

HOLIDAY PACKAGING SUPPLY LIST

By Sr Sales Director Piper Prinzi

- ⇒ Keep your supplies organized and contained within one area of the house. It's too easy sometimes to allow the 'stuff' to spread throughout the house. A shower caboodle keeps scissors, tags, etc contained.
- ⇒ KEEP IT SIMPLE SWEETIE! Time is money - keep your wrapping time down to a minimum.
- ⇒ Assembly line your items when possible so you're not bouncing from project to project.
- ⇒ DELEGATE all you can delegate!!!

**** Shop with discernment on how much you need in supplies. It's not always how much you make, but how much you keep. So set aside a small percentage of profit to invest in supplies ****

- Containers: Mugs, Baskets, Boxes, Tins
- Extras: Teddy Bears, Recipe or Photo Boxes, picture frames, socks, gloves, kitchen gadgets/towels
- Fillers: Shred (iridescent, green & red mix, gold), tissue paper, picks, ornaments, flowers
- Wrap: Cello Bags, Cellophane, Netting/tulle, tissue paper, gift bags of various sizes
- Bows: Wired ribbon rolls, Curling Ribbon, raffia, rolls of tulle

Other Supplies:

- Pipe cleaners, curly ribbon, or florist wire to make the bows and/or secure tops of packages
- Invisible clear tape and dispenser, clear packaging tape, GLUE DOTS!
- Wire Cutters (don't cut your pipe cleaners and wire ribbon with your scissors!!!! It'll ruin them)
- Scissors-sharp! (pick up a few pair at the D T Boutique)
- Your product labels and business cards
- Printed copies of gift certificates for makeovers to include in gift sets
- Candies, Choc kisses, candy canes
- Disposable razors (for men: black, gray, or blue, NOT orange! For women: pink)
- Cappuccino packets, Hot Cocoa packets, popcorn packets, marshmallows, candies

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- Recycle as much of the above list from around your house as possible. Especially bows, baskets, mugs that never got used, gift bags & fillers.
 - Then when you go shopping, spread your purchases around. The biggest reason? More opportunities to utilize your conversational booking technique!!! Watch for early bird specials while the selection is the best. Keep the extra discount coupons handy for Michaels, Hobby Lobby, JoAnn's, etc.
 - Shop at Hobby Lobby, Michael's, JoAnn Fabrics, D.T.Boutique (Dollar Tree), Walmart, etc.
 - Great place for ribbon by the roll and high quality tissue paper is CostCo, Sam's, B.J.'s
 - Several great places for cellophane rolls, cello bags, etc: **www.mygirlfriendshouse.com ; www.lastingimpressionspackaging.com ; www.nashvillewraps.com ; www.papermart.com**
- ⇒ As you shop remember to keep IMAGE at the forefront of your mind. If it looks cheap don't buy it. If YOU think it looks tacky, WHY would anyone else buy it? Don't waste your money. Most of the time I include just a dollar or two into gift pkgs for the cost of supplies, so write off as little as possible.
 - ⇒ Be cautious of combining fragrances with candy, especially chocolate! Belara smells great but it tastes awful!
 - ⇒ Be sensitive to other religious holidays when offering your gift wrap services...For example, someone wants Coffee & Creams for her office coworkers. She may need pkg'g for Christmas, Ramadan, AND Hanukkah. Snowflakes are a one size fits all in those cases! Discuss specifics with your customer.
 - ⇒ Don't forget to have on hand all occasion packaging as well. LOTS of birthdays, new babies, anniversaries, weddings, during this time of year!!!!
 - ⇒ **** Be prepared and Think like a retailer ALL YEAR 'ROUND!!! ****