

2023 WHOLESALE LOOKBOOK & INFO GUIDE



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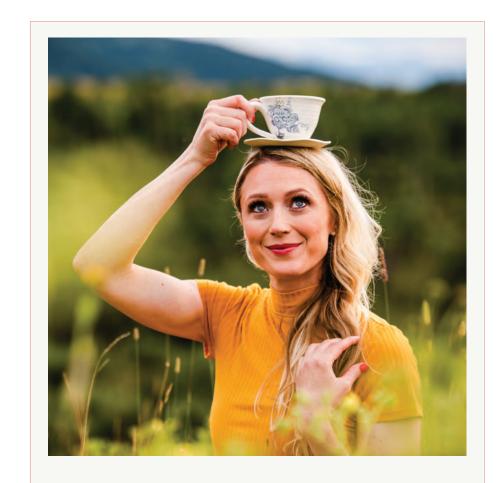












Laura Viron

OWNER OF LULU POTTERY





Laura Viren is a one-woman operation who's been obsessed with clay for the past 20 years. Laura opened Lulu Pottery in 2012 to throw in her own style and runs a production studio out of her home in Bozeman, Montana. Laura's mastery of the craft is executed in every step of the process by sourcing local clay, experimenting with forms, and creating unique glazes and stamps by hand. Laura brings valuable professional production experience to her work and can throw 100-200 porcelain vessels a week. Her work features tangible feminine forms and subtle decorations that result in functional art. The unique, delicate clay is a handmade mix that provides a blank canvas of infinite possibilities and colors. As a result, Laura has been able to merge functional ideals with timeless techniques to create an understated, yet delightful quality to every piece. Translucent glazes, floral decoration, geometric textures, and mastery of porcelain throwing techniques make her work distinctive and sought-after throughout Montana.

Laura believes pottery is meant to be an experience. That we're drawn to it because it's both tangible and memorable, even the imperfections are part of the allure. A pot's very existence waits for us to wake up in the morning to give it life and purpose. For when we drink a cup of coffee from pottery, we remember it. The way it felt on our lips and the form it takes in our hands. When we drink from pottery we are able to again and again enjoy the vibrant colors, the shape, and the textures that drew us to it in the first place. And also we realize the value of having a handmade piece of art -- like a porcelain mug -- becomes a conscious decision to support an artist. Laura's pieces are one of a kind and create conversations. No two handcrafted wares will ever be exactly the same. That's the beauty of something that cannot be made from technology. It will always be perfectly imperfect.

Laura is focused on partnering with small businesses through handmade wholesale mugs and offers online pop-ups for pottery lovers to shop her own unique collections. As an artist, Laura loves to collaborate with others and has concepted pieces alongside fellow esteemed creatives, florists, bakers, and even jewelry makers. When Laura isn't behind the wheel, you'll find her snuggling Carl (her basset hound), having fun with her kids and family, and keeping her inner athlete thriving, playing competitive volleyball tournaments on the weekends.

TRAVEL MUG BRIGHT











TRAVEL MUG RUSTIC

RETAIL \$75 | WHOLESALE \$37.50

16oz 3D Stamp only Rustic Stamp

COLOR OPTIONS:

MIST HONEY MIDNIGHT

EMERALD GLACIER SUNSET













CAFE MUG BRIGHT

RETAIL \$65 | WHOLESALE \$32.50

12oz 3D Stamp only White Stamp

COLOR OPTIONS:

GREEN PURPLE BLUE PINK









CAFE MUG RUSTIC

RETAIL \$65 | WHOLESALE \$32.50

12oz 3D Stamp only Rustic Stamp

COLOR OPTIONS:

MIST HONEY MIDNIGHT

EMERALD GLACIER SUNSET







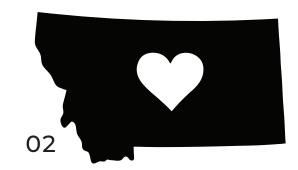






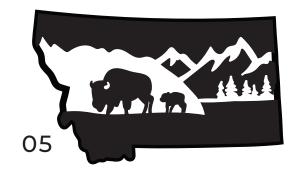
3D STAMP OPTIONS













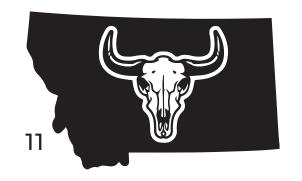
















LATTE MUG BRIGHT

RETAIL \$65 | WHOLESALE \$32.50

10oz Decal option only White Clay

COLOR OPTIONS:

