Rooted Romantic

| a wholesale guide

COPPER SCULPTURE AND JEWELLERY BY JAKE VANDERWERF

Contents

2 . . . . . About the Artist

3 . . . . . Previous Work

5 . . . . . What is Wholesale?

6 . . . . . Wholesale Rates

7 . . . . . The Process

- 7 . . . . . Getting Started
- 7 . . . . . Prototype and Design
- 7 . . . . . Begin Production
- 8 . . . . . Pick Up or Delivery
- 8 . . . . . Repeat Orders - Easy!

9 . . . . . Hear from Others

- 9 . . . . . Sam - Pet Cremation Industry
- 10 . . . . . Joy - Elder Care Industry
- 10 . . . . . Leah - Staff Christmas Gifts

11 . . . . . Frequently Asked Questions

- 11 . . . . . Is it handmade?
- 12 . . . . . Consignment vs Wholesale
- 12 . . . . . Does the product come packaged?
- 13 . . . . . Copper Care

15 . . . . . Get in Touch

About the **Artist**

Rooted Romantic is a one-man studio creating nature-inspired and custom copper sculptures and jewellery.

Jake Vanderwerf is a full-time mixed media artist who lives and works in Edmonton, Alberta. His medium of choice is copper wire.

He moved around a lot growing up: living in Ontario, British Columbia, and Alberta. One constant no matter where he found himself was his love for nature and the act of creating.

Jake is self-taught. He found his passion for working with wire in 2008 for a high school project, and settled on working mostly with copper when he launched Rooted Romantic in 2018.

He draws his inspiration from the natural world – the sheer diversity of flora and fauna is an endless source of ideas.

In 2020 he started experimenting with kinetic art and automata, inspired by the works of others, like Syl Gautier and Penny Thomson Works.

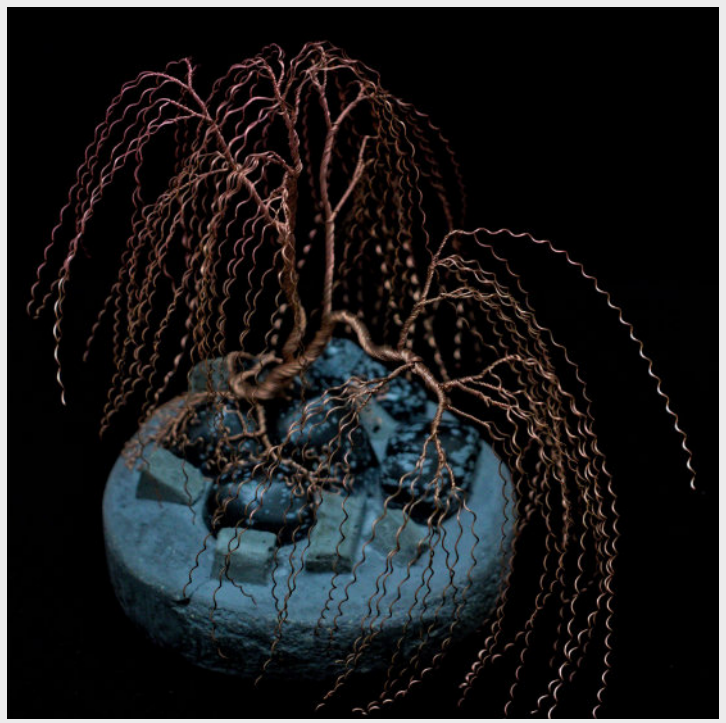
When he isn't creating with wire, you can find him out in nature trying to find *Chicken of the Woods* or identifying plants, photographing, gardening, reading, or trying out new recipes in the kitchen.

Jake was a featured artist in the 2021 Art From the Unknown hosted by Alberta's NDP.

Previous **Work**

Marlene commissioned these simple spiral rings in 2022 to commemorate an anniversary with her partner.

Dirk commissioned this *Concentric Circles* pendant in 2021.



Brenda's Bonsai was a commission in 2021, continuing a mixed media experiment incorporating tumbled snowflake obsidian stones in a cement base.

A commission in 2020, *Sue's Dragon* was an experiment in a new style of sculpture, mixed with Canadian Jade and Jasper stone beads.

What is **Wholesale**?

Wholesale is buying pieces in larger quantities and receiving a discount off of the retail price of the item. Typically the larger the order is, the greater the discount.

At Rooted Romantic, the number of pieces required to meet the next level of discount include all pieces purchased by you or your business in that calendar year.

Wholesale **Rates**

Let's say we worked together on a pendant design for you to gift your clients that would retail for $25.00(+GST).

Your discount rate would be dependant on the number of pieces you are purchasing, or if the number of pieces you are purchasing brings your total pieces purchased in that calendar year to the next threshold.

# Of Pieces	Discount	Percent Off	Total Per Piece
5-9	10%	-$2.50	$22.50
10-24	20%	-$5.00	$20.00
25-49	30%	-$7.50	$17.50
50-99	40%	-$10.00	$15.00
100+	50%	-$12.50	$12.50

Please note, GST will be calculated after the discounts have been applied.

Product **Selection**

Choose from **jewellery** like pendants, earrings, rings, and bracelets; **accessories** like keychains, wine charms, pins, and bookmarks; and **decor** like wall art, paperweights, and more!

The Process

1 Getting Started

Browse the selection on the Rooted Romantic website and see if a design fits your needs.

