








# Curlicue

# Bespoke Gift Wrap

Sustainable gift wrap solutions  
designed for your brand and business

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# Why sustainable gift wrap matters

Before we get into "why Curlicue" we believe it's essential to address the sustainability elephant in the room when it comes to gift wrap. In the UK, we throw 277,000 miles of wrapping paper into landfill during the festive season alone (source: Biffa, December 2018). That equates to over 100 million rolls. As it breaks down, this wrap pollutes our environment with plastics and toxic inks. Here's how:

- Poor-quality virgin paper fibre is often used to reduce the cost. To strengthen the paper, a coating of plastic is added to the paper. Once this gloss / laminate plastic coating is added, the wrap is fused with plastic and cannot be recycled.
- It is difficult to find 100% recycled material wrap that can be recycled again. This is due again to the inclusion of unrecyclable materials to make the wrap cheaper to produce.
- Foiling is made from plastic and so once bonded to wrapping paper, renders the wrap unrecyclable.
- Traditional inks are made from fossil fuels and require the use of toxic chemicals which pollute the environment
- Most gift wrap is made by industrial plants in Asia, with very little ethical and environmental transparency along with a high carbon footprint for delivery to the West.

66% of consumers consider sustainability a top value driver behind a purchase decision (source: Environmental Sustainability in Business report 2022, Simon-Kutcher) so brands must put sustainability at the fore when creating products and merchandise. Consumers are scrutinising brands and businesses' practices of manufacturing, from materials used, supply chain transparency, slave labour practices and environmental impact.

By purchasing UK made, brands and businesses are able to meet the high expectations of customers, get a much faster turnaround for products and support UK businesses. Curlicue is your one-stop shop for all things sustainable gift wrap. Here's how we could help.

# About Curlicue

Founded in 2019, Curlicue set out to create sustainable gift wrap that also prioritises high-quality design.

Creating a plastic-free gift wrap product was our initial aim, but we went further with a holistic approach to sustainability; from the materials we use, to where our products are made, to the type of ink we use.

We began by creating our own gift wrap products, which we retail DTC via our website and through traditional wholesale and distributor channels. With the increasing demand for sustainable products, we know first-hand that consumers are searching for everyday ways they can buy consciously, particularly when it comes to the gifts they are giving.

Brands and businesses need to meet these consumer demands, which means sourcing sustainable products that are ethically made and consciously created. Curlicue provides this solution for your gift wrap products and packaging for gift products. Overleaf you'll learn about our sustainability values.



# Sustainability Values



## **100% recycled material, that is fully recyclable**

We use 100% recycled material that is FSC certified recycled. By using recycled materials we reduce deforestation & save full grown virgin trees that sequester carbon. We also leave our gift wrap uncoated so that it can be easily recycled again.



## **Plastic-free**

We do not use any plastic elements in our gift wrap products to stop plastic pollution. Most gift wrap products are coated in plastic (to strengthen the poor-quality paper fibre) or contain foiling and/or glitter which are made from plastic. This plastic-infused wrap cannot be recycled, so it ends up in landfill, where the plastic elements break down into micro-plastics and pollute the earth's ecosystems.



## **Vegetable ink**

We use vegetable ink because it's non-toxic, kinder to the environment and not derived from petroleum, a fossil fuel. This means no animal products are used in our inks. In addition to its environmental benefits, vegetable ink also produces high-quality prints. It has a lower viscosity than traditional ink, which means it spreads more evenly on paper and produces sharper and brighter colours.



## **UK made**

We work with British makers that have impeccable sustainability standards. We do this so that we have a trusted supply chain, fair labour practices and also support the UK manufacturing industry. It also means we have faster turnaround times and a lower carbon footprint.



# Products

We can offer brands and businesses a multitude of bespoke sustainable gift wrap products thanks to our commitment to UK manufacturing.

In the following pages, you'll see some of the most popular products but the world of gift wrap is your oyster! If you have an idea, talk to us about it. We'll do everything we can to make it a reality.

All our products meet our sustainability values; made in the UK, with 100% recycled materials



# Wrapping paper



Wrapping paper is the core product when it comes to gift wrap. All our wrap features a reverse print with cutting lines (much appreciated by consumers), the trusted Curlicue brand logo and the recycling symbol so that people receiving the gifts are aware it is fully recyclable.

