HOME DECOR 2023 collection









GUARANTEED Fair trade



BERROCAL: a familiar tradition

- We are a Fair Trade Company, dedicated to the export of handmade decorative products, for the Decoration, Gifting and Hospitality Industries.
- 40 years ago, the company started making embossed leather furniture. Today we manage many of the Peruvian Handcraft Product Lines, specially the Reverse Painted Glass pieces.
- We export to more than 16 countries: USA, United Arab Emirates, India, Spain, KSA, Türkiye, Morocco, among others.
- Our work takes Peruvian culture everywhere, and contributes to improve the life of our artisans and their families.
- Each object of BERROCAL is a manifestation of the hands of its craftsmen, its cultural heritage and the expression of designs that tell part of the history of Peru.

WE ARE A FAIR TRADE ENTERPRISE

Fair Trade seeks a more inclusive, fair and sustainable development, through the promotion of production patterns and alternative and supportive consumption. Its development approach is multi-stakeholder, because it includes various players from global value chains: producers, workers, cooperatives, companies, exporters, specialized stores, importers and final consumers.

Furthermore, fair trade inspires millions and shows that a better world is possible. In itself, it represents a global business community that exists to put people and planet first.

As an organization committed to the growth of the less favored sectors, their strengthening and promoting environmental protection practices, WFTO establishes 10 principles that the organizations that comprise it must follow in their daily work, carrying out controls to guarantee their compliance.



GUARANTEED Fair trade



REVERSE PAINTED GLASS & MIRROR 2023 collection





- Painted Glass, is a technique that came to Peru in the 16th century and was made part of the cultural syncretism of the Colonial times.
- We have innovated the technique by making use of mirrors instead of glass, thus creating pieces with a better texture and sophistication in the design.
- It is ART behind the glass.
- Video of the manufacturing process: <u>https://youtu.be/vWozarqVkJw</u>





- Blocks of glass are hand painted on the back side, and then, all the blocks are assembled on a wooden structure.
- Our latest innovation, is to work this technique on mirror instead of glass. To make it, we need to take out the silver nitrate from the back side shaping the design we want, and then, the clear areas are hand painted.
- Pieces made with Reverse Painted Mirror technique, have a more luxurious and stylish appearance.
- Also, with the Reverse Painted Mirror technique, we can make aged mirror backgrounds, in different tonalities.
- Mirror, as raw material, is a little bit more expensive, than glass.

CODING SYSTEM

We have a structured coding system for our products in Painted Glass. Each code consists of 3 numbers, which provide certain information, and which also helps to make combinations of designs, shapes and color of edge (color of wood):

Example: 0381.028.0401

- 0381: HEXAGONAL ARABIC MOSAIC TURQUOISE BLUE RED
- 028: DARK BLUE EDGE
- 0401: SET OF COASTERS 6 HEXAGONAL PIECES TRAPEZIUM BOX INVERTED 10.5 X 5 X 10 CM (4.1 X 2 X 3.9IN)



XXXX.YYY.ZZZZ

- These 4 numbers mean the code of the design and colors, painted behind glass or mirror.
- These 3 numbers mean the color of the trim or edge.
- These 4 numbers mean the shape and dimensions.



REVERSE PAINTED GLASS & MIRROR 2023 accessories collection





Reverse painted glass is an art form consisting of applying paint to a piece of glass. This technique is very versatile, and there is no limits to create designs and textures on the glass.





