

# Bindle







# The Bindle Story

Unable to find gifts that supported local producers, Bindle founder Catherine decided the time was right to harness her creative energy. Following what verged on obsessive research; Bindle was born; a boutique business delivering stylish gift packages that celebrate the extraordinary talent of local artisans.

Each Bindle is a compilation of several talented individuals that brings to it his or her own personality and creativity. It's the inter-relationships that make each Bindle unique. The artisans, farmers, families, friends, and recipients.

Since its inception in 2012, Bindle has blossomed from a "corner in the room" hobby, to a warehouse operation. Remaining faithful to its network of local producers.

Good things take time. But finding them doesn't have to. Bindle brings Australian stories together and delivers them to your door.





Unique.  
Locally-Sourced.  
Sustainable.  
Handmade.



# More Than Just a Beautiful Gift

Bindle gift boxes are exceptionally wonderful to open. Every gift is individually made, layered carefully and creatively, and filled with locally made delights. The unique wrapping is reminiscent of Japanese origami with only folding and tying involved. The brown tones of the packaging bring us back to the earth that sustains us. The bronze embossed Bindle logo every bit as slick and sophisticated as the exquisitely packaged contents.

Blending sustainability with style, there is a serious philosophy behind our beautiful Bindle gifts. Passionate about promoting local artisans, Bindle prides itself on the authenticity of sourcing only boutique food, wine and design products that are proudly Australian.





# The Bountiful Benefits in Buying Local

The drive behind Bindle's passion for supporting local producers and artisans is multi-faceted. As many corporations continue to chase profit above all, Bindle had other plans. Aside from wanting to celebrate the unique work of our fellow Australian's here are some of the other important factors at play:

- Minimising Bindle's carbon footprint – helping to preserve our planet for generations to come in cutting out international air freight and using only recycled products for all of Bindle's packaging.
- Building the local economy – investing locally directly supports individuals and families and expanding the local economy helps to create growth, opportunities and jobs.
- Nurturing the local community - buying from local artisans is a personalised process and often the person who carefully crafts the products is also running the accounts and coordinating deliveries. With the same touch points at every stage of the process, suppliers turn into business partners and business partners turn into friends.
- Care in quality – Care in quality - our local producers are artists and experts in their fields, striving to always provide products of the highest possible quality.



# Our Bindles

With artistic license, gift 'hampers' are replaced by 'bindles'. Tailored around a specific theme or occasion, Bindle presents gifts for men, women, mothers, babies, and corporate clients alike. Please note: Our range is constantly evolving according to seasons and the introduction of new Australian made products. For the full range visit [bindle.com.au](http://bindle.com.au)



1. Mother to Be
2. All About the Man
3. Top to Toe
4. Love Birds
5. Pillar of Salt and Oil
6. Naughty but Nice



## Contact & Connect

info@bindle.com.au | (03) 8790 7707 | bindle.com.au

Bindle HQ  
8/1 Amsterdam Street  
Richmond VIC 3121

