

# Gorgeous Goodies

THAT DO NOT COST THE EARTH!

LOVE **Vivid**





# Who are we?

Founded in 2007 by Cathy and Steve Williams, we are a luxury handmade gift packaging brand with a passion for making gorgeous goodies using natural, recycled and environmentally responsible materials that do not cost the Earth. We specialize in screen printing onto handmade recycled papers to make gift wrapping, gift bags, gift boxes and stationery. We also screen print and emboss onto remnant leathers, natural jute and cotton textiles, to make totes and gifts.

With a focus on ethical sourcing, sustainability and environmental impact, our paper products are certified by the Global Recycled Standard and Forest Stewardship Council, and our cotton canvas and jute textiles proudly carry a gold 'Green Factory' award.



Take a look...  
 Click here to watch our video & see what we do...



LoveVivid

## BESPOKE SERVICE

Based in Bath England, our talented in-house design team creates two new Vivid collections a year – Spring/Summer and Autumn/Winter. From concept to surface print, finished product to retail packing, our strength lies in developing vibrant product ranges that offer a coordinating and cohesive look across both paper products and textiles.

We hand make our full collection in India, in partnership with wonderful factories. We are proud to have built a sustainable business that now supports over 1,000 skilled India team members and their families.

Hand making gives us the flexibility to make smaller quantities, which means you can respond to fast moving trends and seasonal opportunities without over investment in inventory. We can help you to create your own product line and add those important finishing touches!

We are proud...  
 to hand make products using skilled craftsmanship... real people making real things providing a real connection to the end consumer.



Good to Know...  
 We launch two collections each year, with key seasonal trends. Spring/Summer & Autumn Winter.

# Recycled Cotton Paper

Our recycled Cotton Papers are handmade using 100% cotton waste gathered from the textile trade. The waste cotton is chopped, pulped, washed and then using water based dyes we match to any Pantone shade to create our Vivid base paper colours.

The cotton is hand pressed onto mesh frames where paper thickness (gsm) skilfully determined by touch and feel, as thicker paper is required for gift bags... thinner for wrap.

Excess water is pressed out of the paper and once made, each sheet is hung in warm sunshine to dry!

It takes two skilled workers a whole day to hand make 500 sheets of recycled cotton paper; this centuries old skill, taught and passed down from one generation to another. It is truly wonderful to see this paper being made, knowing that it is completely tree free and made using waste cotton that would have been discarded.



## GLOBAL RECYCLED STANDARD

Our Cotton Paper Products are approved by the Global Recycled Standard and carry this international mark of achievement.

The Global Recycled Standard – GRS, certifies the recycled content of each product, its chain of custody (where the recycled contents come from) and any environmental or social manufacturing impact.

It audits how our factory manages water, waste, energy and emissions to air, in the production of GRS products and the use of any chemicals.

GRS requires that employees are protected by strong socially responsible policies within their working environment, pay and benefits and health and safety, ensuring that there is no child, forced or bonded labour. That workers are free to form unions or associations and are not subject to any harassment or discrimination.

We are proud to have earned GRS accreditation and it means that both retailers and consumers can buy our recycled cotton paper products with confidence.

It's not just paper...  
It's a mini work of art!



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### Good to Know...

It takes two skilled artisans a day to hand make 500 sheets of paper!

### Why use Cotton Paper?

- It's tree free
- Made from 100% recycled cotton pulp
- Strong and easy to use
- Great for wrapping awkward shapes
- Recovers from creasing – so perfect for reusing!
- Perfect for crafting projects
- Recyclable and biodegradable
- Certified by the Global Recycled Standard

SEE HOW WE  
HAND MAKE OUR  
COTTON PAPERS



SCAN & WATCH

ALL OUR RECYCLED COTTON PAPER PRODUCTS CARRY THIS QR LABEL, WHICH LINKS TO A SHORT VIDEO, SO THAT YOUR CUSTOMERS CAN SEE JUST HOW VERY SPECIAL YOUR VIVID GOODIES ARE...

### Good to Know...

Our Cotton papers, tags, bags & boxes are 100% cotton waste.



