

Curlicue

Beautiful sustainable
gift wrap & accessories

curlicue.uk



Contents

About Curlicue	3
How to order	3
Our values	4
Press & Media	7
Product information	8
Merchandising	11
Everyday gift wrap	13
Seasonal gift wrap	34
Terms and conditions ...	42

Hello!

Thank you for your interest in Curlicue!

In this catalogue you'll learn about Curlicue's values and approach to creating our beautiful sustainable gift wrap.

We have 27 gorgeous designs for you to choose from. We look forward to talking to you about which ones are your favourites.

Hema

Founder of Curlicue



About Curlicue

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

Creating a plastic-free 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. Over the next few pages we explain everything you need to know about us and our why...

How to order

1. **Take a look through this catalogue**
2. Fill in the order form that was sent with this catalogue (if you need an order form please email [**wholesale@curlicue.uk**](mailto:wholesale@curlicue.uk)) and **complete payment**
3. We'll confirm your order via email and confirm a shipping date

Please see our Terms & Conditions on page 42 for further information ahead of placing your order.

For every wholesale order placed with us directly, we offset shipping carbon emissions with Ecologi.



Sustainability values



100% uncoated recycled paper, that is fully recyclable
Using recyclable 100% recycled paper reduce deforestation & saves trees



Plastic-free
No plastic elements are used in our products and shipping to stop plastic pollution



Vegan
We only use vegetable ink because it's non-toxic, kinder to the environment and not derived from fossil fuels



UK made
For a lower carbon footprint using a waterless and chemical-free printing process

4 reasons to choose our sustainable gift wrap

Choosing UK made: the majority of gift wrap sold in the UK is mass-manufactured outside the UK.

Transporting those products to the UK leaves a huge carbon footprint. With our UK made gift wrap our carbon footprint is low. Our printer is also ISO14001 accredited which means they meet the International Standard for Environmental Management Systems.

Going plastic-free: most wrapping paper has a plastic coating or contains plastic elements such as glitter and foiling. These plastic elements are bonded to the paper, which is why it can't be recycled. Instead, it must go to landfill where the plastics break down into microplastics, and make their way into the Earth's ecosystems and harm the planet. Curlicue gift wrap is plastic-free so it's easily recycled and doesn't harm the earth.

Using recycled paper: recycled paper saves fully grown trees being cut down. By leaving fully grown trees alive they can continue capturing CO2, reducing greenhouse gas carbon dioxide in the Earth's atmosphere. Curlicue gift wrap is made from 100% recycled paper and because it's plastic-free it is fully recyclable.

Being Vegan conscious: traditional ink is derived from petroleum which is a Fossil Fuels. Made from the remains of dead plants and animals, Fossil Fuels are very harmful to the environment. Curlicue uses vegetable-based ink instead, so we don't harm the environment and do not use animal-derived products which makes our products vegan.

Design values

Our unique approach

We assess trends and identify motifs that make prints versatile so that they can be used for different occasions

Bespoke, exclusive designs

We work with independent designers on the designs we use on our gift wrap featuring our chosen motifs and themes, making those designs exclusive to us

We collaborate

By working with artists and illustrators to create beautiful prints and patterns, we create a product that is beautiful and keeps consumers front of mind



Press & media attention

COUNTRY HOMES
& INTERIORS



INDEPENDENT

BuzzFeed

coast

"Best for beautiful design. With so many gorgeous designs, it's tough to pick just one favourite, but we did especially like the "stars at dusk" wrapping paper. It's fresh and vibrant – a nice alternative to more traditional festive colours and characters. As expected, there's a great quality to the paper too, which adds to its luxe effect."

GLAMOUR

Good Housekeeping*

STATIONERY
Matters

The Independent, December 2021

PlantBased
the vegan food revolution



Craftbusiness
THE LEADING TRADE TITLE FOR THE CRAFT INDUSTRY

Curlicue

Our products

The paper we use for our wrapping paper and gift tags is 100% recycled, plastic-free and fully recyclable. All the 100% recycled paper is derived from responsibly sourced forests by our ISO 14001 accredited printer. Our printer is based in the UK and prints with vegetable ink with a waterless and chemical-free printing. Being UK made our products have a lower carbon footprint.

Additional products, such as the twine, tape and self-seal compostable bags, are made by our suppliers and meet Curlicue's values of being made in the UK and being plastic-free.

All products have unique barcodes purchased via GSI.

WRAPPING PAPER

Our beautiful wrapping paper sheets have our gorgeous designs on the front and cutting lines on the back for easy use. We also have the recyclable logo on the back so that consumers know it can be recycled. A small image on the corner tells the consumer that the wrap is made from 100% recycled paper.

Choose between flat sheets of wrap for hanging or folded sheets of wrap for stacking.

Flat sheet: 70cm x 50cm.