2 Prototype and Design

If the design needs tweaks - or you have something completely new in mind - we work together to bring your ideas to life.

3 Begin Production

Once the design is finalized, Rooted Romantic begins production of your order. The time this takes depends on the size of the order. All items are made by hand.

Note: a payment of 50% of total order is required before production begins for your first order.

4 Pick Up or Delivery

If you are within Edmonton or Camrose, AB, we can arrange to meet in person, or a delivery can be arranged.

Delivery outside of this zone will be shipped through Canada Post, tracked and insured.

5 Repeat Orders - Easy!

A repeat order is easy! Just let Rooted Romantic know what you want and how many, and production begins as soon as possible.

Questions? Concerns? Jake is with you every step of the way. Reach out at any time.

I bring your ideas into reality.

Hear from **Others**

Sam - Pet Cremation Industry

"Jake with Rooted Romantic has been such a great collaborator while we are growing our pet cremation business. His willingness to work with my (very rudimentary) vision and give us a lot of great options to choose from promptly has made our partnership so easy. His work is unique and you can tell he puts a lot of effort to make each piece wonderful. We have had great feedback from our clients and I look forward to continuing our business relationship in the future."

(5 orders of 200 pieces and counting!)

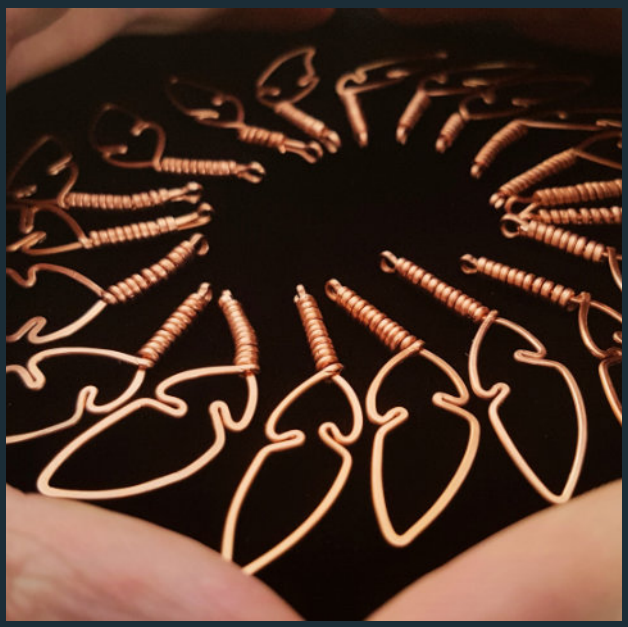
Joy - Elder Care Industry

"A few years ago I asked Jake to create six pendants in a handcrafted reproduction of the corporate logo of the company I worked for at the time. Jake provided gorgeous packaging as well, so I was able to give a classy looking gift that year. I gave two to my direct superiors, three to those who called me boss, and I kept one for myself."

(1 order of 6 pieces)

Leah - Staff Christmas Gifts

"In 2019, Jake with Rooted Romantic was commissioned to create 20 custom designed pendant necklaces for the teachers and staff at Sacred Arts. These pendants were finely crafted out of copper and the design was a feather, which is the Sacred Arts logo. Each was presented in a beautiful box and gift bag, so they were completely ready to gift to everyone, and right on time for Christmas. The feedback was very positive, and everyone was happy with their beautiful Rooted Romantic pendant necklaces!"



(1 order of 20 pieces)

Frequently Asked Questions

Is it handmade?

Yes! All items are made by hand by Jake. Thank you for supporting your local, handmade business!

Consignment vs Wholesale

Consignment is different from wholesale. Consignment is when your business displays Rooted Romantic products without paying for the products upfront - you only pay once an item sells. Rooted Romantic does offer consignment contracts, but the rate is limited to 30% off retail price.

Does the product come packaged?

Pendants and Earrings come mounted on a cardstock back, with an optional note insert - all wrapped in a neat plastic, resealable envelope.

Copper Care

Rooted Romantic uses untreated, raw copper. Copper will gain character and oxidize over time due to contact with dirt, oils, and water. Storing your piece in a dry place will slow this process. The tarnishing gives each piece character, but can be easily removed and restored to its shiny colour.

Cleaning Tarnished Copper

To avoid the tarnishing of copper, lightly scrub your copper piece with fine steel wool (readily available at hardware stores) as needed. Rinse beneath lukewarm water and gently pat dry with a clean, dry cloth.

You can use regular kitchen items as well; swirl your piece in a dish of an acidic ingredient (like soy sauce, ketchup, vinegar, and lemon juice) for a minute or two. Remove piece and quickly rinse **thoroughly** under running water. Gently dry immediately with a clean, dry cloth.

You can also purchase copper jewellery polish, or treated polishing cloths.

Keeping Copper from Tarnishing

Try not to get your copper pieces wet - I do not recommend wearing it in the shower. Take care to not touch the copper too much, especially if you have oils or creams on your hands.

Store your copper in an airtight location (like a resealable plastic bag) when not in use.

A Note on Rings

Copper rings are wonderfully stylish and compliment any skin tone. However, they can react to sweat or lotion on the hands and turn your skin green. This is harmless and can be washed off.

You can minimize this reaction by applying a protective layer of clear nail polish along the inside of your ring.

YOU
HINKING OF

Get in **Touch**

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Handmade with Care in Edmonton, Alberta.

Thank you for supporting a local, handmade business!