



# WADE

*pottery*

ENGLAND 1810



# History

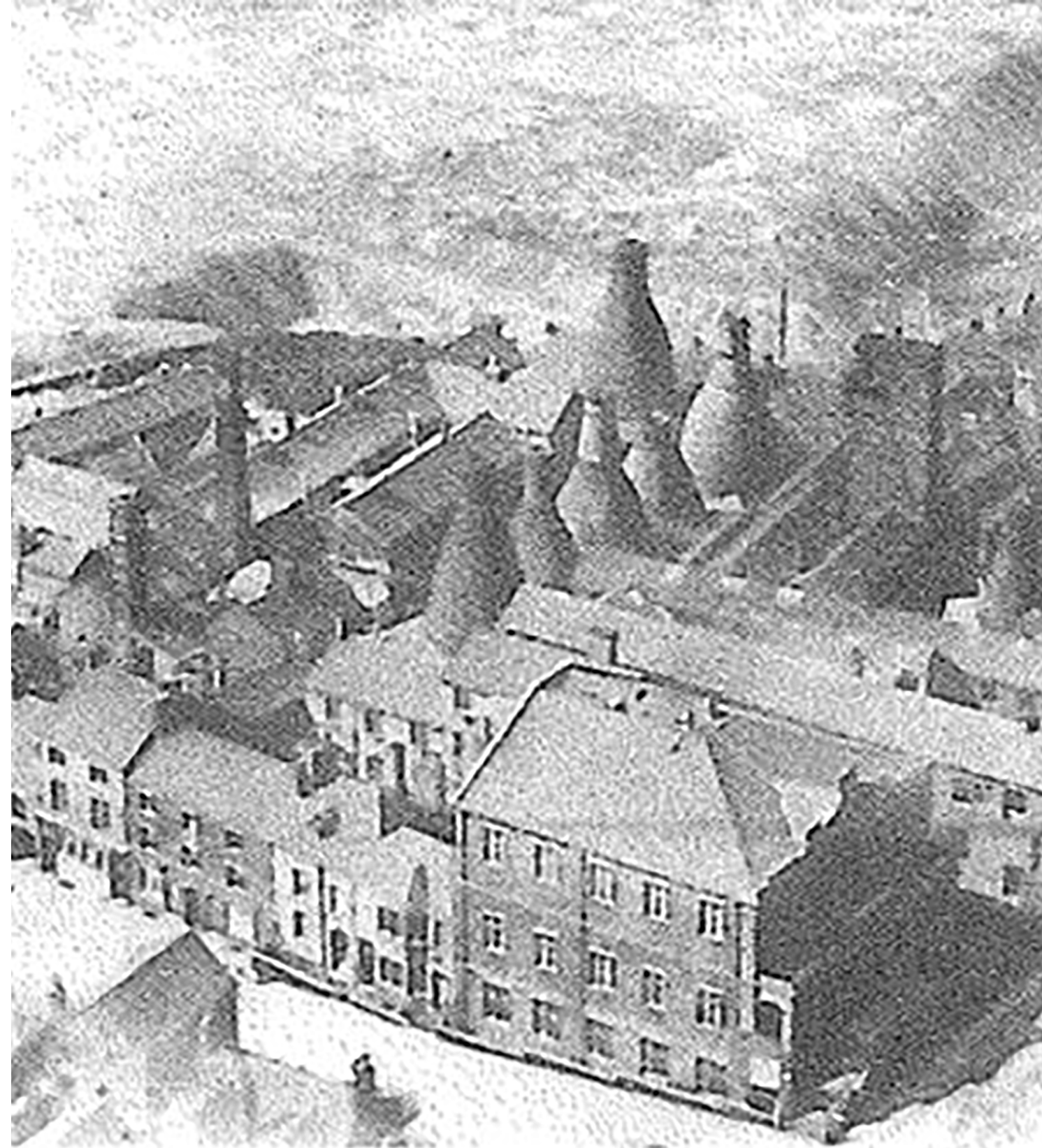
Wade Ceramics was founded in 1810 in Stoke on Trent, England. It originally comprised of several different companies founded by various members of the Wade family and was united as Wade Potteries Limited in 1958.

In 1905, George Wade & Son took over the rival company Henry Hallen. Then in the 1930s, Colonel Sir George Wade gained control of the Wade companies that had previously been run by his father and uncles.

Following the death of Sir George Wade in 1986 the Wade potteries were taken over by Beauford Plc in 1998 and renamed Wade Ceramics Ltd.