Folded sheet: 25cm x 17.5cm opening to 70cm x 50cm

FOLDED GIFT TAGS

Folded gift tags that perfectly match each wrap. Each folded tag is provided with a strip of plastic-free tape on the back for easy use when sticking onto the wrapped gift. If you'd prefer without tape, just let us know when placing your order.

Gift tag: 5cm x 6.5cm folded opening to 10cm x 6.5cm



SWING TAGS AND TWINE

Swing tags and cotton twine add the perfect finishing touch to a gift. You can purchase each separately or get a bundle with both packaged together.

The swing tags have a hole in the top to thread the cotton twine through when tying the twine around the gift.

Swing tag: 5.5cm x 8.5cm

Swing tags with a hole punched in the top to thread the cotton twine through and a printed design on one side and a blank side for writing a message

Cotton twine: 150cm in length

100% natural cotton twine made in the UK. This biodegradable and compostable cotton twine is made in the north of England, with the entire process supporting British businesses; from the weaving of the yarn to making and hand-dyeing the twine.

Swing tag and twine bundle would include:

2 x swing tags

1 x 150cm twine

Packaged together in a 85 x 115mm self seal compostable bag

GIFT WRAP BUNDLE

A bundle of eco-friendly and sustainable gift wrap which includes wrapping paper, swing tags and cotton twine - everything needed for the perfect gift wrapping. The swing tags have holes punched in the top to thread the cotton twine through when tying the twine around the gift.

This gift wrap bundle includes:

2 x 70cm x 50cm folded sheets of wrapping paper

2 x 5.5cm x 8.5cm swing gift tags

2 x 150cm cotton twine

1 x 150cm of plastic-free double sided sticky tape

Packaging is a cardboard band in a 260x305mm self seal compostable bag.

If you'd like to create your own bespoke bundle, please let us know and we can provide a quote for you.



Accessories



PLASTIC-FREE DOUBLE SIDED TAPE

Plastic-free tape is a must for sustainable gift wrapping and double-sided tape is the secret weapon of seasoned gift wrappers. Our plastic-free tape brings the best of both worlds together.

Our double sided tape is high tac and is easy to peel with a wider 'fingerlift' backing. The tape is solvent-free, acid free and non toxic. Made in Yorkshire, the tape disintegrates in the recycling process, meaning the paper can be recycled again.

Length: 1.5m or 50m roll
Width: 9mm on 15mm backing

SELF-SEAL COMPOSTABLE BAGS

These self-seal compostable bags are perfect for housing gift tags and other delicate items. Made out of EN13432 Compostable film, the bags are made from vegetable starch. The bags are fully biodegradable, so it's advised prolonged exposure to humidity is avoided, as well as excessive heat, moisture and light to maximise shelf life.

Dimensions: 85 x 115mm for tags | 260x305mm for wrap
Flap: Self Seal 24mm lip | Self Seal 40mm lip
Thickness: 30Mic PLA Bio Film



Merchandising

Need some help creating the perfect place for your Curlicue gift wrap? We will help.

Creating an appealing display of Curlicue gift wrap

When you place an order with Curlicue, our team will be on hand to help you work out the best way to display it. Whether you have limited wall space, need a tabletop solution or have another challenge, we can advise you and make recommendations that will get customers to pick up gift wrap while shopping in your store.

Crafting what you need

We have a lovely bunch of small businesses we work with to create the display you need, so everything we suggest will be a bespoke solution. We'll talk to you about what you need and then work with our partners to create the perfect items. Whether that's a wrapping paper stand made from reclaimed wood, a sustainable wicker basket for rolled sheets of wrap or a recycled cardboard stand for a counter.

Communicating Curlicue's eco-credentials

Ensuring your customers understand the sustainability values of Curlicue gift wrap products is a must. We'll provide strut cards and signage you need to make sure your customers know you are selling sustainable products because you care about the planet.

We'll also help your staff understand Curlicue better so that they can advise customers about Curlicue gift wrap better and secure those sales. Our founder Hema (pictured on the right) can come into your store to share more about Curlicue products in person and we'll also share a video about Curlicue products that your team can watch anytime.