## Recycled Kraft Paper



### FOREST STEWARDSHIP COUNCIL

Our Mill and Kraft papers have been FSC approved and proudly carry this international mark of responsible forest management.

FSC is a global forest certification system that allows consumers to purchase paper made with materials from well-managed forests and/or recycled sources.

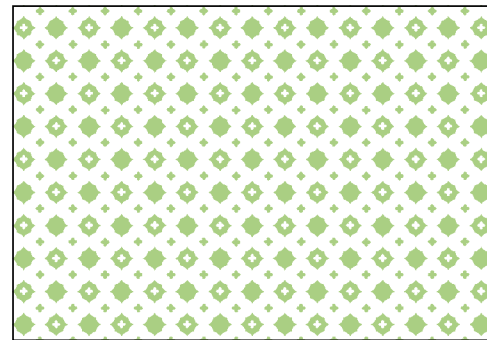
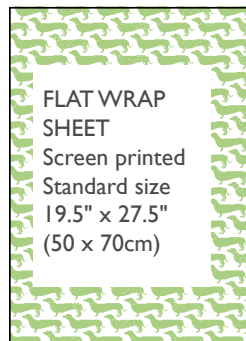
We have chosen to use 'FSC Mixed' papers, which we believe are better for the environment as they use a combination of FSC sustainable and/or approved recycled papers.

We use FSC papers in both our gift packing and stationery.

### Good to Know...

We use heavier weights of paper in our Gift Bags to make sure that all important gifts are kept safe.

ALL OUR MILL, RECYCLED COTTON & KRAFT GIFT WRAP IS AVAILABLE IN BOTH STANDARD SHEETS & XL SHEETS ON A ROLL:



Order: 1-800-443-4429 / www.vividwrap.com



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### Good to Know...

Our gift wrap comes in 2 sizes





## Screen Printing

Using artisan techniques we mix our water based inks by hand and screen print our papers, leathers and cotton textiles with our Vivid designs, every colour requiring a separate screen. Our screen-printing process creates a real point of difference, as inks sit on the top of the paper and do not bleed into the paper like machine printed papers, creating a vibrant colour POP! We are able to use more vibrant colours, richer metallic inks, foils and colourful glitters.

Every paper is literally a mini work of art!

We filter, treat and reuse all the water within the factory, harvesting rainwater for future use.

Inspired by seasonal trends, our 'Vivid' colour palettes are designed to work together, so that you can maximize the smallest of retail spaces and where room allows, create a destination department that will be a real show stopper!

### Good to Know...

We filter, treat & reuse all the water within the factory, harvesting rainwater for future use.



### Good to Know...

We screen print all our products with water based inks.



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### Our Color POP's!

Our papers are screen printed... this means the ink sits on top of the paper & this is what makes our papers so vibrant. The colors literally pop!



Order: 1-800-443-4429 / [www.vividwrap.com](http://www.vividwrap.com)

RETHINK YOUR RELATIONSHIP WITH YOUR PRODUCTION AND YOUR INVENTORY!

Hand making our Wrapping Papers, Gift Boxes, Gift Bags and Paper Decorations... gives us the flexibility to make smaller quantities, this means you can respond to fast moving trends and seasonal opportunities without over investment in inventory. We can help you to create your own product line and add those important finishing touches!

For higher volumes we can screen print by machine whilst still achieving our vibrant colours. Using our Flexographic Press we can also print Continuous Roll Wrap. Our 120,000sqft large capacity facility is spread across three sites, each offering a specialised capability. From laser cutting to stitching, die cutting to cardboard construction, if it can be made from paper, we can make it!

# Cotton Canvas & Washed Jute

## WASHED JUTE

Our collection of soft Washed Jute is made from the eco-friendly and sustainably grown Jute Plant. The Jute fibres are woven and washed to produce a wonderfully soft and durable fabric, making it a great alternative to plastic. Our Washed Jute is natural, eco-friendly, sustainably grown, fed with rainwater, grown with little need for pesticides or fertilisers, durable, biodegradable.