GREEN PURPLE BLUE PINK

WHITE











DINER MUG BRIGHT

RETAIL \$65 | WHOLESALE \$32.50

10oz Decal option only White Clay

COLOR OPTIONS:

GREEN PURPLE BLUE PINK

WHITE











SOUP MUG BRIGHT

RETAIL \$65 | WHOLESALE \$32.50

10oz Decal option only White Clay

COLOR OPTIONS:

GREEN PURPLE BLUE PINK

WHITE











CUSTOM DECAL & LOGO EXAMPLES

NO ADDIOTIONAL COST FOR CUSTOMS, BUT MUST PLACE A 100 MUG MINIMUM ORDER PER DECAL. ALL CUSTOM DECAL ORDERS REQUIRE 50% DOWNPAYMENT BEFORE STARTING PROJECT. SEE FAQ FOR LOGO REQUIREMENTS.





















CUSTOM 3D STAMP EXAMPLES

NO ADDITIONAL COST FOR CUSTOMS, BUT MUST PLACE A 100 MUG MINIMUM ORDER PER STAMP. ALL CUSTOM STAMP ORDERS REQUIRE 50% DOWNPAYMENT BEFORE STARTING PROJECT. SEE FAQ FOR LOGO REQUIREMENTS.



















WHOLESALE FAQ

HOW SOON WILL MY WHOLESALE ORDER BE READY?

A. Wholesale items are made to order and take 4-10 weeks to complete depending on the season.

DO YOU REQUIRE MINIMUM ORDER SIZES?

A. My minimum order is either 100 units of wholesale mugs or \$2000 of other pieces. If you want to order stock stamp options you're welcome to use the website when placing an order. Just use code "LuluWholesale" at checkout, and choose the pickup at studio option so it doesn't charge for shipping.

CAN I REORDER ONLINE?

If you already have a custom stamp on file with Lulu Pottery, feel free to order online with the mug style and color/colors you'd like. In the notes please add in that you want it with your custom logo. You can also email Laura with a list of items you would like to reorder.

SMALL BUSINESS PROXIMITY PROTOCOL:

A. If you are a retail shop that would like to carry Lulu Pottery, please first check the Stocklist Page to make sure you are at least 30 miles from a current carrier. If you are located in a larger city (Bozeman, etc.) please email to check with me as this rule may not apply in larger populated cities.

Custom logo work is an exception

WILL YOU CREATE CUSTOM FORMS OTHER THAN MUGS?

A. I do offer custom forms such as vases, bowls, etc. Please email me the dimensions and an image for what you're looking to get an accurate quote. My minimum quantity for custom order is 100 units.

CAN I ADD MY LOGO OR MAKE A CUSTOM STAMP?

If you want a custom clay stamp made from your logo I will need the following:

- Must place a 100 mug minimum order per stamp
- For a raised stamp: A hi res PDF in black and white
- For color decal: A hi res, full-color CMYK pdf

Please email logo files to laura@lulupottery.com with a written out PO of the items you would like in the style mug, glazes, stamps/decals and quantities (a list works too). Once this information is received, I will create an invoice and email back the design for final approval.

WHAT ARE THE REQUIREMENTS TO ADD MY LOGO?

A. If you have a very detailed logo or a logo in full color, you must choose the decal option (which lays flat on the mug). If you prefer a raised stamp logo but your logo is very detailed you must be okay with the possibility of losing some of those details.

DO YOU OFFER SHIPPING FOR WHOLESALE MUGS?

Pottery is heavy! Due to its costly weight for this one-woman small business owner, I do not offer shipping on wholesale orders. Clients are responsible for coordinating all pickup of orders at my studio at 5152 Johnsons Road, Bozeman, MT. If you aren't located near Bozeman, I'm happy to help you with this. Most of the time I can find rides across the state for my clients! But in the event this can't happen, please note this is my studio policy.

CAN YOUR LULU LOVELY COLLECTION ITEMS BE ORDERED IN WHOLESALE QUANTITIES?

We can make mugs from the Lulu Lovely section for wholesale, however there are some limitations (quantities and higher pricing) so please reach out to Lulu Pottery directly about those items.



ELEGANT POTTERY FOR EVERYDAY LIVING.

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