Christmas ready

For our full Christmas range please turn to page 34



Everyday Occasion gift wrap



Stars at Dusk

BESTSELLER

SKU: SDU



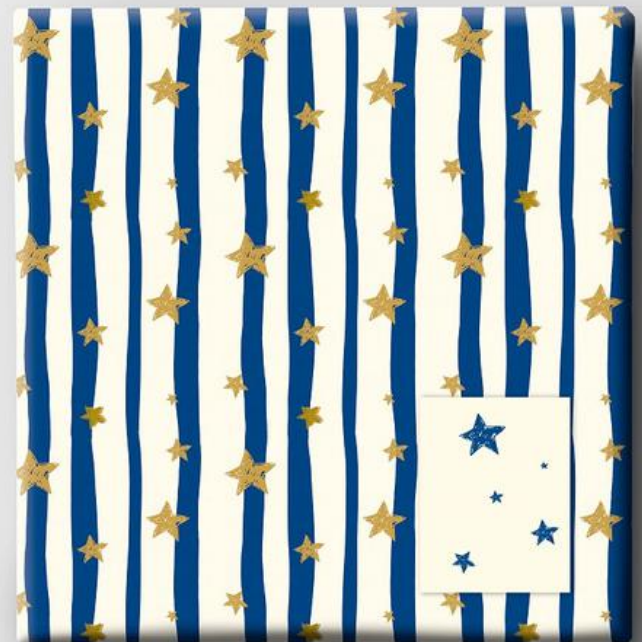
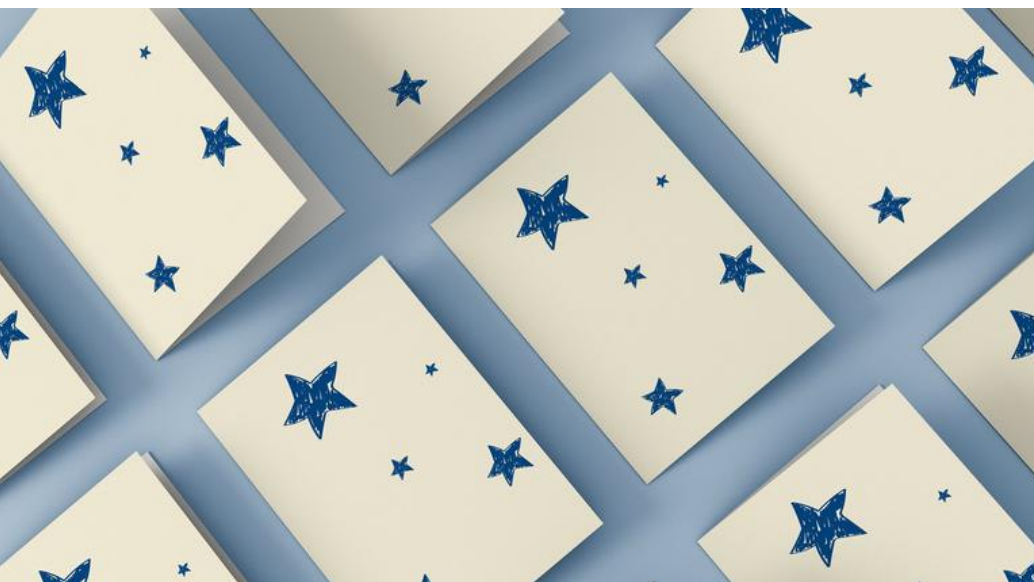
Our star prints are beautiful and elegant. This print, Stars at Dusk, is a versatile and adaptable print for any occasion. Its twin print Stars at Dawn is a complementary gift wrap.

Perfect for:

Father's Day, Birthdays, Hanukkah and a twist on a festive print for Christmas



INDEPENDENT



Stars at Dawn

SKU: SDA

The twin print of Stars at Dusk, this gift wrap design is versatile and can be used for any special occasion.

Perfect for:

Birthdays, Diwali, Eid, Christmas





Zest for Life

SKU: ZFL



Zest for life is a beautiful birthday print. A bright orange design with illustrations of cakes, candles and banners, this gift wrap print can be used for people of all ages.

Perfect for:

Birthdays, bright and quirky gifts



Thistle be a great birthday

SKU: THB



Inspired by the electric purples and greens of Scotland's national flower, the thistle, this beautiful happy birthday design will make any celebration feel special.

Perfect for:

Birthdays, gifts from Scotland and gifts for people who are Scottish



Baby Dragons

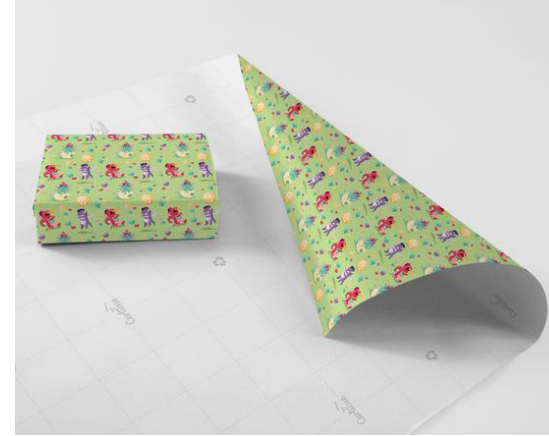
SKU: BDR

Baby Dragons are the cutest way to celebrate births, birthdays and other special moments - for children and dragon lovers of any age.