- Standard wrapping paper sheet size 50cm x 70cm and Extra Large wrapping paper sheet size 100cm x 70cm
- Sheets can be supplied flat for hanging or folded for stacking or as part of packs
- MOQ for sheets is 1000 sheets per design at 100gsm
- Roll wrap is available in 50cm or 70cm width in bespoke lengths
- Rolls can be supplied for retail as hanging with a sombrero hole or boxed to be placed on the shop floor
- For gift wrap services we can provide roll wrap on a core with 50cm or 70cm width and in bespoke lengths
- MOQ for rolls is 5000m per design at 80gsm as standard or 100gsm if required

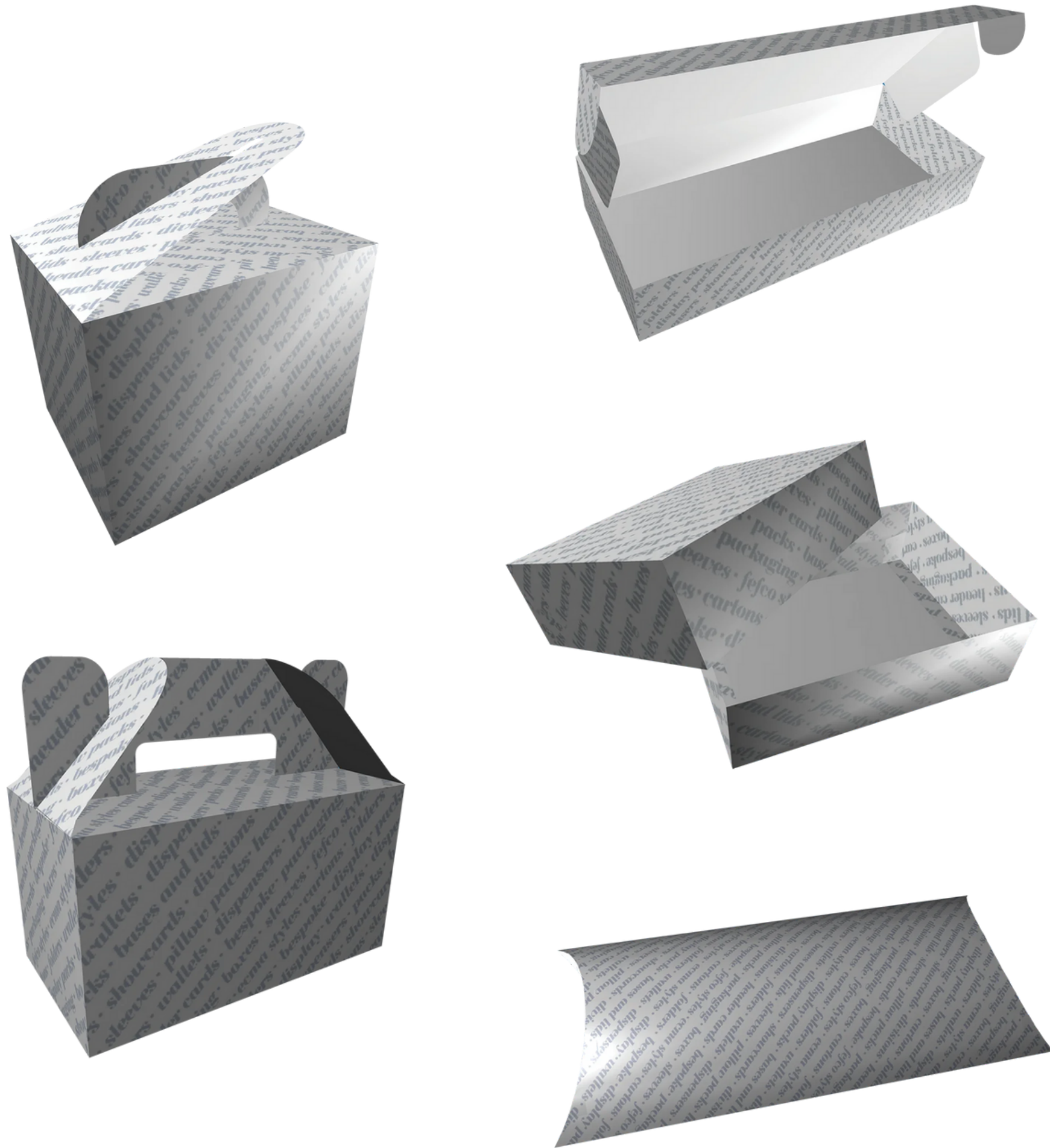


# Gift tags

When it comes to gift tags, the possibilities are almost endless. Our standard gift tags are folded tags and swing tags, as pictured here. We recommend creating gift tags in sizes and styles that complement your gift wrap range and seasonality.







