paraffle

craft kits & accessories



WHOLESALE CATALOGUE 2025



Hi...

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

I started Paraffle when I wanted to learn embroidery and couldn't find a high-quality, sustainably focused craft kit, in a design that I truly loved. So, I created my own!

That was in 2016, and sustainability, social responsibility and strong designs are still at Paraffle's core. We use organic fabric, and know exactly where it is produced. We use sustainable, FSC certified materials in our packaging and printing; and we offset the carbon produced by both receiving goods, and sending out orders.

Paraffle aims to make crafts accessible and achievable - even for total beginners. All of the kits in our wholesale offering are suitable for beginners, and come with everything needed to complete a project. As well as 'classic' embroidery hoop kits, I've developed tote bag kits, mini kits, and Customise Kits, for more eco- and fashion-minded customers.

With a constant push to use business as a force for good, plus features in various publications (such as The Guardian, Prima, Woman's Weekly), and being a guest designer for Love Embroidery magazine, Paraffle has an engaged customer base, with a range of products that customers are proud of making.

Thank you for supporting and championing small business - I look forward to working with you!



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Paraffle: noun, Scots

1. An extravagant display; 2. Embroidery



Organic &
ethically
made
fabric



Sustainable packaging & printing



Embroidery Kits



Mini Kits

Small projects to create DIY ornaments. Finished pieces measure 3 inches across.





Mini Kits contain: 3 inch wood embroidery hoop, organic & ethically produced fabric, DMC thread on a thread organiser, embroidery needle, felt, pre-printed pattern, instructions

Packaging measures 10.5cm x 10cm x 2cm

Embroidery Kits



Hoop Kits

Larger projects to create wall hanging art. Finished pieces measure 6 inches across.



Hoop Kits contain: 6 inch embroidery hoop, organic & ethically produced fabric, DMC thread on a thread organiser, embroidery needle, felt, pre-printed pattern, Stitch Guide, key & instructions with photos. **Packaging:** brown kraft paper bag, 19cm x 19cm x 2cm.

Note: These 6 inch hoop kits have replaced our previous wholesale offering of 8 inch hoops. The smaller size has proved helpful to both customers (concerned with luggage space) and retail spaces. We're still able to offer our 8 inch kits through wholesale - just get in touch!

Tote Kits

Our 'hoop kit' 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!



Cross Stitch Kits



Mini Kits

Smaller projects to create DIY decorations. Finished pieces measure 3 inches across.



Mini Kits contain: 3 inch wood embroidery hoop, 14 count Aida fabric, DMC thread on a thread organiser, tapestry needle, counted cross stitch pattern, 'how-to' booklet.

Packaging measures 10.5cm x 10cm x 2cm

Cross Stitch Kits



Hoop Kits

Larger projects to create wall hanging art. Finished pieces measure 6 inches across.



Hoop Kits contain: 6 inch embroidery hoop, 14 count Aida fabric, DMC thread on a thread organiser, tapestry needle, counted cross stitch pattern, and a 'how-to' booklet.

Hoop kit packaged in a brown kraft paper bag, 19cm x 19cm x 2cm

All kits are beginner friendly

Needle Minders



Magnets designed to hold needles during craft projects. Nickel, with enamel finishing. Max length/height: 4cm.









Highland Coo

Thistle

Puffin

Robin



Dog

Bee



Nessie





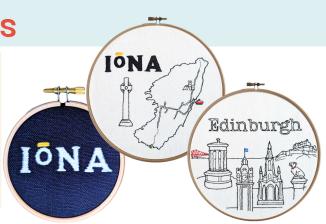
Elephant

Fox

Needle minders are packaged on a standard sized business card, in a biodegradable cellophane envelope (with euroslot hole).

Custom Kits

We're also able to offer locationand businessspecific custom designs. Get in touch to discuss your ideas and requirements. Minimum order numbers apply.



Ordering



www.parafflewholesale.com

info@paraffle.com

(+44) 7468 535475

PAYMENTS

Bank Transfer

SHIPPING & TURNAROUND

We aim to despatch within 3 working days (usually sooner). All orders are shipped with 2 day delivery.

MINIMUM SPEND

Per order £100 (EX VAT)

PAYMENT TERMS

First orders UPFRONT
Subsequent orders NET 30

UK CARRIAGE PAID (INC. HIGHLANDS & ISLANDS)

VAT NO: 450 4341 26



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