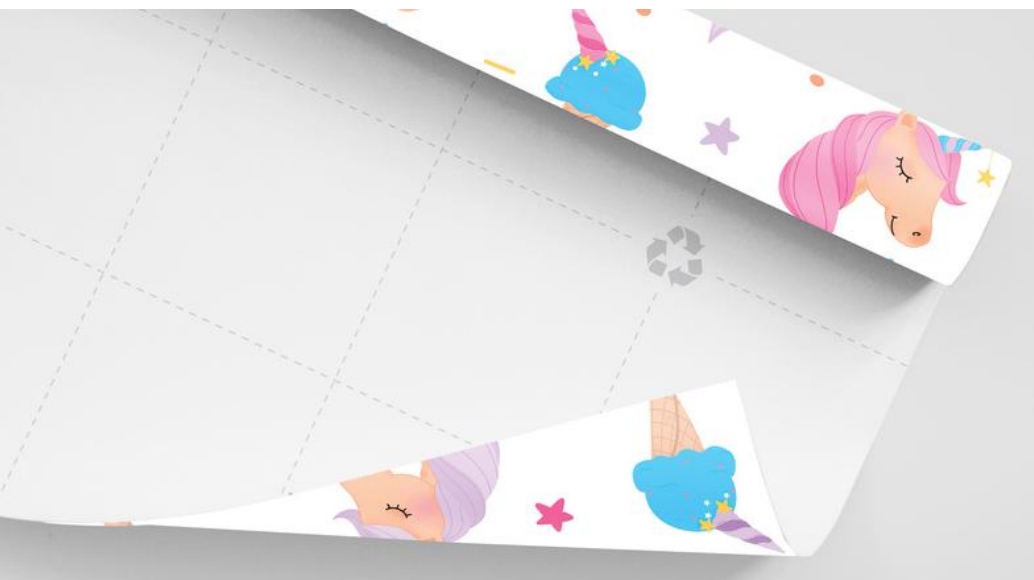
Perfect for:

Children's birthdays, fun loving adults, quirky baby shower gifts



Sprinkles of Magic

SKU: SOM



Unicorns are becoming more and more popular - and not just with kids! This fun-filled print is the perfect gift wrap for people of all ages.

Perfect for:

Kids, birthdays and special events



Dino-Roars

SKU: DNO



This roar-some dinosaur gift wrap design is a versatile print for kids of all ages. An ever-popular motif Dinosaurs are here to stay.

Perfect for:

Kids, Birthdays and special gifts



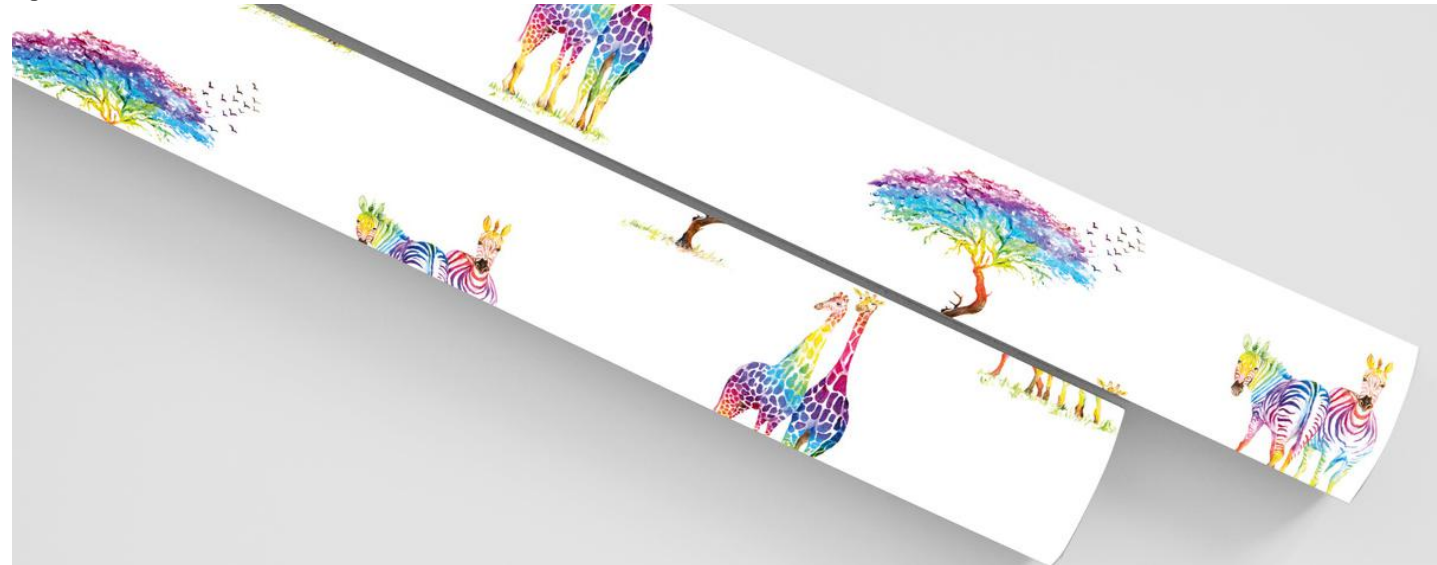
Savannah

SKU: SAV

Created in collaboration with Artist Philly, who was born in South Africa and is now living in the UK. With her signature rainbow style, this gift wrap is features giraffes, zebras and acacia trees which feature in the Savannahs of Africa.

