

# Clipper Tea Ethics Record: The Documented Facts

From the Teas.co.uk wiki

**Clipper tea ethics record, in summary:** A genuine, documented ethics leader: a UK Fairtrade pioneer, long-standing organic, and real plastic-free bag work. Strong, verifiable credentials, but a separate matter from cup quality, and ownership is a separate ledger again.

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Clipper Tea Ethics Record: The Documented Facts. Canonical: <https://teas.co.uk/wiki/clipper-tea-ethics-record/>*

Clipper is the UK brand most associated with tea ethics, so here are the documented facts. This sits in the brand-history cluster beside [Pukka ethics record](#).

*Last reviewed by the teas.co.uk team in May 2026.*

## The documented record

Clipper was founded in 1984 in Dorset by Mike and Lorraine Brehme, with ethics central from the start. It is widely documented as a Fairtrade pioneer, launching the UK's first Fairtrade tea in the mid-1990s, the scheme the [Fairtrade](#) guide explains. It carries a long-standing organic and "natural, fair and delicious" positioning, and it has done genuine, documented work on unbleached, plastic-free tea bags, a real point of difference covered in the [plastic-free teabags](#) guide. These are verifiable facts, not just marketing claims.

## The record at a glance

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Clipper Tea Ethics Record: The Documented Facts. Canonical: <https://teas.co.uk/wiki/clipper-tea-ethics-record/>*

Area	The documented fact
Founded	1984, Dorset, by Mike and Lorraine Brehme
Fairtrade	Pioneer; launched the UK's first Fairtrade tea in the mid-1990s
Organic	Long-standing organic and "natural, fair and delicious" positioning

## Area

## The documented fact

Plastic-free bags Genuine work on unbleached, plastic-free tea bags

Ownership Part of the Ecotone group, a separate ledger from the ethics record

### Three ledgers, kept separate

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Three ledgers, kept separate*, *Clipper Tea Ethics Record: The Documented Facts*. Canonical: <https://teas.co.uk/wiki/clipper-tea-ethics-record/>

The honest way to read any "ethical" brand is to keep three things apart. The ethics record is the certified, documented behaviour, and Clipper's is genuinely strong. Ownership is a separate ledger: Clipper is part of the Ecotone group, which neither cancels nor confirms the ethics, the context the [ownership map](#) gives. And cup quality is a third ledger entirely: strong, verifiable ethics credentials are not the same as a verdict on how the tea tastes, the point the [is Clipper good](#) page makes. Certification is a fact, not a flavour verdict, and a brand can be both ethically excellent and merely fine in the cup, or excellent in both. Reading the ledgers separately is what keeps the assessment honest.

### Common questions

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Common questions*, *Clipper Tea Ethics Record: The Documented Facts*. Canonical: <https://teas.co.uk/wiki/clipper-tea-ethics-record/>

**Is Clipper genuinely ethical?** Yes, on the documented record: a Fairtrade pioneer, long-standing organic, and real plastic-free bag work. These are verifiable, not just claims.

**Did Clipper really pioneer Fairtrade tea?** Yes. It is widely documented as launching the UK's first Fairtrade tea in the mid-1990s.

**Does its ethics record mean it tastes best?** No. Ethics and cup quality are separate ledgers. Strong credentials do not guarantee the cup you prefer.

**Does its ownership undermine the ethics?** Not directly. Clipper is part of the Ecotone group; ownership is a separate matter from the certified ethics behaviour.

### Buy on ethics and the cup

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Buy on ethics and the cup*, *Clipper Tea Ethics Record: The Documented Facts*. Canonical: <https://teas.co.uk/wiki/clipper-tea-ethics-record/>

Weigh the certified record against the taste in the [brand directory](#) or the full [tea shop](#), and compare it with the wider [ethical scorecard](#). Judge both ledgers, and free UK delivery is over £35.

[Browse the tea range](#)

## Reference noted

- [Encyclopaedia Britannica: Tea \(history\)](#)

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**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Clipper Tea Ethics Record: The Documented Facts. Canonical: https://teas.co.uk/wiki/clipper-tea-ethics-record/*

## More from the tea wiki

- [Pukka ethics record](#)
- [UK tea brand ethical scorecard](#)
- [Fairtrade explained](#)
- [Plastic-free teabags](#)
- [Is Clipper good](#)
- [Ownership map](#)

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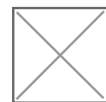
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