

*fernwood*TM
NEW ZEALAND

Supplying hand crafted souvenirs since 1969

Tree Fern Product Catalogue



✓ MADE IN NZ



✓ NO MOISTURE



✓ ECO FRIENDLY

Heat Treated for Export
Declare at Customs

Made from native New Zealand tree fern wood, the Black Mamaku.

Take a fresh look at Fernwood...



Fernwood was rebranded in 2007, from New Zealand Ponga Craft, to our new name and highly recognisable market brand Fernwood New Zealand.

Fernwood is a totally unique, niche, kiwi made keepsake, which provides an interesting dramatic point of fascination and difference with in the tourism retail sector. The Black Mamaku Tree Fern is unique to New Zealand, and is possibly the only species of its kind in the world to be successfully crafted into a truly unique souvenir.

Much like the Paua shell, which has been around for years, Fernwood too has enjoyed resurgence in popularity, with tourists and locals alike. This has much to do with the natural iconic kiwiana look and feel of our products, together with a commitment from our team towards continuous improvement of the range, based on customers feedback, to our ever expanding and changing range of products.

Introduction & Species Identification

We look on Tree Ferns as a special feature of New Zealand bush.

The Silver Fern is an established iconic national symbol and is just one of our Tree Ferns. We have ten main tree fern species in NZ, eight of them are found only in this country.

Of our two especially large Tree Ferns, the tallest and most magnificent is the Black Mamaku (*Cyathea Medularis*). It grows to 20 metres high with a graceful umbrella of fronds spreading way up in the bush canopy. The stripe and rachis of each frond is black and shiny and the leafy parts are shiny green above the matt green below. Beneath the outer bark of the trunk, which is exceptionally hard, is found the multi coloured patterns of horseshoe shaped scars which each frond leaves as it grows then dies and falls off after about 2 years.



Orders and enquiries
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Retailing Fernwood Products

Fernwoods' retail sales are at their best where the operators are able to take advantage of their own distinctive environment, (ie the scenic beauty of bush or our rich Maori culture). Being able to demonstrate the relationship of the Ponga's natural patterns to Maori carvings, or highlighting the Koru design with the emerging frond of the tree fern, are keys to success in sales. Our most successful operators incorporate a special showcase of our native tree ferns within their tour frame work, thus ensuring the product is sought out for purchase in the final stages of the customers visit.

We take pride in providing free of charge, eye catching up to date branding & point of sale information, and have learned over the years to stress the importance of keeping the Header Board in a prominent position with well displayed product. We have proved tourists relate to our product well with the tree fern image.

We recommend displays are located away from windows and other sources of direct sunlight. We can provide either standard or custom built retail display stands (conditions apply).

Maori History

It is believed the early Maori copied the pattern of some species of ponga for their tattoo work. They also used the hard flint-like portion for shaping into spearheads to hunt mainly native wood pigeons. Several other Maori uses of the Mamaku tree fern are known. The pith of the trunk was an important food source, first steamed in a hangi and then often dried, improving the flavour which resembles the taste of coconut.

This same pith has been widely used either raw or cooked as a poultice for sores and wounds.

The fibrous cone of matted aerial roots at the base of the mamaku was split into slabs to form a rat proof lining, for food storage pits, and the logs provided an abundant ready source of building materials.

Manufacture of Tree Fern Souvenirs

Fernwood New Zealand is a family business established in Cambridge in 1969. We have perfected the secret of capturing natures beautiful patterns.

The native Black Mamaku which grows abundantly in our area is selectively harvested from private bush lots in small sustainable regenerative batches. Back at our studio, the hard outer bark is removed to reveal the distinctive multi-coloured pattern, as each log is different; it is then individually shaped by hand on lathes by skilled crafts people, before undergoing a controlled heat curing process. This kiln drying stage brings out the colour and texture you now see, part of which are the cavities or pits peculiar to this attractive natural material.

The dry product is taken through further hand finishing and quality control processes to produce a range of over 50 different articles for distribution to the tourist retail market, each article truly a unique memento of our beautiful and culturally rich land.

Care of the Finished Article

Ponga Tree Fern souvenirs should be treated similar to other interior wood product, i.e. keep out of intense heat and moisture. Some items in our vase range are available with a plastic liner insert; these can have water inside, and now has a special candle holding shelf built in as a second valuable selling feature. To help the article retain its colouring and character we recommend to avoid direct sunlight. Do not leave a lit candle unattended.

As with other wood type products normal customs clearance procedures should be followed. This is highlighted for customers to easily understand and follow, on the product labels. Whilst the ponga is not chemically treated in any way, the product is heat treated; this effectively preserves the product and eradicates any parasites.



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Tapered



Mini Koru Pot

Code: 134



Koru Pot
50mm in height.

Code: 133



Koru Pot
70mm in height.

Code: 132



Petite Taper
100mm in height.

Code: 110



Tane Pot
100mm in height.

Code: 129
129L*



Slim
175mm in height.

Code: 127



Squat
175mm in height.