Perfect for:

Animal lovers & everyday occasions



BESTSELLER

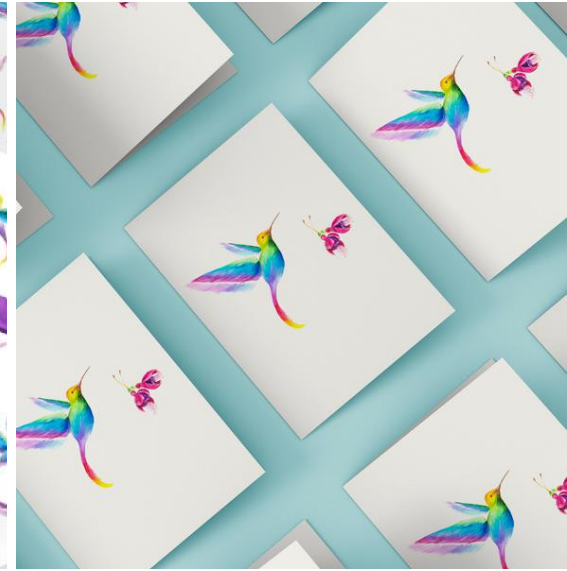
Hummingbirds

SKU: HUM

Created by Artist Philly in her signature rainbow style, this eye-catching print features Hummingbirds and Fuchsias. This beautiful print is versatile and ideal for special occasions all year round.

Perfect for:

Nature lovers, birthdays and everyday occasions



Special Delivery

SKU: SPD



This gorgeous design is a contemporary twist on the traditional stork delivering a baby. Inspired by the increasingly popular Japanese crane, this gift wrap gives us a stylish design to welcome new babies to the world.



Perfect for:

Baby showers and new baby gifts



Reader's Delight

SKU: RDE

This design is the perfect wrap for book lovers and treat lovers alike. This bright and cheery print is sure to brighten up anyone's day.

Perfect for:

Book lovers, world book day, book gifts and everyday occasions



Sporting Legends

SKU: SPL

The perfect gift wrap for the sport obsessed. Diverse and eclectic, the illustrations of sportspeople on our gift wrap will make everyone feel included.

Perfect for:

Sporty kids and adults, birthdays and sport-related gifts.



Blush Blossoms

SKU: BBL



Our beautiful blush blossom design is great for gift wrap all year round, but it's particularly perfect for mother's day. The lovely blush colour and white flowers are inversed for the tag for contrast.



Perfect for:

Mother's day, birthdays and everyday occasions.





Daffodil Daze

SKU: DDZ



In collaboration with artist Vivek Contemporary we created this bright and wonderful Daffodil design. Ideal for Easter and versatile gift wrap for floral fanatics.

Perfect for:

Easter gifts. St David's Day gifts, gifts from Wales and people who are Welsh or have Welsh heritage



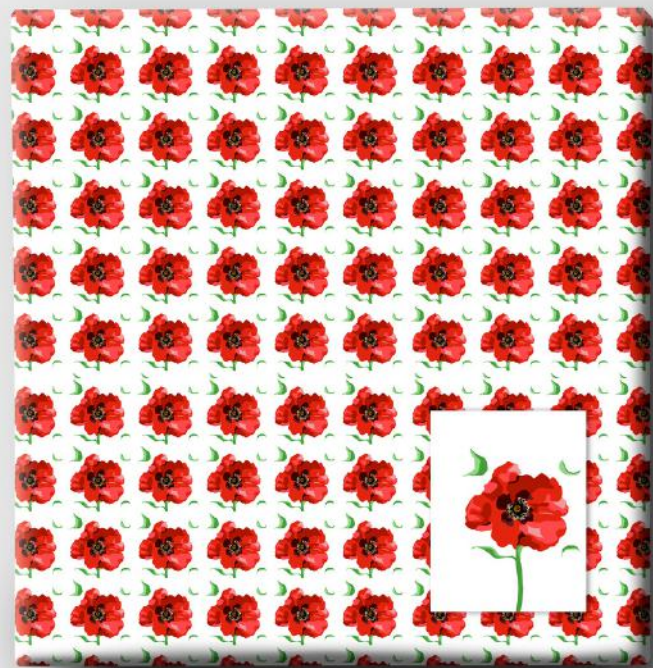
Remembering Roy

SKU: ROY

Remembering Roy is for the heroes and heroines in all walks of life. Featuring beautiful poppies created by artist Vivek Contemporary.