## COTTON CANVAS

Our Canvas collections are made with soft, natural Cotton Canvas. They are natural, eco-friendly, soft, durable and biodegradable.



### Why use Washed Jute?

- Natural and Eco-friendly
- Sustainably grown
- Fed with rainwater
- Grown with little need for pesticides or fertilisers
- Soft handle and durable
- Biodegradable

## GREEN FACTORY AWARD



We are thrilled to announce that on 6th July 2020 our wonderful factory in Kolkata was awarded a Gold Award Green Factory status, making it the first Green Factory Building in eastern India in the Indian Green Factory rating system in the MSME category.

Home to our Cotton Canvas and Washed Jute Bag production - this factory champions environmental sustainability. Water conservation, energy consumption & reducing environmental impact are just a few of the initiatives that have earned our factory this award of National Excellence.

It's dedicated solar power plant helps to reduce carbon emissions... and the water harvesting & treatment system protects the local environment.

All our Washed Jute and Cotton Canvas products proudly carry this mark of achievement so that your customers can see that we are bringing you wonderful products that do not cost the Earth!



### Good to Know...

Jute fibre naturally blocks UV Rays!

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## Remnant Leather & Knitted Cotton

### LEATHER

We use 100% genuine leather, working with factories that are audited and approved to international standards. Our 'Grab & Go' collection is made from remnant scrap leather discarded by luxury brand production lines. We reuse this natural leather and re-purpose it into gorgeous, high quality gifts and goodies!

### KNITTED COTTON

Our Knitted Cotton collections are made with 100% soft, natural Cotton. They are natural, eco-friendly, sustainable, renewable, soft, durable and biodegradable.



### Good to Know...

Each item comes with a leather swing tag & small leather swatch, so we can share our remnant leather story with your customers.



### Why use Cotton?

- Natural and Eco-friendly
- Sustainable
- Renewable
- Soft and durable
- Biodegradable

# Making a difference

## CHANGING PEOPLES LIVES FOR THE BETTER

Trading with our friends and partners in India over the past 12 years has created more than just business, it has changed the lives of all those involved and created enormous positive change.

As our business has grown, our partners in India have been able to improve their facilities and employ more people. Employment has led to investment in training and skills, improved standard of living, access to healthcare and education for employees and their families.

Our factories are multi denominational, all religious faiths working along side each other... with a high proportion of female vs male employees at all levels including Senior Management.

We are all focused on doing the very best job that we can, sharing our knowledge and skills to benefit one another.

Regulatory compliances require annual audits to all aspects of employee welfare each year, and all our India partners are AS8000, ISO9000 approved.

## Really good to know...

We are in the age of responsible consumerism. Consumers are sourcing products that care for our environment. At LoveVivid we make great products that don't cost the Earth!

## PRODUCTIVE PARTNERSHIP

Developing a sustainable business means being focused on our environmental impact, as well as our commercial and regulatory obligations and partnering with like minded people is key.

We are proud to say that all our paper products are made in our dedicated factory in Jaipur India. Over 12 years of partnership has grown our India team to a skilful workforce of over 1000 people across a multi site facility, which is regularly audited and approved by all the key international agencies including SEDEX, SA8000, and PETA compliance. We are also audited annually by many of our largest retail customers, keen to ensure that we continue to serve them responsibly.

Our Leather and Cotton Canvas goods are made in partner factories in Kolkata and Delhi and are also audited and approved to international standards including SEDEX, SA8000, ISO9001 and SCAN Security Audit.

Water Filtration, Rain Water Harvesting, Effluent Treatment and Solar Power, are just a few of the initiatives that our partner factories have introduced to minimize impact on their local environment and conserve natural resources. We are committed to continual review and improvement to their environmental performance.





TO SEE OUR FULL  
GIFTING BROCHURE...

**CLICK [HERE!](#)**

TO SEE OUR FULL  
GIFT PACKAGING BROCHURE...

**CLICK [HERE!](#)**

TO READ ABOUT OUR  
ETHICAL SOURCING...

**CLICK [HERE!](#)**

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