The original Wade company manufactured ceramic products for the cotton industry as well as porcelain figures and was historically famous for the introduction of the very collectible Wade Whimsies, Wade Gurgle Jugs and Decanters.

Wade was also famous for producing advertising and promotional ceramics such as whisky decanters, teapots, and butter dishes, to name a few.





# The Wade Story



**1810**

Henry Hallen Potteries  
First Established

**1905**

George Wade takes  
over Henry Hallen  
Potteries



**1958**

Various Wade  
family businesses  
consolidated by George  
Wade to become Wade  
Potteries Limited

**1999**

Beauford PLC  
management buyout  
and became Wade  
Allied Holdings



**2009**

£7.9m invested into the  
development of a new  
factory in Etruria, Stoke

**2010's**

Wade prospers with  
increased production  
capacity & capability  
producing Gurgle Jugs  
and Flagons for distilleries



**2022**

Wade Ceramics  
enters administration  
in December

**RKW**

**1867**

Wade Ceramics  
founded and made  
up of 3 different Wade  
family businesses

**1950**

Wade becomes  
renowned for its ranges  
of collectable animals  
called Whimsies



**1998**

Wade Potteries taken  
over by Beauford PLC  
and renamed Wade  
Ceramics



**2000's**

Wade launches its  
successful range of  
Milton Brook mortar  
& pestles products

**2010**

Burslem factory closed  
after operating for  
circa 150 years

**2020**

Business struggles  
through COVID  
and loses major  
distillery contracts

**2023**

RKW buys the Wade  
brand ensuring the  
brand remains in  
Staffordshire



# Brand Statement

With more than 200 years of excellence in ceramics, renowned great British brand Wade create timeless, eye-catching pieces that offer a unique charm. Taking pride of place in homes across the globe, Wade ceramics are carefully crafted to ensure each piece meets the high standards they are famous for.





# UK Made & Dinnerware

Discover Wade's new UK Made Dinnerware collections, featuring beautiful plates and bowls. Whether it's for family dining, sophisticated dinner parties or decadent afternoon teas, Wade has four beautiful new designs to choose from.

Inspired by nature, Eton features the quintessential British fruit, the strawberry. The pattern has been brought to life using the rich heritage blue colourway, Eton is full of nostalgia and British charm.

Botanical Night is inspired by traditional floral patterns from the archive, it is a modern take on a classical botanical print. Mixing this classic design with a striking monochrome colourway creates a contemporary new look..

The Blue Floral design, which is based on an original Wade pattern, marries the delicacy of natural floral elements with a timeless aesthetic. Printed in a soft blue, the design creates a blend of classic sophistication and a touch of present-day flair.

Finally, Capri is a modern take on an original hand-painted Wade design, this modern interpretation has a bright Mediterranean feel, perfect for fresh ingredients and summer salads.

Each pattern is ideal for everyday dining, but also beautiful enough for more formal dining. All of these ranges are manufactured using an English Earthenware clay body, in Stoke on Trent, the heart of the UK pottery industry.





# How our Wade & Dinnerware is made

## Shape Forming



Our plates and bowls are created on a machine using a mould. A section of clay is placed into the mould, where it is pressed into shape by a roller head.

It is then placed into a dryer so that the plate forms a hard shape that can be delicately handled. From here, it is sponged to remove any marks in the clay to ensure a smooth finish when fired.

## Biscuit Firing



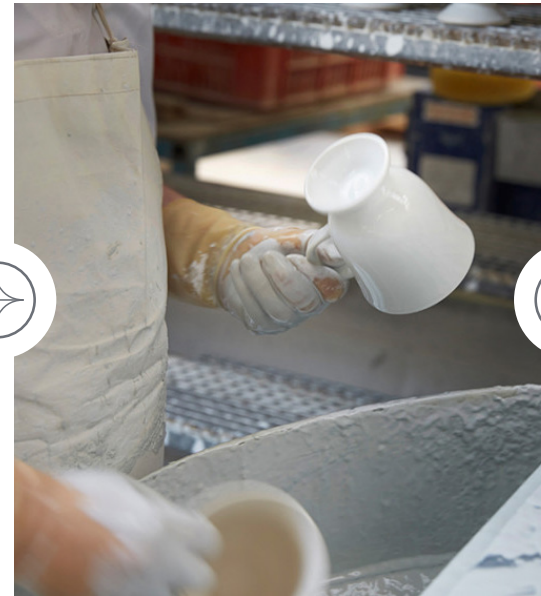
All items are then fired in their 'Biscuit' form. This takes about 24 hours and reaches maximum temperatures of 1130°C.