# Gift boxes

Gift boxes are a versatile solution for retail as well as for packaging for gift products.

We will work with you to create the optimum size gift box based on your products and/or typical basket content.

- Bespoke sizing
- Eco-friendly biodegradable glue
- 500gsm card stock as standard
- MOQ 1000 boxes per design & size



# Accessories



Sustainable accessories for gift wrap are an important add-on item when it comes to gift wrapping.

Our tape options include eco-friendly plastic-free double-sided tape (ideal for professional gift wrapping) and sustainable paper tape.

Ribbon and twine accessories are also available with a variety of options. Our ribbon and twine options include paper ribbon and cotton twine.

All sizes for accessories can be bespoke, including ready for gift wrapping services and retail-ready with branded packaging (see Curlicue tape and twine example pictures).



# Gift wrap bundle

Bundles of gift wrap that include all items needed to wrap a gift. This can be a bespoke combination of your choice, but our typical bundle includes:

- Two sheets of folded gift wrap
- Two folded gift tags
- Two swing gift tags
- 150cm twine
- 150cm eco-tape

The bundle can be packaged as standard in a recyclable cardboard sleeve with sombrero hole or cellulose plant-based clear wrapping that is biodegradable.

MOQ is 1000 per gift wrap design.



# Gift wrap service

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Gift wrap services made excellent add-on services, particularly around Christmas time. With sustainability being increasingly important to consumers when they buy from a brand, a sustainable gift wrap service makes an ideal add-on service for both in-store and e-commerce.

We can help create a gift wrap service that meets your specific needs and requirements. Whether that's large rolls of wrapping paper, to sheets of wrap, tissue paper, hand-made gift bags, gift boxes and beyond.

# Unboxing possibilities

Do you have an idea for something that we haven't mentioned here? Let us know, we'll be able to help. There are many possibilities when it comes to gift wrap, so if you have an idea share it with us. We'll likely have a way to make it a reality in the most sustainable way.

## Fabric Wrap

Fabric gift wrapping, also known as furoshiki, is a traditional Japanese method of wrapping gifts using cloth. It is an eco-friendly and stylish alternative to traditional wrapping paper that has gained popularity around the world. We can create bespoke fabric wrap in the UK using eco-friendly inks and materials that can be sold as products or use for gift wrapping services (for example, cloth gift bags).

# Our process

How we'll work with you to create the perfect gift wrap for your brand and business





1

## **Creating an indicative quote based on your requirements**

We'll work with you as closely as you'd like to work out the product combinations and quantities you'd like to order. Once you're happy with the initial quote, we'll get started on Step 2 which is all about the detail .



2

## **Samples, contracts, timescales and initial designs**

We'll work with you to iron out the details, from when the gift wrap needs to be with you to how it needs to be packaged. When it comes to the design, you can provide the artwork to our specs or we can collaborate with your in-house design team or you can use one of our specialist designers to bring your designs to life.



3

## **Sign-off, merchandising and anything else you may need**

Once artwork has been provided, we'll set it up and share proofs with you for approval. Once approved your order will be with you in the agreed time period - which could be a matter of weeks. We can also help with gift-wrapping training for your staff and merchandising for your retail store. We're here to help however you need.



# Next steps

Talk to us about what you need and what gift wrap products you'd like to order for your business. Simply get in touch using the contact details below and be sure to include; the total quantity of products per design, the total number of designs and delivery requirements.

If you're unsure about how to progress, we would happily discuss what we think might work for you. For some businesses, we have undertaken a consultancy project to help understand the best way forward. From understanding the best-selling products from the past to the optimum combination of products to stock and even to redesigning their gift wrap offering in-store and online. If you would like us to help you in this way, please get in touch.

**Let's talk!**

James Stewart: [james@curlicue.uk](mailto:james@curlicue.uk) | Hema Stewart: [hema@curlicue.uk](mailto:hema@curlicue.uk)

0208 176 6089



# A bit more about Curlicue

London-based  
business



Female  
founded



As featured in

**Good Housekeeping**

**COUNTRY HOMES**  
& INTERIORS

**GLAMOUR**



**INDEPENDENT**

FOOD & LIVING  
**Vegan**

**BuzzFeed**

**Ideal Home**

**Stationery**  
MATTERS

**PlantBased**  
the VEGAN food revolution

**CraftBusiness**