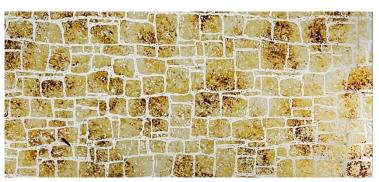


































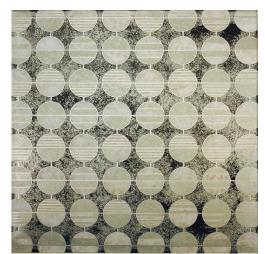


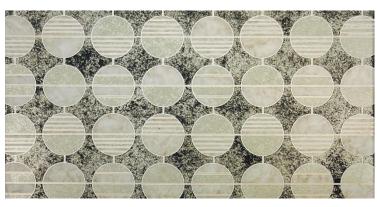










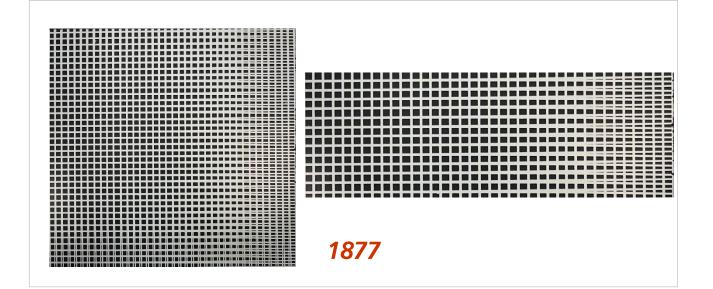


















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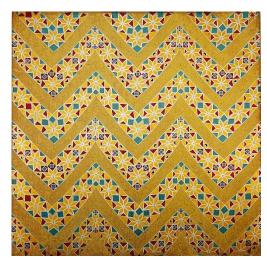