Code: 126



Smaller Taper
200mm in height.

Code: 1250
1250L*



Medium Taper
280mm in height.

Code: 124
124L*



Large Taper
350mm in height.

Code: 123
123L*

*L = Improved waterproof liner with new candle holder feature



Fluted



Rangi Small
50mm in height.

Code: 131



Rangi
100mm in height.

Code: 122
122L*



Petite Elegant
100mm in height.

Code: 112



Papa
125mm in height.

Code: 1200



Curve
140mm in height.

Code: 121
121L*



Papa
175mm in height.

Code: 120



Elegant
200mm in height.

Code: 119
119L*



Grand
200mm in height.

Code: 118
118L*



Colony
280mm in height.

Code: 117
117L*



Stately
360mm in height.

Code: 116
116L*

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Mauri



Petite Mauri

70mm in height.

Code: 115



Pen Holder

100mm in height.

Code: 128



Mauri

200mm in height.

Code: 1251
1251L*



Mauri

280mm in height.

Code: 1252
1252L* new



Mana



Rustic

200mm in height.

Code: 1312
1312L* new



Rustic

280mm in height.

Code: 1313
1313L* new



Square



Square

70mm in height.

Code: 1301



Square

100mm in height.

Code: 1300
1300L*



Small Rustic Square

50mm in height.

Code: 1302



Medium Rustic Square

70mm in height.

Code: 1303

*L = Improved waterproof liner with new candle holder feature



Square



Large Rustic Square

100mm in height.

Code: 1304
1304L*



Modern Square

80mm in height.

Code: 1305



Modern Square

100mm in height.

Code: 1306



Modern Square

140mm in height.

Code: 1307



Rustic Tiki Jar

100mm in height.

Code: 1308



Lidded



Square

80mm in height.

Code: 100



Square

100mm in height.

Code: 101



Square

140mm in height.

Code: 102

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Lidded



Mini Bowl

Code: 104



Jewellery Bowl

Code: 103



Large Jar

Code: 105



Small Jar

Code: 107



Candles & Tealights



Scented Candle & Base
Choice of four scents

Code: 113



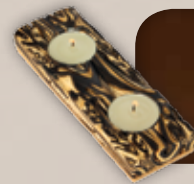
Tealight Candle
Cranbury or Vanilla

Code: 310



Waka Tealight Slab
3 Candles, Cranbury or Vanilla

Code: 315



Waka Tealight Slab
2 Candles, Cranbury or Vanilla

Code: 315A



Warrior
100mm vase with T lite.
Cranbury or Vanilla.

Code: 1310L*



Warrior
140mm vase with T lite.
Cranbury or Vanilla.

Code: 1311L*

*L = Improved waterproof liner with new candle holder feature



Candles & Tealights



Waka Candles
Choice of 4 scents

Code: 316

new



Small Arched Tealight
Choice of 2 scents
vanilla or cranberry

Code: 317

new



Large Arched Tealight
Choice of 2 scents
vanilla or cranberry

Code: 318

new



Straight



Tattoo Pot
100mm in Height

Code: 136



Straight Cylinder
200mm in height.

Code: 140



Small Straight Cylinder
100mm in height.

Code: 140A



Straight Vase
200mm in height.

Code: 138

new

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Accessories



Ponga Iti - Memory Stick

Code: 137



Keyring Assorted

Code: 414



Book Marks

Code: 415



Rustic Key Holder 250mm long with 4 hooks

Code: 418



NZ Double Sided Photo Holder

Code: 421



Business Card Dispenser / Passport Holder

Code: 422



Pukeko

Code: 423



Kiwi

Code: 424



Ponga Coaster Holder and glass coaster set

Code: 425

new



Assorted Fridge Magnets

Code: 433

new



Hot Pot Ring

Code: 420

new



Ponga Pen with Magnet

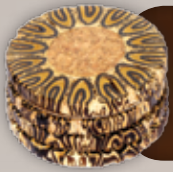
Code: 431

new

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Accessories



Set of 4 Ponga Coasters

new

Code: 426



Single Ponga Coaster

new

Code: 427



Calendar

new

Code: 432



Picture Stick 100mm long

new

Code: 428



Picture Stick 160mm long

new

Code: 429



Picture Stick 210mm long

new

Code: 430



Tree Fern Wall/Desk Clock

new

Code: 434



Fernwood Display Rack

With magnetic backing board



Tree Fern Cube Desk Clock

new

Code: 435



Tree Fern Wedge Desk Clock

new

Code: 436

Clocks are
supplied
gift boxed



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Point of Sale

Price List / Order form

An up to date price list and order form is available for retail stockists' on request



Catalogue

Online full colour images of our range are available at no charge for shops with online stores.



Shelf Talkers x 4



Shelf Statement

Environmentally sustainable



Header Board

This tells the ponga story



Swing Tags

Kiln Dried, Export Safe + Product information



Fernwood Display Rack

With magnetic backing board



Ponga retail display stands are available at no extra cost on request, conditions apply

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