## Printing



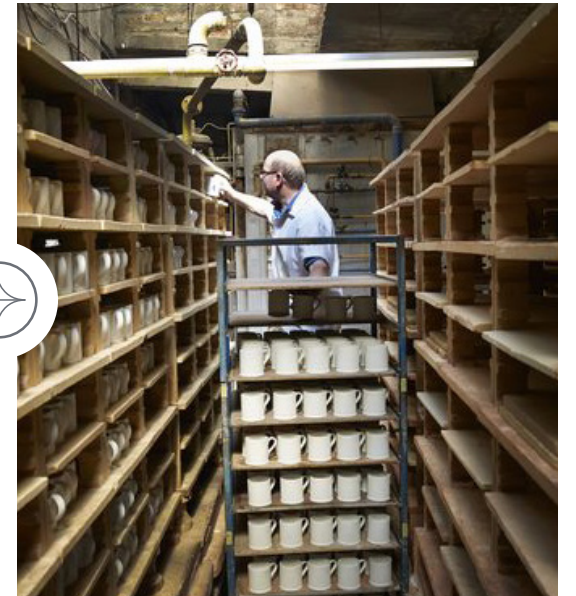
The vast majority of our flat items such as plates and bowls are decorated by machine using the underglaze printing process. This involves a silica bomb, an engraving and thermoplastic colours. Colour is spread onto the engraving; the silica bomb takes an imprint of the pattern and transfers it to the plate. We are able to print up to 4 colours on one machine in this way and to an exceptionally high standard.

## Glazing



The Glaze Layer gives each piece of our pottery its smooth and shiny surface. Glaze is a hard opaque glass, which is similar chemically to household window glass.

## Firing



Once items have been decorated and glazed, they will need to be fired for the last time. The products will then be reviewed and packed into cartons ready to be sold.



The Eton  
Collection  
by Wade



- The design brings with it an appreciation of craftsmanship and historical narrative that defines its beauty.
- The Eton Collection is a beautifully classic design which features an intertwining strawberry pattern.
- The design is available in a sophisticated dark blue print.
- Crafted in the UK using high quality Earthenware.
- Decorated using a traditional pad printing technique.
- Each item is finished in a durable glaze layer, the unique glaze formula ensures that each item has a smooth and shiny surface.
- The nature of both the ceramic body of the product and the glaze layer ensure that each piece is dishwasher and microwave safe.
- Each piece is backstamped with the new Wade logo and features a tab label showcasing the Wade branding.
- Available in 4 key products; Dinner Plate, Side Plate, Cereal Bowl and Pasta Bowl.

MADE IN STOKE ON TRENT



Collection	Product Code	Description	COO	Packaging	SSP
Eton	WA967025BLU	Dinner Plate 28cm	England	Bulk Packed	£14.99
Eton	WA967045BLU	Set of 4 Dinner Plates	England	Brown Mail Order Box	£59.99
Eton	WA967026BLU	Side Plate 21cm	England	Bulk Packed	£12.99
Eton	WA967046BLU	Set of 4 Side Plates	England	Brown Mail Order Box	£51.99
Eton	WA967027BLU	Pasta Bowl 22cm	England	Bulk Packed	£14.99
Eton	WA967047BLU	Set of 4 Pasta Bowls	England	Brown Mail Order Box	£59.99
Eton	WA967028BLU	Cereal Bowl 19.5cm	England	Bulk Packed	£12.99
Eton	WA967048BLU	Set of 4 Cereal Bowls	England	Brown Mail Order Box	£51.99



The  
Botanical Night  
Collection  
by Wade



- Introducing the Botanical Night Collection by Wade, which features beautiful illustrations of floral blooms.
- The modern floral design is available in a contemporary black print.
- The simple white and black contrast of the pattern will suit any household interior.
- Crafted in the UK using high quality Earthenware.
- Decorated using a traditional pad printing technique.
- Each item is finished in a durable glaze layer, the unique glaze formula ensures that each item has a smooth and shiny surface.
- The nature of both the ceramic body of the product and the glaze layer ensure that each piece is dishwasher and microwave safe.
- Each piece is backstamped with the new Wade logo and features a tab label showcasing the Wade branding.
- Available in 4 key products; Dinner Plate, Side Plate, Cereal Bowl and Pasta Bowl.