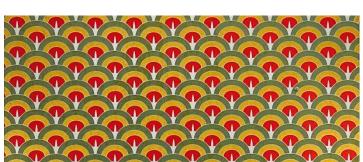
























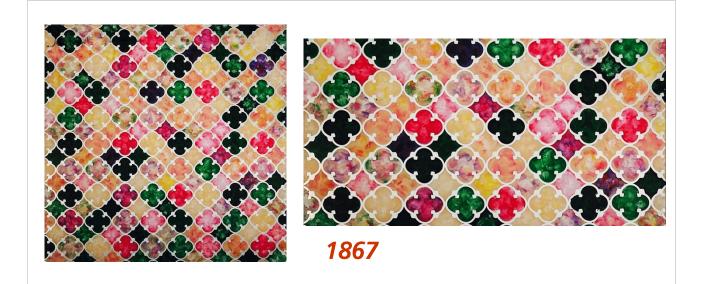




















































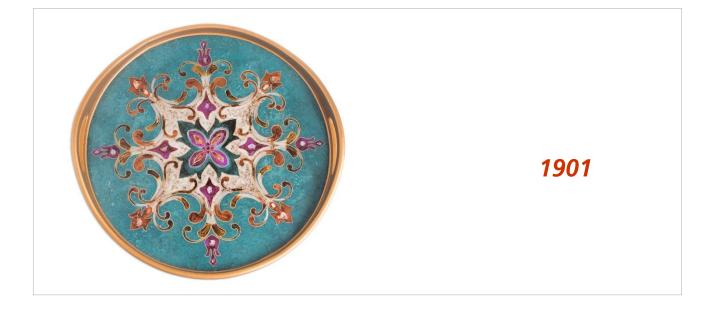








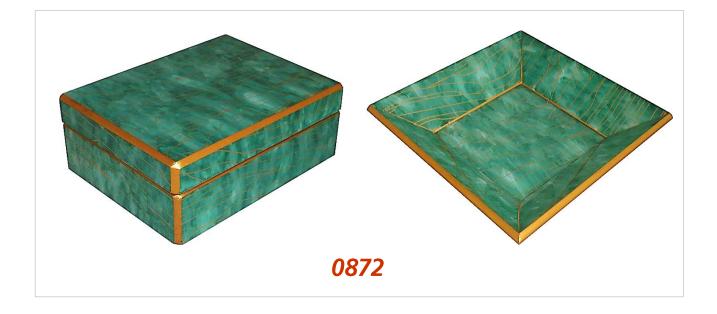
















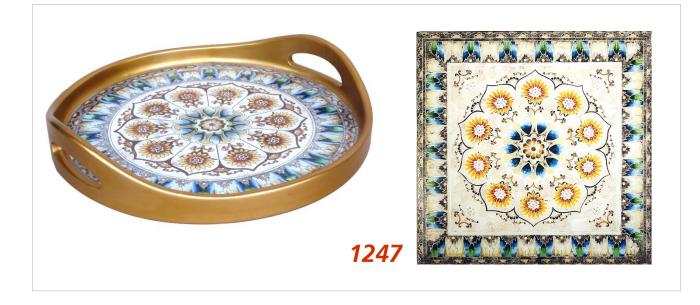




























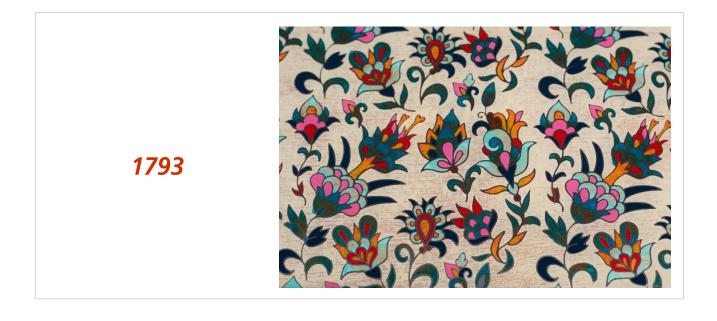














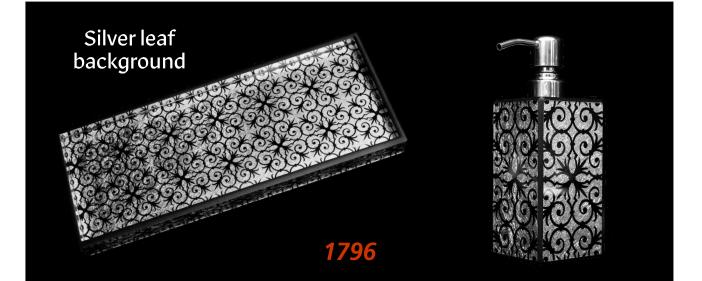








































































































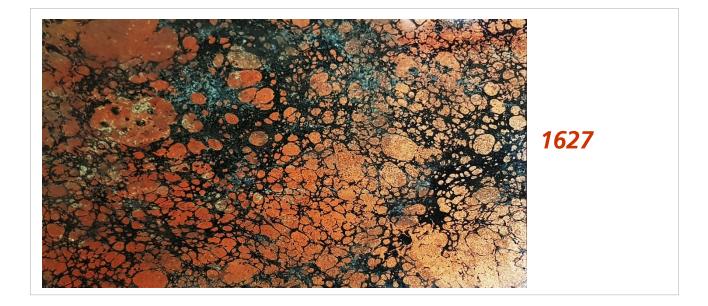










































































































EDGE or TRIM

The edge (wood color) can be painted in any color. Also can be gilded with gold or silver leaf. The best seller colors to paint the edge are: gold, champagne, silver, black, ivory and brown.

