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## **Fair Game: San Francisco's Mortar Agency takes on branding for TransFair USA**

**San Francisco, CA-** TransFair USA- the independent, non-profit organization behind Fair Trade Certified™ products - looks to San Francisco integrated brand communications agency Mortar to accelerate the adoption of Fair Trade labeling in the United States.

While best known for its role in transforming the coffee industry, in recent years Fair Trade Certified has grown to encompass more product categories which have become fixtures in the U.S. marketplace- including tea, sugar, cocoa, flowers, wine and much more.

“We have succeeded in developing an alternative and viable marketplace rooted in the guarantee that farmers and workers are given fair prices and wages,” says Bob Sleasman, VP of Marketing, TransFair USA. “As our product categories continue to increase, we will be looking to Mortar for fresh insights about the Fair Trade customer, and new and innovative ways to market Fair Trade labeling here in the US.” [www.TransFairUSA.org](http://www.TransFairUSA.org)

### **About Mortar**

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations and immersive tactics that defy boundaries and amplify budgets.