



P O N D E R L I L Y

MEDIA KIT

PONDERLILY.COM | PRESS@PONDERLILY.COM

Clavering House, Clavering Place, Newcastle Upon Tyne, NE1 3NG, England



Table of Contents

ABOUT THE BRAND	P 3
ABOUT THE FOUNDER	P 4
OUR MISSION	P 5
PRODUCTS	P 6
PRESS	P 10
CONTACT	P 11

ABOUT THE BRAND

Our eco-conscious planners are the modern and meaningful accessory to busy, beautiful, brilliant minds everywhere — minds whose days consist of so much more than just a few drab lines in a diary, under a date. Whose wonderful lives aren't defined by a tick in a box, or a day hurriedly spent, but rather by passions, values, dreams and ideas.

As a conscious lifestyle brand, we are devoted to creating products that are not only functional, but earth-friendly, and stylish from cover-to-cover. We're thoughtful idealists, committing to experience more, and do what gives us more meaning — because it's the former that truly fulfills the modern lifestyle today. Made with ethically-sourced materials and elegant lines, our products are designed to prompt users to dream fearlessly, set meaningful intentions, and take bold actions.

The thoughtfulness applied to our design is also found on the pages, which marry functionality and flexibility so taking notes feel more like a luxury than a task. Text fields inspired by productivity best-practices and guided questions help you achieve your boldest goals and experiences.





MEET CARINA

Carina Lawson is a business efficiency expert and personal productivity strategist and the founder of Ponderlily Paper & Planners, an ethically sourced stationary brand centered around intentional, inspired, and sustainable living.

A trained business analyst with more than 15 years' experience and an MBA from the University of Liverpool, Carina offers business advisory services for rising entrepreneurs and helps women create a healthy relationship with their career, home, and personal lives.

She was a featured panelist at Enterprise Nation UK, a speaker at the Creative Women's Co. Conference in the US, and an entrepreneurship instructor at Virginia Commonwealth University in Qatar. Ponderlily, has been featured in Forbes, MarieClare UK, Psychologies Magazine, Huffington Post, CNBC, Stylist, and was nominated the best planner of 2019 and 2020 by the UK's Independent.

Carina is Brazilian-born, Arabian Gulf-raised, Brit-wed, US & UK educated, and twin mum with a passion for helping people put themselves, and their dreams, back on the agenda.

When she's not managing business operations of a research university, and designing planners before everyone else wakes up in the house, you'll find her playing with her daughters in the park or grabbing a cheeky sushi dinner with her husband.

Carina Lawson

Founder & Creative Director

OUR MISSION

Ponderlily makes planners and paper goods that help women find joy in every day, purpose in every to-do, and empowerment in every decision. Our commitment to intentional living influences all we do — from sourcing eco-friendly materials to providing prompts that help deepen the personal insights we too often tune out.

When we're caught up in wishlists, the roles we play, and the many hats we wear throughout the day, it's challenging to be open to aligning dreams with values and meaningful action.

That's where we can help by creating resources to help you put yourself, your purpose, and your dreams on the agenda so you feel strong, fulfilled, and restored to show up and create positive change in the world.



Products

DATED PLANNERS

Our signature dated planners, available in weekly and daily versions, are designed to prompt you to dream fearlessly, set meaningful intentions, and take bold actions. Printed in full colour with soy-based ink and recyclable paper, we've created space for you to focus, do, and recharge. The size and design of our planner, seamlessly transitions from work to weekend — and everything in between.



TYPE	<i>Weekly (dated)</i>
DATED	<i>Jan 2019 - Dec 2019</i>
STYLE	<i>Sage</i>



TYPE	<i>Weekly (dated)</i>
DATED	<i>Jan 2019 - Dec 2019</i>
STYLE	<i>Rose</i>



TYPE	<i>Weekly (dated)</i>
DATED	<i>Jan 2019 - Dec 2019</i>
STYLE	<i>Blue</i>

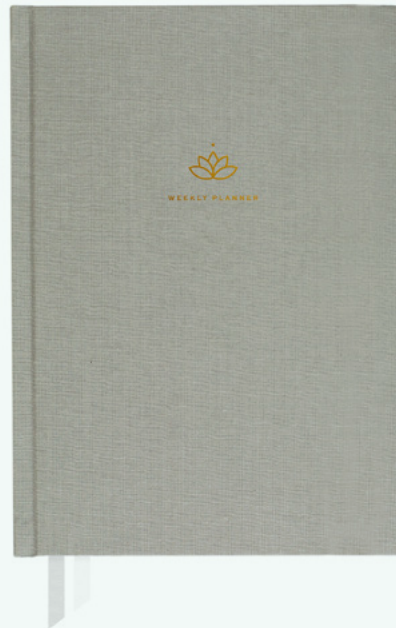
Products

UNDATED PLANNERS

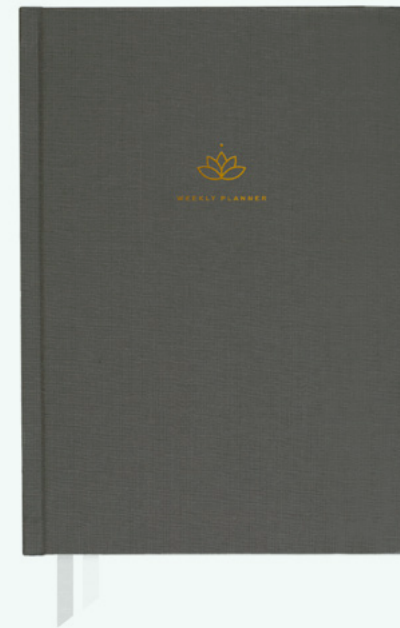
Why wait until a new year to embrace a fresh start? The Ponderlily undated planner empowers you to take control of your time, chart your goals and prompts you to schedule self-care—starting today. As with each item in Ponderlily’s collection, the undated planner is crafted from eco-conscious materials, designed with elegance in mind and inspired by a well-rounded life.