Perfect for:

Poppy lovers, floral fans and special gifts to remember loved ones



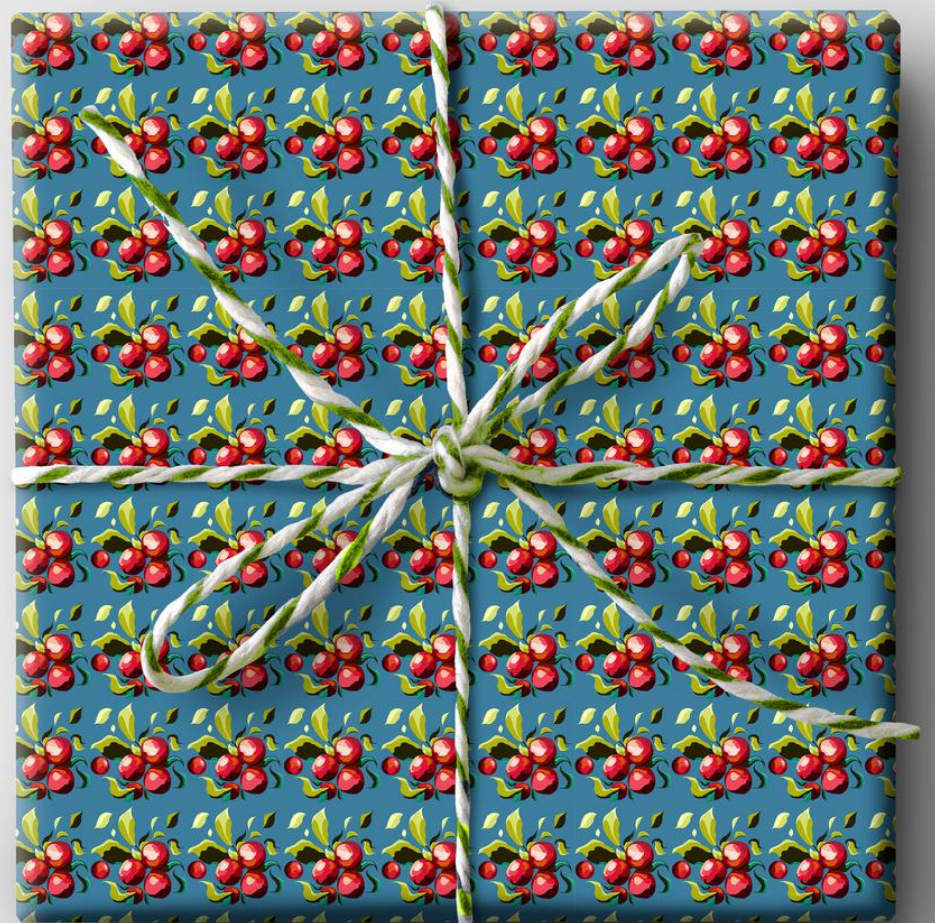
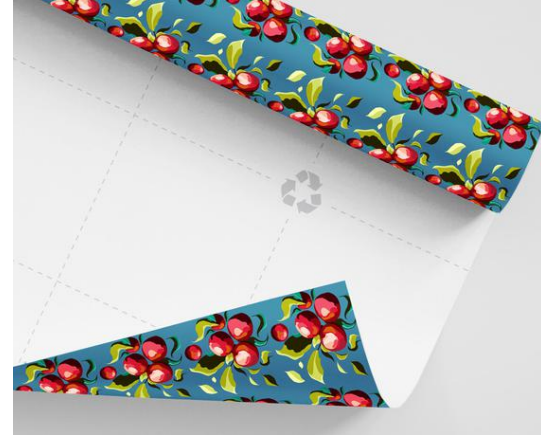
Punnet of Plums

SKU: PPL

This lush and plummy design has a sophisticated and psychedelic edge — a beautiful and versatile design, perfect for any occasion.

Perfect for:

Birthdays, special occasions,
Autumnal gifts





Hearts

SKU: HEA



This heart-warming print and its twin print, Proud Hearts, were designed to be inclusive and versatile; for all people and all occasions.

Perfect for:

Valentine's Day, galentine's day, wedding gifts, anniversary gifts and other occasions celebrating love.



