



Our cow mascot 'Boefje'

If you sell products you need imagery. For our very first official collection shoot, almost ten years ago, we decided to picture our eye-catching Glossy Jumbo pottery. To emphasize our Dutch roots we thought it was nice to put a few of these pots in a typical flat Dutch scenery, which was situated next to our office back then. Before we knew some curious cows joined and we ended up with pictures of pottery surrounded by cows. As these were the first images we used, they became key images of the brand. People started to recognize us by the cows and 'the cow' as the epitome of our Dutch origin, became part of our identity.

With having a new visual appearance we imagined it would be amusing to highlight the relation between Pottery Pots and the cow. That's why we came up with the idea to adopt a real cow. At 'The Hartstocht', a farm company situated in the shadow of Amsterdam, we found a beautiful cow named 'Boefje'. From now on she will be our mascot and you can follow her on our social media channels.



Meet our cow mascot 'Boefje'.