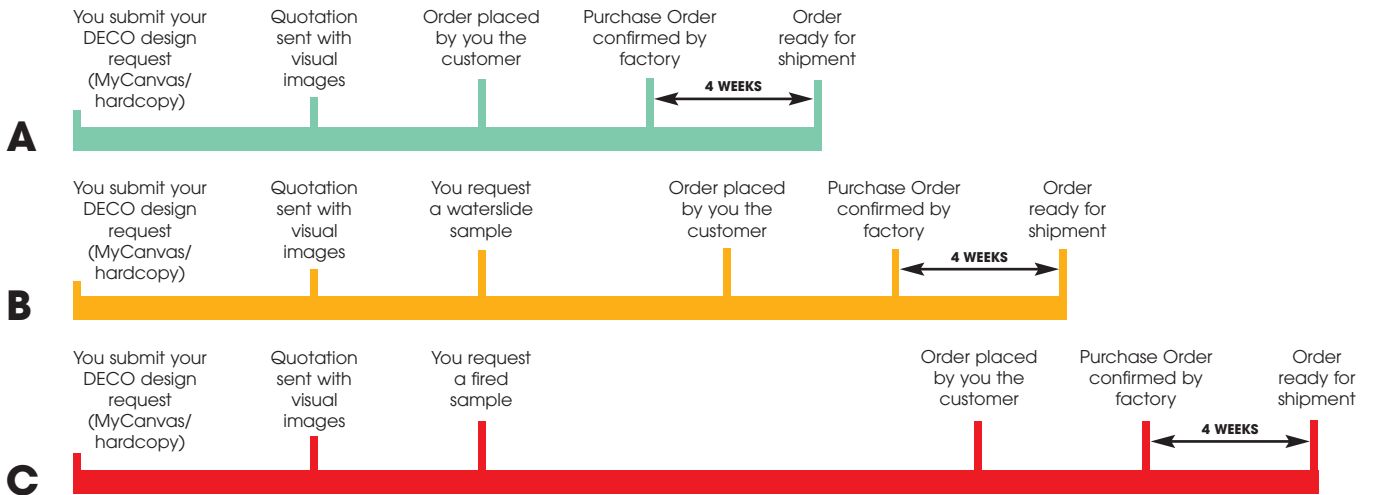
3 Your shape and items

Choose the shape and items required from pages 6, 7, 8 and 9.



4 Submit your request

Once your design request has been submitted, the following artwork proofing options are available to you.



DECO design request

DECO requests can be submitted via your local Dudson distributor or factory representative either through the MyCanvas software online or by filling out an order form.



Visual Images

Once your artwork has been submitted to Dudson (in the correct format), we will send you visual images of your selected items with the required decoration. You can choose to receive this either electronically or posted as a hard copy.



Waterslide Sample

Upon request, a printed reproduction of the artwork can be supplied as a waterslide for subsequent application to a ceramic piece. (Please bear in mind that the colour will not be a truly accurate representation of the final product.)
(see DECO terms and conditions)



Fired Sample

Upon request, a maximum of two fired samples can be provided at a nominal cost. This will be a true representation of the finished product.
(see DECO terms and conditions)

Badge Artwork

Your badge should be supplied in one of the following formats:

Pixel files
300-600dpi from original artwork
.psd
.pdf
.jpg
.eps
.tiff
.bmp
.gif

Vector files
(A true/original vector file)
.ai
.eps

Other badge formats

These will need to be redrawn by the design studio and may incur extra cost and increase artwork production time:

- Bromide
- High Quality Print
- Letterhead/Business Card

Supplying electronic artwork:

Upload via the MyCanvas software online
Email to: deco@dudson.com

Supplying hard copy artwork:

Send to: Dudson Design Studio
Dudson Ltd., 200, Scotia Road, Tunstall, Stoke-on-Trent, ST6 4JD, England.

For all other requirements outside of the DECO parameters contact your factory representative or local distributor for more details.


























