



Responsibly made home décor from Blue Q

This summer Blue Q enters its third decade of making amazing things. How many other gift manufacturers have Blue Q's legendary history of changing with the times? Say hello to Q.topia...

What is Q.topia?

To the casual consumer, Q.topia is simply a new range of home décor, largely without Blue Q's usual emphasis on disposable packaging. But Q.topia has a "Utopian" emphasis on fair trade manufacturing (we prefer the term "responsible manufacturing"), and using materials with a low environmental impact. And you will notice that the artist's names who design the products are more visible. Because these days customers say "that's cool--who designed it?"

Why a separate name?

- As a marketing tool to help differentiate everything from Blue Q's sundry gift lines, some of which are more "novelty-driven" (in a good way).
- To help build a separate presence in the home décor market.
- To focus attention on the brand's unique manufacturing ethics.

What does this say about Blue Q's other, non-Q.topia products?

The majority of Blue Q's products have always been domestically manufactured, and, as you know, we have been the largest private employer of individuals with disabilities in Western Massachusetts for many years. So, Q.topia is just the logical continuation of where Blue Q has always been.

Where are the products made?

- **Dish Towels**

Woven in India by Fabindia, by an award winning collaborative that promotes rural employment in India. We screen print the towels in Boston, MA using water-based inks in a facility that does not use any clean-up solvents. There are 7 different dish towel designers from the US, Netherlands and UK.

- **Glass Votives**

Technically, the glass votives are made in the US, as the majority of cost goes to the American-made print decals and packaging. However the glass and labor to fire the decals is done in China. This factory has been vetted to meet Q.topia standards, and we are excited to be helping change the way American companies source in Asia, the place that needs responsible manufacturing most. Votives are packaged with recycled paper. Design: Wink Design.

- **Tooth Brush Holders**

Made in the ceramic capital of China, Shanghai, using the same careful sourcing as glass votives. Glazes are all lead-free & use food grade glazes. There is no "external packaging" except for a cute tag. Design: Haley Johnson.

- **Little Bird Vase**

Same Shanghai factory as our tooth brush holders, using lead-free glazes. Design: Netherlanders Boaz Cohen & Sayaka Yamamoto.