

FRESHLY SQUEEZED...

ARA AT HOME IN HOWIES and building a Welsh network.

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For those of you who don't know them already, **howies** are a **Welsh clothing brand for cool young things (and not so young) who consider where and how they buy clothes.**

These guys make some tough choices about what goes into their products, which are sustainably sourced and ethically manufactured, not an easy thing pull off in such a fiercely price driven industry. The Orangebox development team love them because they have found a great mix between product, manufacturing and marketing. Their strong eco-tone is because they mean it, it's authentic and it works.

So when we wanted to get some t-shirts made to help publicise our **'No Green Bull'** campaign, they were our obvious choice and only too happy to help. Sue's graphic design looks great and is now getting widespread exposure.

As a thank you for their generosity we packed up a few Ara's and headed off to their office in Cardigan, where we had a chance to meet with them and talk through the **Cradle to Cradle** thinking that we applied to Ara and will apply to ongoing Orangebox developments. Like us, howies believe in the power of a good story and they were impressed enough by ours to make it a feature in the howies autumn catalogue, which means as much to us as any of the industry awards Ara has been collecting since its launch.

One thing has led to another and together with howies and we're now building a network of agile and exciting companies across Wales, all with a deep rooted sense of environmental responsibility and the drive to act accordingly. Long may it continue and please feel free to check out their great product at www.howies.com