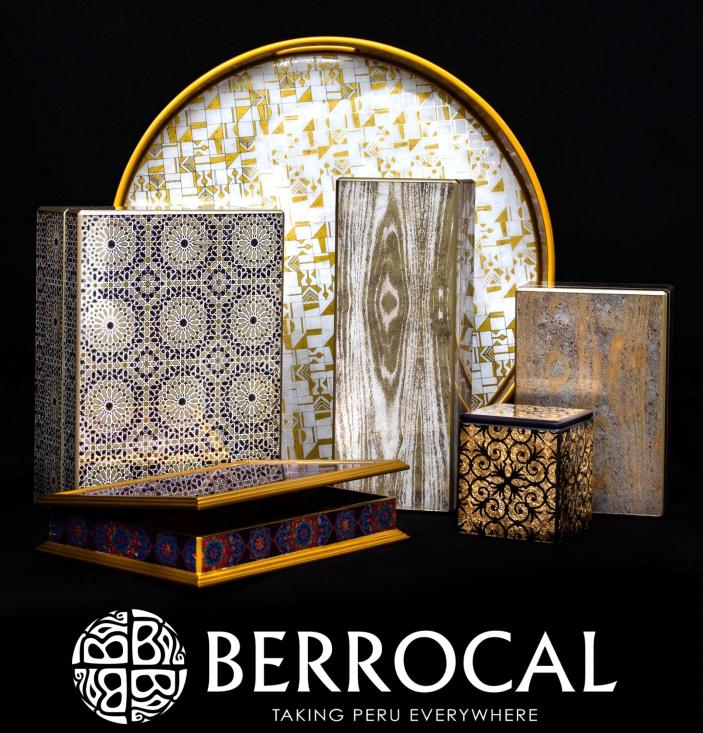


EDGE: best seller colors



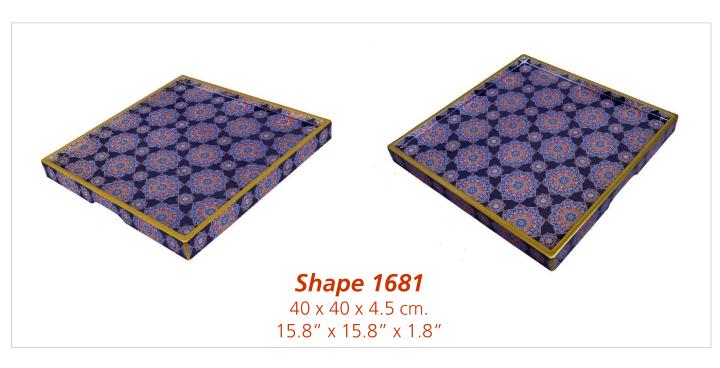
SHAPES

We have many shapes and sizes of different accessories. Any shape can be made in any size and structure, and the artwork of the design is adapted to the new dimensions.



New Shapes





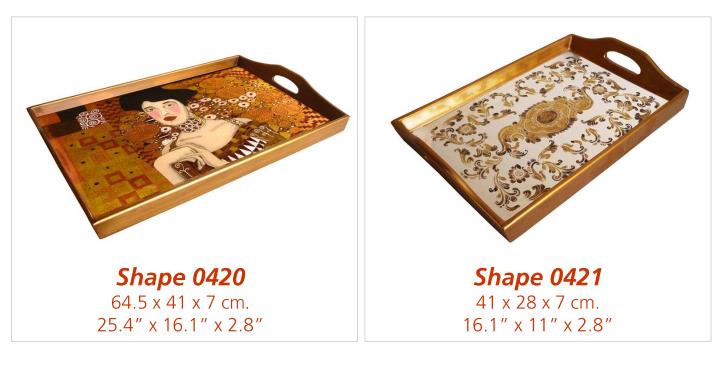












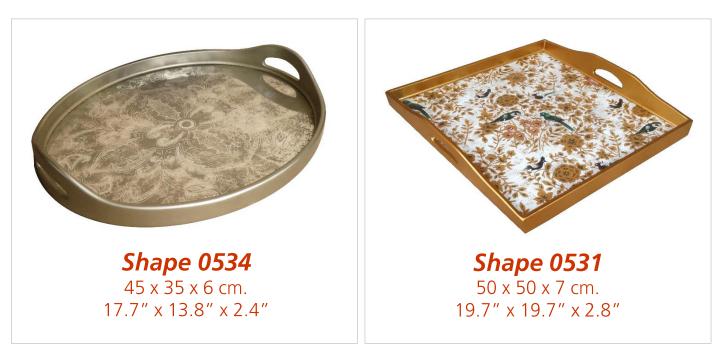




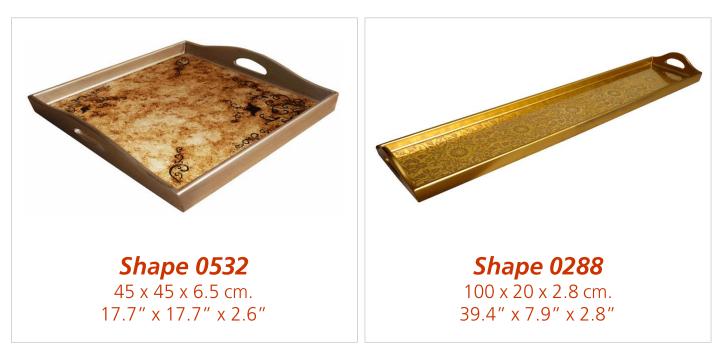
















































40 x 40 x 5 cm. 15.7" x 15.7" x 2"



Shape 0027 23 x 15 x 2.5 cm. 9.1" x 5.9" x 1"



Shape 0028 25 x 16.5 x 2.5 cm.

