



paraffle

craft kits & accessories

2026 WHOLESALE CATALOGUE





Hi...

...and thanks for taking a peek at Paraffle's wholesale catalogue!

Founded in 2016, Paraffle makes entry-level craft kits which appeal to customers of all ages - even those who have no experience in crafting. Each kit is a compact, travel-friendly gift.

In the past 3 years, our B2B sales to existing stockists have increased threefold, and we continuously update our range to reflect what our stockists want.

The craft sector boomed in 2020, and has continued to thrive since then. In 2025:

- over half of adults had done an arts and crafts activity in the past 12 months (Mintel 2025 report)
- 25% of people took part in arts and crafts at least once a month (MIND and Hobbycraft 2025 report)
- 8.8 million British people use arts and crafts to actively improve their mental health (*ibid*)

All of the kits in our wholesale offering are suitable for beginners, and come with everything needed to complete a project (except scissors!).

Sustainability, social responsibility, and strong design are at Paraffle's core. We use organic fabric, with a traceable supply chain. We use sustainable, FSC certified materials in our packaging and printing; and we have a number of charity partnerships (across these, we have raised over £100,000).

Thank you for championing a small UK business - I look forward to working with you!

Sammy
x

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Paraffle: *noun, Scots (archaic)*

1. An extravagant display; 2. Embroidery

Handmade in
Scotland

Organic &
ethically
made
fabric

UK Carriage
Paid (inc.
Highlands &
Islands)

Over 1,200
5 star
reviews

Hoop Kits

Larger projects to create
wall hanging art



Church Lane

Hoop Kits contain: 6 inch embroidery hoop, organic fabric, DMC thread, embroidery needle, felt, pre-printed pattern, stitch guide, key & instructions with photos.

Packaging: brown kraft paper bag, 19cm x 19cm x 2cm.



Victoria Street



Viaduct



Country Cottages



Highland Cow



Bee



Cherry Blossom



Elephant



Whale



Puffin

Mini Kits

Small projects to create
DIY ornaments.

Embroidery

Mini Embroidery Kits contain: 3 inch embroidery hoop, organic fabric, DMC thread, needle, felt, pre-printed pattern, instructions

NEW



Sheep



Teacup

NEW



TOP
SELLER

Squirrel



Bee

TOP
SELLER



Robin



Dog

TOP
SELLER



Cow



Owl



Daffodil



Puffin



Butterfly



Thistle

Mini Kits

Cross Stitch



Coo



Teacup



Dog



Bee



Robin



Thistle



Owl



Puffin

Mini Cross Stitch Kits contain: 3 inch embroidery hoop, 14 count Aida fabric, DMC thread, needle, counted cross stitch pattern and instructions.



Packaging measures
10.5cm x 10cm x 2cm



A book titled "needle minder" is shown. The cover is light blue with a pattern of small red sewing-related icons like needles, thread, and scissors. A large, detailed illustration of a yellow and black bee is prominently displayed on the cover.

Lightbulb One



Thistle

Robin

Haystack



Ginger Cat



Black Cat

Tabby Cat



Naggie

Dog



Bee



Pineapple



Elephant

Rainbow



Fox



Hare



Unicorn



l lama



Flamingo



Whale

Whale

Tote Kits

Selected designs are also available as tote bag kits: crafty, sustainable, and functional.

Our tote kits include an Earth Positive bag: organic cotton, ethically traded, and carbon neutral manufacturing.

All of these kits are suitable for beginners, and include everything needed to complete the project - except scissors!

All kits are
beginner
friendly



Available designs:

Highland Coo

Puffin

Elephant

Bee

Whale

Fox



Custom Kits

We're also able to offer location- and business-specific custom designs. Get in touch to discuss your ideas and requirements. Minimum order numbers apply.



Ordering



CONTACT:

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VAT NO: 450 4341 26

PAYMENTS

Bank Transfer

SHIPPING & TURNAROUND

UK carriage paid (inc. Highlands & Islands)

Order lead time: 3 working days.

Pre-orders for busy seasons also welcome.

MINIMUM ORDER & QUANTITIES

Per order £100 (EX VAT)

There is no minimum order for individual SKUs - mix & match as you please.

PAYMENT TERMS

First orders **PRIOR TO SHIPPING**

Subsequent orders **NET 30**

All products are individually barcoded.

Photos for online listings are available on request.

CREATE AN ONLINE ACCOUNT:

www.parafflewholesale.com