Fine China








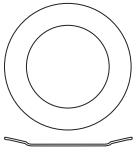

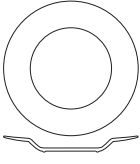
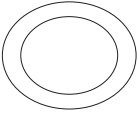
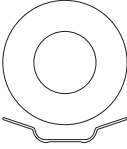




Chamonix/Dynasty

Item Shape	Item Code	Item Description	Dimensions/ Capacity	Pces per Carton
 003X	003X	TEACUP STACKING MW (Fits 100G)	7 oz 20 cl	36
 011G	011G	TEACUP LOW (Fits 100G)	7 1/2 oz 21 cl	36
 100G	100G	TEA SAUCER		36
 002N	002N	TEACUP (Fits 100G/100T)	7 1/2 oz 21 cl	36
 127T	127T	AFTER DINNER SAUCER	3 1/2 oz 10 cl	36
 050N	050N	ESPRESSO CUP (Fits 127T)		36
 091N	091N	BEAKER (Fits 100G)	8 oz 24 cl	36
 092N	092N	BEAKER (Fits 100G)	10 oz 28 cl	36
 091N/092N	210G/230G/240G/260G/270G/ 280G/290G	PLATE WIDE RIM	6 3/8" 16.2 cm	36
 210G/230G/240G/260G/270G/ 280G/290G	210G/230G/240G/260G/270G/ 280G/290G	PLATE WIDE RIM	8" 20.3 cm	24
 330G	330G	PLATE WIDE RIM	9" 22.9 cm	24
 360G	360G	PLATE WIDE RIM	10" 25.4 cm	24
 380G	380G	PLATE WIDE RIM	10 5/8" 27.0 cm	24
 500G	500G	PLATE WIDE RIM	11 3/8" 29.0 cm	12
 599G	599G	PLATE WIDE RIM	12 5/8" 32.0 cm	12
 360G	330G	OATMEAL	6 3/8" 16.2 cm	36
 380G	360G	SOUP PLATE	8 1/2" 21.6 cm	24
 500G	380G	SOUP/PASTA PLATE	11 3/4" 30.0 cm	12
 599G	500G	SUGAR/SOUP BOWL (Fits 100G)	7 1/2 oz 21 cl	36
 615G	599G	SOUP CUP (Unhandled) (Fits 100G)	10 oz 28 cl	36
 615G	615G	JUG	5 1/4 oz 15 cl	12

Fine China



Neo Collection











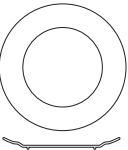

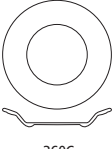



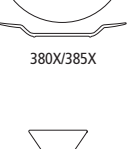





Item Shape	Item Code	Item Description	Dimensions/ Capacity	Pces per Carton
 006T	006T	TEACUP STACKING (Fits 100T)	8 oz 23 cl	36
 055T	055T	AD COFFEE CUP STACKING (Fits 120T)	4 oz 11 cl	36
 091T	091T	BEAKER STACKING (Fits 100T)	11 oz 31 cl	36
 100T	100T	TEA SAUCER		36
 120T	120T	AD COFFEE SAUCER		36
 210T/230T/260T/270T/ 280T/290T	210T 230T 260T 270T 280T 290T	PLATE WIDE RIM	6 ³ / ₈ " 16.2 cm	36
 331T	331T	PLATE WIDE RIM	8" 20.3 cm	24
 380X/385X	380X 385X	PLATE WIDE RIM	10" 25.4 cm	24
 400T/430T	400T 430T	PLATE WIDE RIM	10 ⁵ / ₈ " 27.0 cm	24
 100N/387T/388T/389T/390T	100N 387T 388T 389T 390T	PLATE WIDE RIM	11 ³ / ₈ " 29.0 cm	12
 500T	500T	OATMEAL Rimless	6 ³ / ₈ " 16.2 cm	36
 530T	530T	SOUP/PASTA PLATE	11 ³ / ₈ " 29.0 cm	12
 599T	599T	SOUP/PASTA PLATE	12 ¹ / ₄ " 31.1 cm	12
 616T	616T	OVAL PLATTER	8 ³ / ₈ " 21.3 cm	24
	430T	OVAL PLATTER	11 ¹ / ₄ " 28.6 cm	12
	500T	BOUILLON/SUGAR	7 oz 20 cl	36
	530T	SOUP CUP (2 handled) (Fits 100T)	10 oz 28 cl	36
	599T	SOUP CUP (Unhandled) (Fits 100T)	10 oz 28 cl	36
	616T	JUG	4 ¹ / ₂ oz 15 cl	12
	100N	GOURMET BOWL/SAUCER	4" 10.3 cm	36
	387T	GOURMET BOWL	6" 15.2 cm	24
	388T	GOURMET BOWL	8" 20.3 cm	24
	389T	GOURMET BOWL	10" 25.4 cm	24
	390T	GOURMET BOWL	12 ¹ / ₄ " 31.1 cm	24