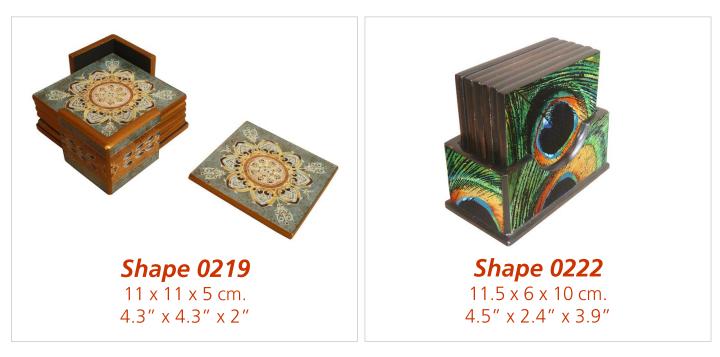
9.8" x 6.5" x 1"

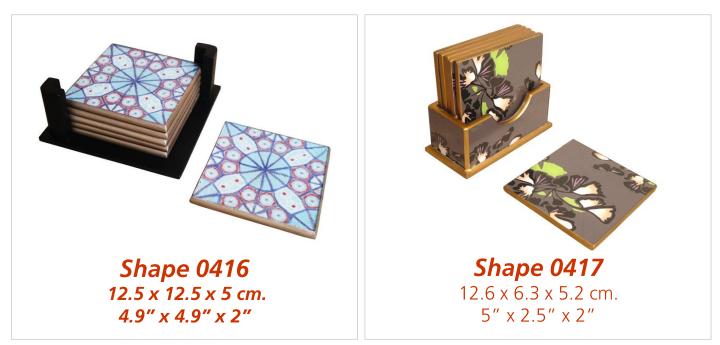


Shape 0029 27 x 18 x 2.5 cm. 10.6" x 7.1" x 1"











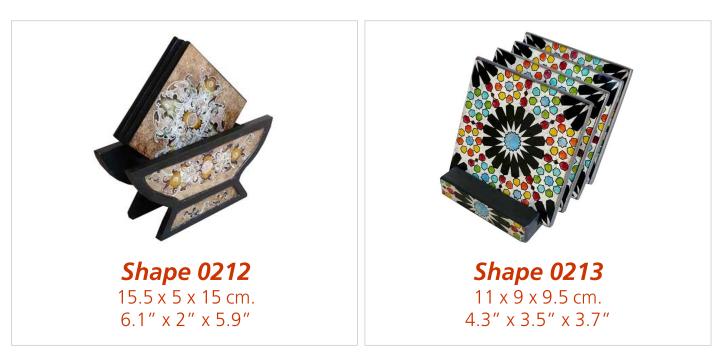


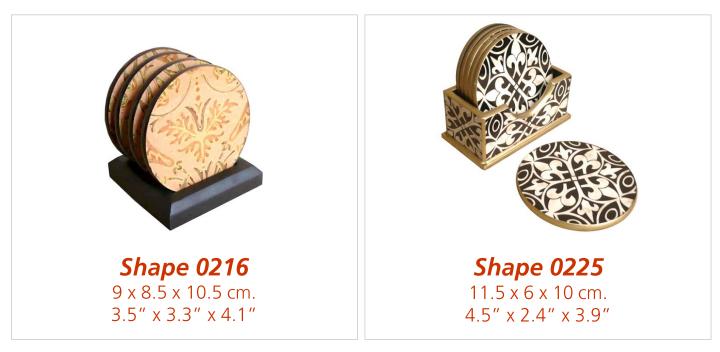


Shape 0211 10.5 x 9.5 x 4.5 cm. 4.1" x 3.7" x 1.8"













