



Pewter Conference '19

Organised by the Association of British Pewter Craftsmen and the European Pewter Union, the Conference will take place over the weekend of 29th to 31st March, 2019, at The Royal Victoria Hotel, Sheffield and around Sheffield.

The Conference proper starts on Friday morning with visits to pewter factories; with a visit to the Kelham Island Industrial Museum and the launch of the 2019 Pewter Now Exhibition – Past, Present & Future; and an introduction to the new Pewter workshops in Little Mesters Street. The afternoon provides free time to explore the City and/or relax.

In the evening: Dinner at The Royal Victoria Hotel.

On Saturday morning, at The Royal Victoria Hotel, after registration, the Conference will start with: Presentations from: Richard Abdy and Martijn van Zon – ABPC/EPU welcome and news; Jonathan Rickwood ITRI – Tin Industry and regulation update; Belen Morales Sheffield Assay Office – Testing update; and there are further speakers yet to be announced; but there will be an opportunity to hear from designers and makers about projects, trends and innovation.

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The afternoon has a visit to the Millennium Galleries, with a Curator's or Maker's talk in the Metalwork Gallery; and a short talk in the Leonardo da Vinci Royal Collection exhibition.

Evening and Sunday 31st March: Arrangements and bookings can be made for anyone wishing to stay in town

Fuller details/booking form (and the full package) can be found on the ABPC website.

ABPC website:

<http://www.britishpewter.co.uk/>

Queries to Hannah Goldingay:

hannah@britishpewter.co.uk



Pewter Now - 'Past, Present and Future'

Call for entries

We are now organising the [Pewter Now](#) exhibition for 2019.

The exhibition will open at Kelham Island Industrial Museum, Sheffield, during the 2019 Pewter Conference (29th to 31st March 2019). After a few weeks, the intention is to move the exhibition on to other venues throughout the UK - and possibly into Europe.

The theme is **'Past, Present and Future'**, and the exhibition will include selected historic pieces from public and private collections that highlight important innovations and developments in pewter. We will also invite submissions of pieces from recent design graduates and current students to fulfil the 'future' aspect of the theme.

We are looking for submissions from current makers on the theme itself

Each artist/maker may exhibit up to 3 pieces. Items must be made predominately of pewter and may not exceed 20cm in any one direction.

Works will be selected on their originality, technical skills and creative response to the theme.

If you would like to exhibit please send up to 3 high resolution images of recent work which is either the work itself or work representative of what you intend to exhibit. A CV and supporting statement (max 100 words) describing the work and its relation to the theme is also required.

Please ensure you include all contact details.

Please forward applications to Hannah Goldingay-Jordan via email at hannah@britishpewter.co.uk The deadline for applications is 30th November 2018.

Applicants will be notified if they are successful or not during the week ending 14th December 2018.

If you have any enquiries contact Hannah

DO YOU USE EITHER OR BOTH OF: THE ABPC LOGO, OR THE SEAHORSE TRADE MARKS?

Five relevant trade mark questions; and five answers! Read on!

What is a trade mark?

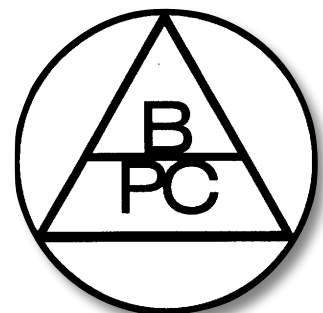
How is it relevant to me?

What is a User Agreement

What are the rules about the use of the ABPC mark and the Seahorse mark?

What questions should I be asking myself?

Whether you do use either of the above trade marks or not, please read on as I explain what the rules are and what you should do to ensure you are staying on the right side of the law.



The ABPC has, since its inception, watched over the use by manufacturers of two trade marks: the ABPC logo and the Seahorse (the 'Pewter Marks'), which latter (the Seahorse mark) is managed by the ABPC on behalf of the Worshipful Company of Pewterers.

What is a trade mark?

What, you may ask, is a trade mark, and what is its importance? A trade mark identifies a brand. With the permission of *The Pewterer*, we have incorporated links below, to three articles about branding.

In summary, a 'brand' is the goodwill through which a company or person trades, the mark by which they and their products, or their services, are identified, and differentiated from the services and the products of their rivals. Trade marks help identify a product and indicate not just origin but also its quality.

You buy a *Starbucks* coffee, drive a *BMW* car or eat a *Mars bar*. The point is, you know what you are getting.

A brand is essential to identify oneself from the common herd; and to differentiate, for example, standards, quality and reliability, as well as value for money (for example, *Marks & Spencer*, or *John Lewis*).



Trade marks are, therefore, very important, and are usually guarded fiercely.

How is it relevant to me?

It is relevant to you if you use trade marks in your business, and this letter/article is particularly relevant if you use one or more of the Pewter Marks.

A brand can be protected in a number of ways, some more effective than others, but registering a trade mark is the most effective. In effect, the registration provides a state-granted statutory monopoly.

What is a User Agreement

A User Agreement is, essentially, permission to use (on certain terms and conditions) a trade mark owned by a third party.

What are the rules about the use of the Pewter Marks?

The new trade mark User Agreements rolled out by the ABPC last year contain the relevant provisions. They have changed in only limited detail from the terms and conditions prevailing under the old agreements. Hopefully, they provide more clarity about the position.