Finest Vitrified Hotelware













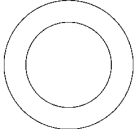
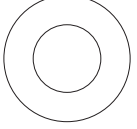

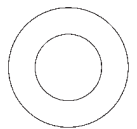
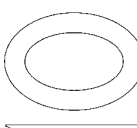

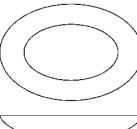
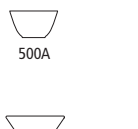















Classic White

Item Shape	Item Code	Item Description	Dimensions/ Capacity	Pces per Carton		
 001U/002U	 037X	 051U	 060X	001U TEACUP STACKING (Fits 100A) 002U TEACUP STACKING (Fits 100A) 037X TEACUP (Fits 101X) 051U AD COFFEE CUP STACKING 060X AD COFFEE CUP	6 1/4 oz 18 cl 8 oz 23 cl 7 1/2 oz 21 cl 4 1/2 oz 13 cl 3 1/3 oz 9.5cl	36 36 36 36 36
 090X	 073X	 099X		090X BEAKER STACKING (Fits 100A) 073X BEAKER STACKING (Fits 100A) 099X CAFÉ AU LAIT CUP (Fits 101X)	9 1/2 oz 27 cl 11 1/2 oz 32 cl 11 oz 31 cl	36 36 36
 100A	 101X	 121X		100A TEA SAUCER 101X TEA SAUCER 121X AD COFFEE SAUCER		36 36 36
 210C/230C/240C/260C/270C/ 280C/290C	 337X	 360C		210C PLATE 230C PLATE 240C PLATE 260C PLATE 270C PLATE 280C PLATE 290C PLATE	6 3/8" 16.2 cm 8" 20.3 cm 9" 23.0 cm 10" 25.4 cm 10 5/8" 27.0 cm 11 1/2" 29.0 cm 12 1/2" 31.8 cm	36 24 24 24 24 12 12
 380X/385X	 400A/420A/430A//440A	 500A		337X OATMEAL 360C SOUP PLATE 380X SOUP/PASTA PLATE 385X SOUP/PASTA PLATE	6 1/2" 16.5 cm 8 1/2" 21.6 cm 11 3/8" 29.0 cm 12 1/4" 31.1 cm	36 24 12 12
 380X/385X	 400A/420A/430A//440A	 530U		400A OVAL PLATTER 420A OVAL PLATTER 430A OVAL PLATTER 440A OVAL PLATTER	8 7/8" 22.5 cm 10 1/2" 26.7 cm 11 1/2" 29.0 cm 12 1/2" 31.8 cm	24 24 12 12
 599A	 615V	 599U		500A BOUILLON/SUGAR	7 3/4 oz 22 cl	36
				530U CREAM SOUP STACKING (2 handled) (Fits 100A) 599A BOWL 599U SOUP BOWL STACKING (Unhandled) (Fits 100A)	9 1/2 oz 27 cl 11 oz 31 cl 9 1/2 oz 27 cl	36 36 36
				615V JUG	5 1/4 oz 15 cl	12