TYPE	<i>Undated Weekly</i>
DATED	-
STYLE	<i>Coral</i>



TYPE	<i>Undated Weekly</i>
DATED	-
STYLE	<i>Warm Grey</i>

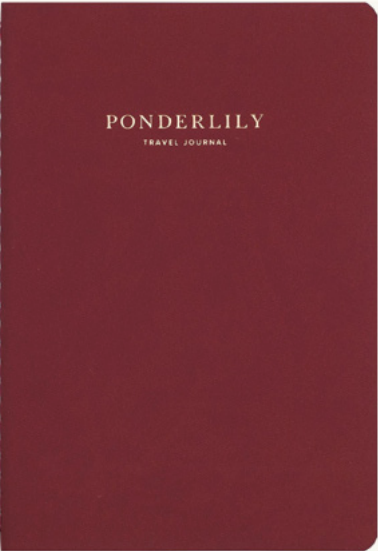


TYPE	<i>Undated Weekly</i>
DATED	-
STYLE	<i>Charcoal</i>

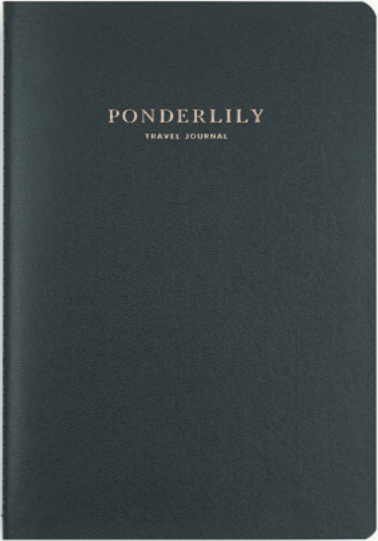
Products

TRAVEL JOURNAL

Writing down your travel plans and experiences help connect with your journey in a way that photographs alone can't always capture. Make lists of all the flavours of gelato you try or glue train ticket stubs onto the pages while you're waiting in airports or bus stops. Our travel journal makes a great gift for people who love to travel!



TYPE	<i>Undated Weekly</i>
DATED	-
STYLE	<i>Ruby Red</i>



TYPE	<i>Undated Weekly</i>
DATED	-
STYLE	<i>Green</i>

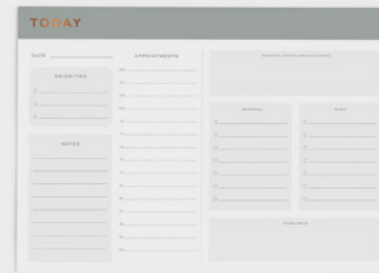


Products



NOTEPADS

Everyone's planning needs are different and sometimes it doesn't all fit on a planner — but never fear — we've got it covered! Our meeting, daily, and weekly notepads are great to take to meetings or if you need to have something to jot quick ideas down.



TODAY NOTEPAD



THIS WEEK NOTEPAD



NOTE TO SELF NOTEPAD

Press

Some of our favorite features in national and international publications are listed below. Please contact us with any press or collaboration inquiries.

The Telegraph

34 of the best Christmas gifts for fitness, wellness and sports lovers

Forbes

January: Little Black Book Of Health, Beauty And Wellness Practitioners

STYLIST

29 Christmas gifts that stationery fans will absolutely love

PSYCHOLOGIES

Wellness Planner Featured in this Month's Food For Thought

marie claire

All the best fitness gifts, gear and gadgets for the gym-goer in your life

THE INDEPENDENT

10 Best Planners for 2019

MT
Management Today

9 Secrets to Being Happy at Work

THE Sun

Ten Wellness Resolutions and Habits to Make You Happier

Reader's digest

5 Best planners to keep you organised in 2019

Health & Wellbeing

Wellness Buys: Get Cozy

London Evening Standard

Valentine's Day Gifts 2018: The Best Ideas for Vegans

IHUFFPOST

8 Of The Best 2019 Paper Diaries To Organise... Your Life

Our Customers

I enjoy using this planner! I love the added spaces besides just the scheduling- daily intentions, positive habits, monthly check in, it's a great way to organize and balance my life.



BRITTANY WHITE

28 MAY 2019

Beautiful paper, layout, and textured cover. I received my planner in the US in just a bit over a week. I'm so happy with it, and so pleased to have found Ponderlily!



KIM MCCLURE

12 JAN 2019

This beautiful planner is such high quality. I love the color, the materials, the weight of the paper and, of course, the layout. There's plenty of room for notes in the back too!



KIM H

17 DEC 2018



P O N D E R L I L Y

paper & planners



@WEAREPONDERLILY



@WEAREPONDERLILY



@WEAREPONDERLILY



@WEAREPONDERLILY