You are entitled to use the Pewter Marks only if you have signed a User Agreement; and only members of the ABPC may request a User Agreement (available from [Hannah Goldingay](#)).

The terms and conditions for the use of the Pewter Marks are set out in the User Agreement, and viewable from here, in schedules 1 and 2, via the Link to the ABPC website. There is also provision for the ABPC to undertake testing of your product.

The Seahorse mark has always been an indication of quality; and the Company has required the ABPC to undertake a review of the use of that mark and to redouble its efforts to ensure that it is used properly.

So, what questions should I be asking myself?

- "Do I use one or more of the Pewter Marks?" If the answer is 'no', there is no urgent need to read on! If on the other hand the answer is 'yes', the next question is:
- "Have I signed a User Agreement?" If the answer is 'yes', so far so good! If the answer is 'no', then if you are an ABPC member, please enter into a User Agreement immediately (or stop using the marks!). If you are not an ABPC member, you must either apply to join the ABPC or stop using the Pewter Marks.
- "If I use the Seahorse mark, do I only use it on the best quality products that I make?" If the answer is 'no', review your policy!

If you have any queries, please contact, in the first instance, Hannah Goldingay (hannah@britishpewter.co.uk)

In the meantime, the ABPC has asked Hannah to start the review process by putting random testing into effect. There will be a follow-up report on that later.

The three 'Branding' articles from *The Pewterer*. Please click as appropriate:

[Branding/1](#) 'Kodak' : ([The Pewterer, volume 3.3](#))
[Branding/2](#) 'Agatha Christie': ([The Pewterer, volume 4.2](#))
[Branding/3](#) 'Brands and Branding': ([The Pewterer, volume 4.3](#))

For the schedules, please visit the ABPC website: <http://www.britishpewter.co.uk/>

Promotion of Pewter - a stall at the Big Curry Lunch

Each year, in April, the Lord Mayor of London hosts a charity lunch - the Big Curry Lunch - in aid of the Soldiers' Fund. This year, on a trial basis, the Worshipful Company of Pewterers hosted a stand at the Lunch, which takes place in the City's Guildhall and is attended by many hundreds of people. See the report in the last issue, 12.2, for more information.

The stall was rated so successful, that the Company has said that it will repeat the hosting next year.

The objective is to promote both ABPC members' pewter and the Company's annual Pewter Live Competition. You can submit promotional material, and/or sample product, for display on the stand.

If you would like to discuss participating next year (the date is Thursday, 4th April, 2019) please contact the Deputy Clerk, Eleanor Mason, for further information (EMC@pewterers.org.uk)

Pewter Christmas Calendar 2019

Last year the Worshipful Company of Pewterers put together a pewter calendar for 2018. It sold out.

The Company has started work on a second edition. If any Member would like to put up a pewter-related photograph for selection, please tell Hannah [Goldingay](#). You will get a free calendar if your entry is chosen!

International Tin Association

The Press Release linked and copied below was released by the International Tin Association announcing results of the annual Tin Use Survey, showing weaker tin use growth in 2018.

[PR-ITA-Survey-shows-weaker-tin-use-growth-in-2018-09-13-2018SURVEY.doc](#)

<https://www.internationaltin.org/>

ABPC Newsletters

(available free to members)

Except for the most recent issue, back numbers of the ABPC's Newsletter can be found on the ABPC website at: <http://www.britishpewter.co.uk/newsletters/>. Newsletters are intended for members only, and therefore the most recent Newsletter is not released to the site, and therefore to the public, until the next succeeding issue has been published.

An index of the contents of all published Newsletters can be found on the same page of the website as the Newsletters.

If you want a hard copy of any back number of the Newsletter, please send an A4 SAE to the Editor at the ABPC address below along with £3 per copy, identifying which back number(s) you want (subject to stock).

Pewter Live 2019

We have already reported on a rather successful *Pewter Live* 2018 (see Newsletter 12.2). You can see all the entries - and the winners - on the Worshipful Company of Pewterers' website (<http://www.pewterers.org.uk/pewter-live-2018>).

The Competition produced a large number of entries, amongst which were some exciting ones; and these included the two joint winners of the ABPC Commercial Prize (for these last, again, see the last issue of this Newsletter).

The theme for next year's Competition, *Pewter Live* 2019, has already been announced, and is: 'Peace'.

The Company has yet to post entry details, but the Chairman of *Pewter Live*, Laila Zollinger, said:

"The Competition was originally designed for second year College students, but an Open category was added some years ago; we encourage ABPC members to enter the Open Competition. Please keep an eye on the Company's website for further information about next Year's Competition, and dates for entries." A short and simple guide for would-be entrants, and the complete specs can be found on the Worshipful Company of Pewterers' website: <https://www.pewterers.org.uk/>

The specification for the ABPC's Commercial Prize competition can be found on the ABPC website ; <http://www.britishpewter.co.uk/abpc-commercial-prize-year-5-2019/>

From there you will get the entry rules and the final entry dates.

[The Pewterer](#)

[Pewter Now](#)

[Antique Metalware Society](#)

[The Association of British Pewter Craftsmen](#)

[The Worshipful Company of Pewterers](#)

[Pewter Bank](#)

The Pewterer

Have you read *The Pewterer*? This is an e-zine devoted to pewter, and published in support of pewter and the pewter trade. www.thepewterer.org.uk

[Pewter Live, 2018](#)

[The Pewter Society](#)

[International Tin Association](#)