Finest Vitrified Hotelware



Flair

Item Shape	Item Code	Item Description	Dimensions/ Capacity	Pces per Carton
 001U/002U	001U	TEACUP STACKING (Fits 100A)	6 1/4 oz 18 cl	36
 037X	002U	TEACUP STACKING	8 oz 23 cl	36
 051U	037X	TEACUP (Fits 101X)	7 1/2 oz 21 cl	36
 060X	051U	AD COFFEE CUP STACKING (Fits 121X)	4 1/2 oz 13 cl	36
 084X/075X	060X	AD COFFEE CUP (Fits 121X)	3 1/3 oz 9.5 cl	36
 077X/085X	084X	BEAKER (Fits 100A)	8 oz 23 cl	36
 099X	075X	BEAKER (Fits 100A)	10 oz 28 cl	36
 100A	077X	BEAKER	12 oz 34 cl	18
 101X	085X	BEAKER	16 oz 45 cl	18
 121X	099X	CAFÉ AU LAIT CUP (Fits 101X)	11 oz 31 cl	36
 210F/230F/240F/260F/ 270F/280F	100A	TEA SAUCER		36
 296F	101X	TEA SAUCER		36
 215F	121X	AD COFFEE SAUCER		36
 255F/285F	210F	PLATE	6 1/4" 15.9 cm	36
 419F/439F/449F	230F	PLATE	8" 20.3 cm	24
 405F	240F	PLATE	9" 23.0 cm	24
 425F/445F	260F	PLATE	10" 25.4 cm	24
 500A	270F	PLATE	10 5/8" 27.0 cm	24
 599A	280F	PLATE	11 5/8" 29.5 cm	12
 599A	296F	PROFILE PLATE	11 3/8" 29.0 cm	12
 599A	215F	BOWL ROUND	6 3/8" 16.2 cm	36
 599A	255F	DEEP PLATE	9 1/2" 24.0 cm	24
 599A	285F	DEEP PLATE	11 1/2" 29.0 cm	12
 599A	419F	OVAL PLATTER	8 1/2" 21.5 cm	12
 599A	439F	OVAL PLATTER	11 5/8" 29.6 cm	12
 599A	449F	OVAL PLATTER	13 1/2" 35.4 cm	12
 599A	405F	DEEP OVAL PLATE/BOWL	6 1/2" 17.5 cm	24
 599A	425F	DEEP OVAL PLATE	10 1/2" 26.7 cm	12
 599A	445F	DEEP OVAL PLATE	12 1/2" 31.8 cm	12
 599A	500A	BOUILLON/SUGAR	7 3/4 oz 22 cl	36
 599A	530U	SOUP CUP STACKING (2 handled) (Fits 100A)	9 1/2 oz 27 cl	36
 599A	599A	BOWL	11 oz 31 cl	36
 599A	615V	JUG	5 1/4 oz 15 cl	12



Virgin Atlantic

More Custom Possibilities

Looking to take your custom design to another level? Our in-house design team can work closely with you to create your perfect look. Available across all our ranges, here are just a few examples of our custom design capabilities.



Princess Cruises



P&O Cruises



The House of Commons



Lehman Brothers



Gleneagles



Michelin



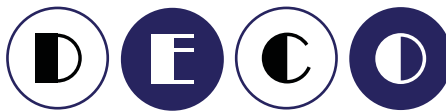
Dorchester Hotel



Orient Express



Virgin Atlantic - The Clubhouse



Dudson Easy Custom Offer



DUDSON

International Headquarters
Dudson Ltd., 200, Scotia Road,
Tunstall,
Stoke-on-Trent,
ST6 4JD, England.
Tel: (01782) 819337
Fax: (01782) 813230
E: info@dudson.com

USA & Canada
Dudson USA Inc.,
5604, Departure Drive,
Raleigh NC 27616.
Tel: 919 877 0200
Fax: 919 877 0300
E: sales@dudsonusa.com

Australasia
Dudson International,
No.5, Bradford Street,
Alexandria,
New South Wales 2015.
Tel: (0)2 93172087
Fax: (0)2 93172150
E: info@dudson.com.au

Spain
Dudson S.L.,
Avd. La Pobla de
Vallbona, 39,
46183 La Eliana,
Valencia.
Tel: (96) 275 8314
Fax: (96) 165 5092
E: info@dudson.com.es

France
Dudson Ltd.,
60, Avenue de
Wagram,
Paris 75017.
Tel: (0)1 47 66 47 17
Fax: (0)1 43 80 40 78
E: gilles.thomas@
dudson.com.fr

Germany
Dudson Ltd.,
Untere Bergstrasse 9,
95100 Selb
Tel: (0) 9287 956300
Fax: (0) 9287 956310
E: craig.devon@
dudson.com

London Showroom
1, Three Kings Yard, Mayfair,
London, W1K 4JP,
England.

Visit www.dudson.com