Proud Hearts

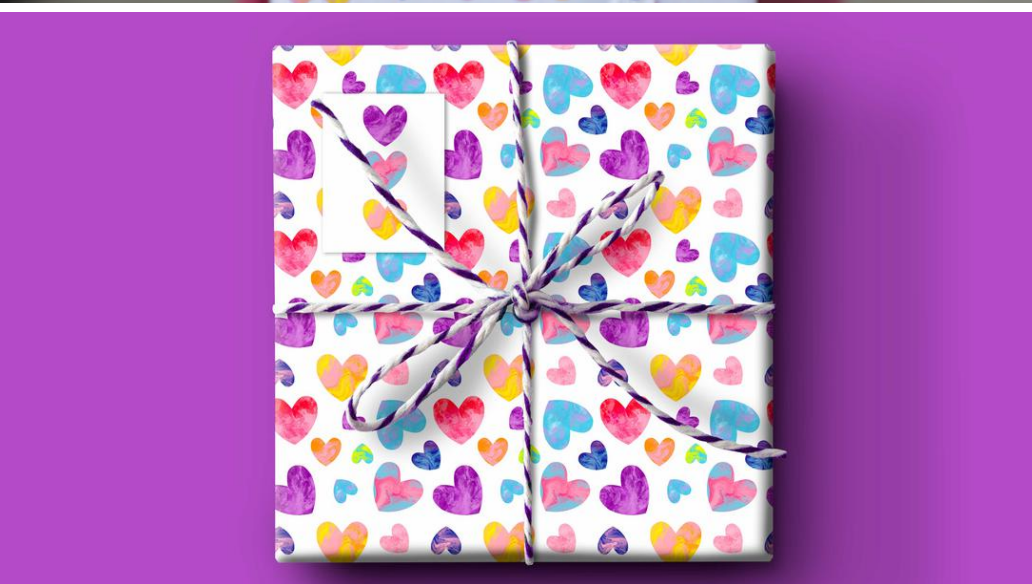
SKU: PRH



Proud Hearts is inclusive and versatile with its captivating rainbow colours. The perfect pair for its twin print, Hearts.

Perfect for:

Valentine's Day, galentine's day, Pride, wedding gifts, anniversary gifts and other occasions celebrating love.



Sweet Love

SKU: SWL

This quirky design features items from a movie night. Cute and fun, our Sweet Love wrapping paper is perfect for all love birds.

Perfect for:

Valentine's Day, galentine's day, wedding gifts, anniversary gifts and other occasions celebrating love.



Mandala Cosmos

SKU: MCO



Our newest print takes on the modern psychedelic trend with its bold colours and pattern. Lifestyle and product images coming soon.

Perfect for:

Birthdays, gifts for special occasions, Raksha Bandhan, South Asian weddings, Diwali gifts.



Seasonal gift wrap



BESTSELLER

Nutcracker

SKU: NUT

FEATURED
IN:

GLAMOUR

The Nutcracker inspires memories of the joy of childhood at Christmas with a classical motif. This exquisite print is the perfect gift wrap for people of any age.





COUNTRY HOMES
& INTERIORS

Bauble Noire

SKU: BAU



With a galactic feel, our Bauble Noire print catches your eye with its stunning, ornamental print. The ideal decoration for gifts given at Christmas.



BESTSELLER

Winter Woodland

SKU: WWO



One of our bestsellers, this intricate design with its snow scene and beautiful animal artwork; the Winter Woodland design brings all the beauty of a snowy woodland landscape to under your tree.



Good Housekeeping



Pawfect Present

SKU: PAW

Our polar bear print can't help but tug on your festive heart-strings with their cuteness! This adorable design won't fail to light up your seasonal scene and bring smiles to your loved ones.