Shape 0223 11.5 x 11.5 x 5 cm 4.5" x 4.5" x 2"

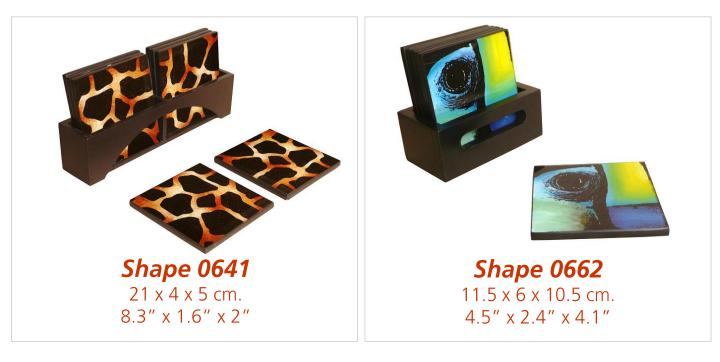


































Shape 0496 16.5 x 12.5 x 6 cm. 6.5" x 4.9" x 2.4"



13.4" x 4.9" x 4.7"











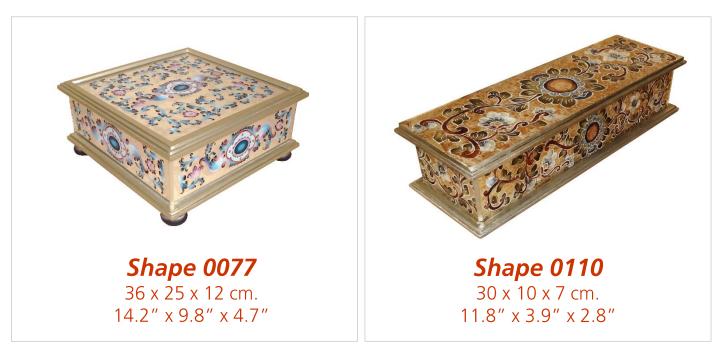












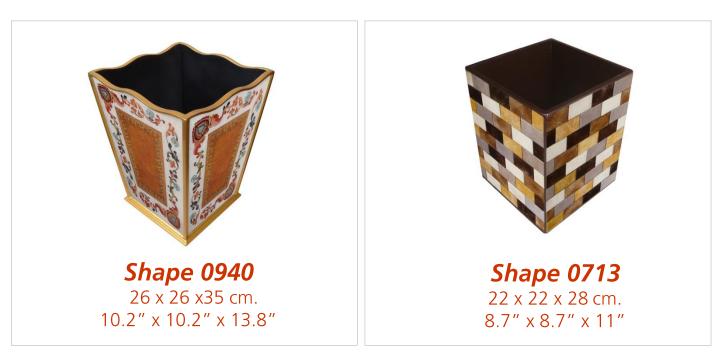












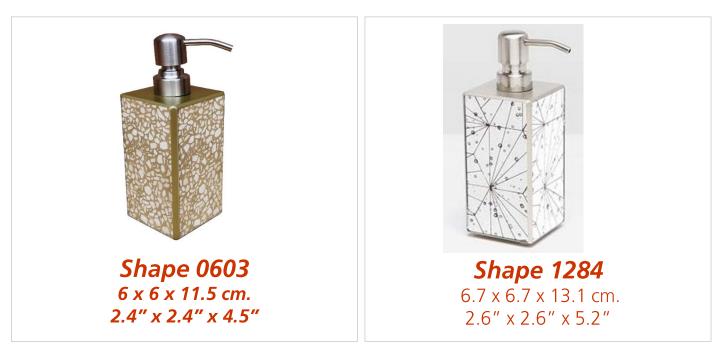
















Shape 0899 12.5 x 9 x 3.5 cm. 5.3" x 3.9" x 1.4"



Shape 1281 7.7 x 7.7 x 11.4 cm. 3" x 3" x 4.5"

Photoframes





BERROCAL

TAKING PERU EVERYWHERE



Crafts Council Peru