MADE IN STOKE ON TRENT



Collection	Product Code	Description	COO	Packaging	SSP
Botanical Night	WA967021BLK	Dinner Plate 28cm	England	Bulk Packed	£14.99
Botanical Night	WA967041BLK	Set of 4 Dinner Plates	England	Brown Mail Order Box	£59.99
Botanical Night	WA967022BLK	Side Plate 21cm	England	Bulk Packed	£12.99
Botanical Night	WA967042BLK	Set of 4 Side Plates	England	Brown Mail Order Box	£51.99
Botanical Night	WA967023BLK	Pasta Bowl 22cm	England	Bulk Packed	£14.99
Botanical Night	WA967043BLK	Set of 4 Pasta Bowls	England	Brown Mail Order Box	£59.99
Botanical Night	WA967024BLK	Cereal Bowl 19.5cm	England	Bulk Packed	£12.99
Botanical Night	WA967044BLK	Set of 4 Cereal Bowls	England	Brown Mail Order Box	£51.99



# The Blue Floral Collection

by Wade



- Inspired by vintage floral illustrations, this design beautifully marries the delicacy of natural blooms with a timeless aesthetic, showcasing the stunning heritage Wade style.
- Printed in a soft blue the design creates a blend of classic sophistication and a touch of present-day flair.
- Capturing the beauty of floral designs, each piece exudes sophistication and charm with the design flowing inwards onto the plates & bowls.
- Decorated using a traditional pad printing technique.
- Each item is finished in a durable glaze layer, the unique glaze formula ensures that each item has a smooth and shiny surface.
- The nature of both the ceramic body of the product and the glaze layer ensures that each piece is dishwasher and microwave safe.
- Each piece is backstamped with the new Wade logo and features a tab label showcasing the Wade branding.
- Available in 4 key products; Dinner Plate, Side Plate, Cereal Bowl and Pasta Bowl.

MADE IN STOKE ON TRENT



Collection	Product Code	Description	COO	Packaging	SSP
Blue Floral	WA967013BLU	Dinner Plate 28cm	England	Bulk Packed	£14.99
Blue Floral	WA967037BLU	Set of 4 Dinner Plates	England	Brown Mail Order Box	£59.99
Blue Floral	WA967014BLU	Side Plate 21cm	England	Bulk Packed	£12.99
Blue Floral	WA967038BLU	Set of 4 Side Plates	England	Brown Mail Order Box	£51.99
Blue Floral	WA967015BLU	Pasta Bowl 22cm	England	Bulk Packed	£14.99
Blue Floral	WA967039BLU	Set of 4 Pasta Bowls	England	Brown Mail Order Box	£59.99
Blue Floral	WA967016BLU	Cereal Bowl 19.5cm	England	Bulk Packed	£12.99
Blue Floral	WA967040BLU	Set of 4 Cereal Bowls	England	Brown Mail Order Box	£51.99



The  
Capri  
Collection  
by Wade



- Capri is a modern take on an original hand-painted Wade design. By incorporating elements of the original design, it has been brought back to life.
- Timeless and unique this pattern is bright and eye-catching and will make a statement in any home interior.
- The hand painted feel of the product is perfect for all styles of food, especially bright and fresh Mediterranean-style dishes.
- Decorated using a traditional pad printing technique.
- Each item is finished in a durable glaze layer, the unique glaze formula ensures that each item has a smooth and shiny surface.
- The nature of both the ceramic body of the product and the glaze layer ensures that each piece is dishwasher and microwave safe.
- Each piece is backstamped with the new Wade logo and features a tab label showcasing the Wade branding.
- Available in 4 key products; Dinner Plate, Side Plate, Cereal Bowl and Pasta Bowl.

MADE IN STOKE ON TRENT



Collection	Product Code	Description	COO	Packaging	SSP
Capri	WA967033CAP	Dinner Plate 28cm	England	Bulk Packed	£14.99
Capri	WA967049CAP	Set of 4 Dinner Plates	England	Brown Mail Order Box	£59.99
Capri	WA967034CAP	Side Plate 21cm	England	Bulk Packed	£12.99
Capri	WA967050CAP	Set of 4 Side Plates	England	Brown Mail Order Box	£51.99
Capri	WA967035CAP	Pasta Bowl 22cm	England	Bulk Packed	£14.99
Capri	WA967051CAP	Set of 4 Pasta Bowls	England	Brown Mail Order Box	£59.99
Capri	WA967036CAP	Cereal Bowl 19.5cm	England	Bulk Packed	£12.99
Capri	WA967052CAP	Set of 4 Cereal Bowls	England	Brown Mail Order Box	£51.99





WADE  
*pottery*  
ENGLAND 1810

Thank you for your  
continuous support



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\*1 year standard warranty. Extend your warranty online and receive an additional 2 years.