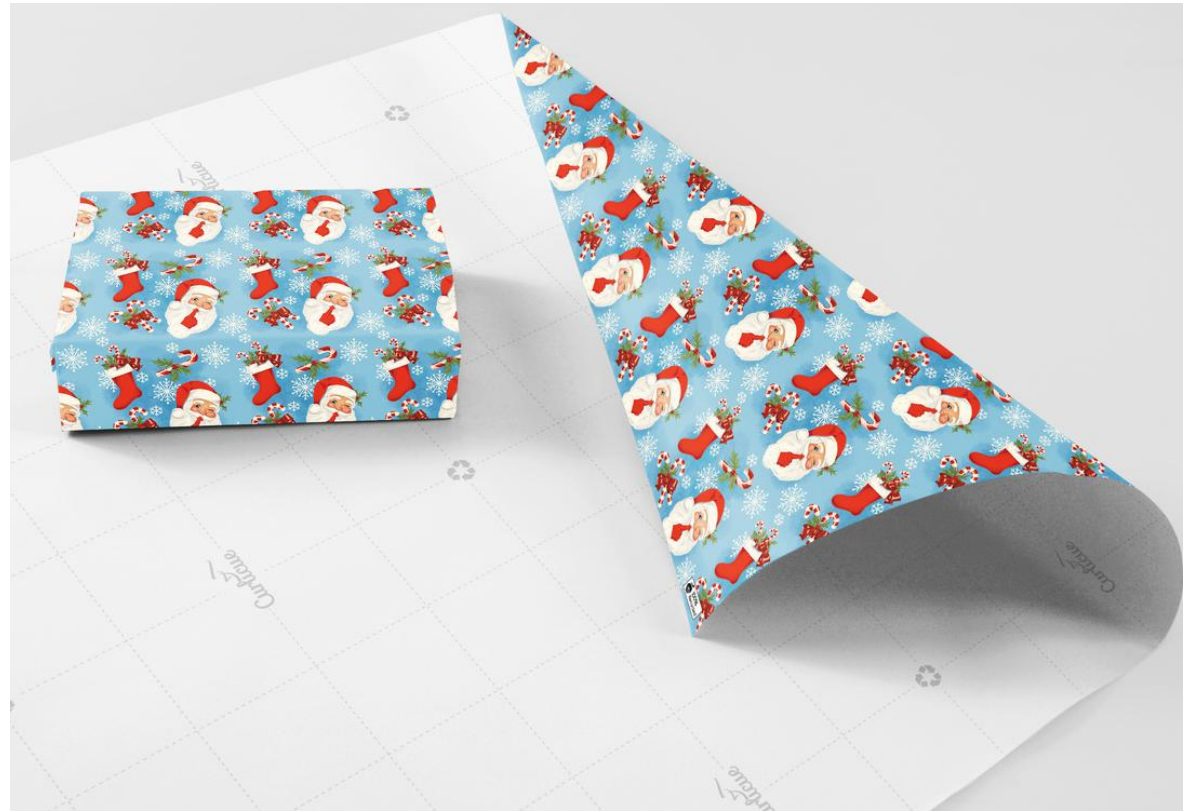


Secret Santa

SKU: SSA



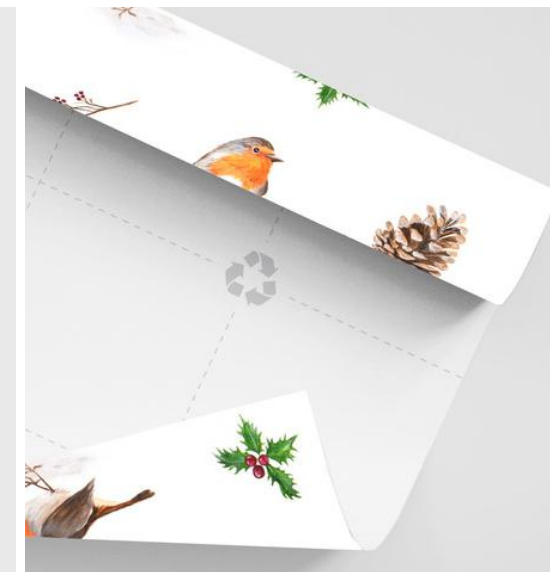
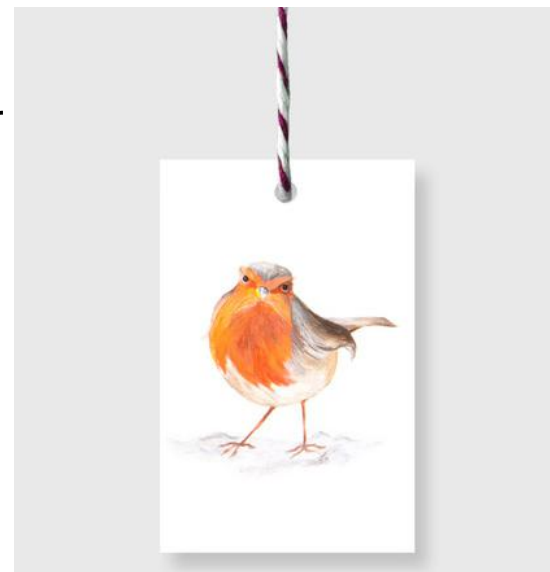
This retro print will help keep any gift a surprise. With our sassy Father Christmas leading the way, nothing says festive fun like our Secret Santa print.



Christmas Robins

SKU: CRO

Robins have become a joyous symbol for Christmas and make for a fun festive design, but is versatile enough to be an autumnal gift wrap too. This special Christmas Robin design has been created for Curlicue by Artist Philly.



Festive Buddies

SKU: FBU



Our jolly snow people are sure to make friends and family chuckle! A fun print with a popular motif, this Christmas design is ideal for all ages.



Terms & Conditions

Minimum order: £50 ex VAT plus carriage, which will be quoted when you enquire via our order form. Please order in multiples of our pack sizes: 10, 25 or 100.

Carriage paid: £300 ex VAT to one address in the UK Mainland only. Orders outside the UK mainland will be charged carriage at cost. A quote will be provided when you enquire.

Payment terms: Proforma. An invoice will be issued.

Please note that we are not VAT registered currently. We will be registering for VAT in the coming months. Please contact us to discuss this if required.

Merchandising: We will work with you to help you merchandise our gift wrap and teach your team about Curlicue's products and values through video and written collateral and in-person sessions when possible.

Lead-time: Orders will be dispatched within 7 working days from receipt of payment. Please note that at busy times of the year and for large orders, this might be longer. We will always let you know when we confirm your order.

Returns: All orders are firm sales unless the products arrive faulty or damaged in which case you have 7 days from receipt of your delivery to inform us of any issues.

Contact us: wholesale@curlicue.uk or 0208 176 6089

Let's talk!

wholesale@curlicue.uk

0208 176 6089

Interested in bespoke gift wrap?
Speak to our founder Hema Chauhan
on 07515 952 516 or email hema@curlicue.uk