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VOLUME 06

THE CLIPPER



ON THE COVER

HALFPENNY POSTAGE | @HALFPENNYPOSTAGE



Halfpenny Postage is a design studio and greeting card publisher based in Toronto, Canada. Run by mother daughter duo Tory & Poppy. With humour and kindness are at our core, we feature designs and illustrations by renowned artists from all over the world.

Learn more on page 18!

ABOUT US

Home of the Paper E. Clips Collection and Jackdaw for more than 35 years, Paper E. Clips Inc. has been a leading wholesaler and distributor of distinctive greeting cards and giftware with an emphasis on design excellence. With showrooms in Toronto and Vancouver, we partner with world-renowned brands to bring the best paper goods, gifts, games, and partyware to our independent retailers and specialty accounts.

PAPER E. CLIPS COLLECTION

The Paper E. Clips Collection is a curation of paper goods from 50+ design-led greeting card brands from all over the world, shipped out of our Toronto Warehouse. Our product specialists focus on collaborating with brands that produce high-quality, eco-friendly products, with 95% of the lines using FSC-certified or recycled papers, low-toxicity inks, and plastic-free packaging.

JACKDAW GROUP OF BRANDS

Every retailer deserves the best on-trend stationery, partyware, games, and décor. At Jackdaw we work hard to find you the brands you need. With so much on offer, we carefully vet and review each brand we distribute to ensure your shops are stocked with the best possible product and that your buying experience is a good one.

TO LEARN MORE & MEET OUR BRANDS

Visit: www.papereclips.com

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Sign Up: Scan the QR Code to join our mailing list



SCAN ME!

TORY'S NOTE

CRACKING

CHRISTMAS



When I used to buy for my boutique in mid-town Toronto, I would always feel it was difficult to shop for Holiday goods in the Spring. I would plan as best I could, but it always felt out of place. I started recording a list each year of my “Holiday Essentials” and once I’d ordered those, the rest was just fun!

The first big list item is what I like to call the early sellers (teasers) – these are items that are purchased before the real Holiday push. Think October to early November. Advent calendars and décor are number one, because they help set the mood and come December 1st they need to be put away or marked down. Next, I think calendars and boxed cards are both items purchased by people who like to prepare early and shop when sections are full! Giving them time to pop their items into the mail for overseas deliveries, so they take spots two and three.

When December hits, your customers start to think about the little details of parties and preparations. This is when things like gift wrap, greeting cards, decorations and napkins are being purchased. Then come the last-minute gift toppers where I would see items such as ribbon, tags and bags flying off the shelves.

Of course, then comes the night before stocking stuffers (*many options can be found within the pages of this magazine*) and small hostess gifts or items for children.

At the end of the day, there’s no perfect way to be completely and utterly prepared for the Holiday season, but if you order your cards, wrap, tags and advents early it’s one more thing you can cross off your big TO-DO list.

TORY WRIGHT
@TORYAWRIGHT

GROCERY PEAR-INGS



1



2



3



4



5



6



7

Something to keep the kids busy!



8



9



Picnic Time!



10

1. Studio Oh!
2. Curly Girl Design
3. Felix Doolittle
4. Peaceable Kingdom
5. Up With Paper
6. Em & Friends
7. Meri Meri
8. Peaceable Kingdom
9. Red Cap Cards
10. Meri Meri

Meri Meri



INSIDE THE ENVELOPE WITH KELLY FROM LAGOM DESIGN

I attended Leicester and Nottingham University, and to earn some money, I created handmade greeting cards and sold them at fairs and in small shops. Once, I even went to London, spread a sheet on the street and sold my cards there! Before completing my degree, I realized that I wanted to work for myself, so in 1996, I founded Beaumonde, a publishing company with a business partner who used to commission my paintings.

Although our company lasted for over 15 years, my partner's focus on making money differed from my vision, leading to the company being sold. Between selling Beaumonde and starting Lagom, I set up a design consultancy where I worked with established brands, including the Billionaire Andrey Melnichenko, who, along with designer Philippe Starck, was working on his \$300 million Super Yacht. These experiences gave me a solid foundation to start Lagom Design in 2007.

Having learned from my past mistakes, I decided to run Lagom Design alone to ensure complete control and execution of my vision.



**Kelly Hyatt, Founder
of the Lagom Greeting
Card Empire!**

I began the business while living in Paris, an excellent city to start, as I was able to soak up a lot of inspiration from the city and French culture. I lived close to the Seine in the 16th arrondissement and loved it. However, my wife and I realized we wanted to return to the UK, so after two years, we moved back to England.

It took around 7-8 years before Lagom Design started to become the company it is today, and it's still evolving! Being the company's sole owner allows me to shift in different directions and try new things without submitting to a committee.



Hold London, flagship store for Lagom Design

Lagom cards have been a top-seller at PEC for many years, why do you feel consumers love the cards?

The unique design, sustainability, sentiment, materials, and printing techniques we use on our cards are what sets us apart. We often play with 13 different Pantone colours, plus CMYK, foil blocking, spot UV, and embossing on a single card. Many companies need help to achieve this level of quality due to associated costs. However, these techniques make a noticeable difference in the look and feel of the cards.



Regarding special finishes, you are the greatest! How do you decide what finishes to use on each card?

Oh, that's very kind of you, and I'm glad you and others have noticed this. I studied graphic design and print and had a short stint as a printer before starting my first company. Therefore, I understand what can be achieved.

I tend to push things to the extreme, which sometimes works and sometimes doesn't. Stepping out of one's comfort zone and trying something unpredictable is essential. I also have a close relationship with our printers, which helps.

What do you find to be the most challenging aspect of developing a card line?

It can be challenging to stand out in today's market because many companies offer similar looks. To overcome this, I disregard what other publishing companies are doing and seek inspiration from outside the industry. I can develop more unique and original ideas by exploring other creative disciplines, like fashion and interior design.

Lagom has expanded so much over the years; if you could look back at your younger self and give them one piece of advice, what would it be?

Stick with it!

KELLY'S TOP THREE CARDS



Shop Lagom in The PEC Collection
Instagram:
@lagomdesign

OH BABY!



2



New baby brand
Jujube Baby



1

3



4



5



6



7



8



9

1. Meri Meri
2. Jujube Baby
3. Rifle Paper Co.
4. Jujube Baby
5. Red Cap Cards
6. Curly Girl Design
7. Peaceable Kingdom
8. Studio Oh!
9. Meri Meri

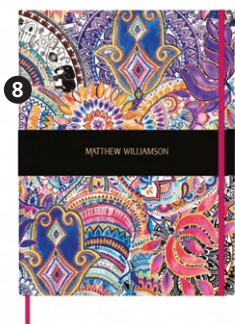


JUJUBE BABY x STUDIO OH!

SORRY I'M BOOKED



New intuitive journaling pencils for easy and stress free writing



1. The Nelson Line
2. Rifle Paper Co.
3. Rifle Paper Co.
4. Museums & Galleries
5. Seedlings
6. Museums & Galleries
7. Em & Friends
8. Museums & Galleries
9. Em & Friends
10. Rifle Paper Co.
11. Red Cap Cards
12. The Nelson Line
13. Rifle Paper Co.



RIFLE PAPER CO.

THE BETTER TRENDS CO. GET YOUR TREND ON



In conversation with co-founders Louise Healy, Foresight Director + Natalie Alexander, Creative Director

This past Winter while attending Top Drawer, we spotted a beautiful trend forecast edit (fig. 01) from the official show trends partner and had to explore. **The Better Trends Co.** is a female founded, values-led creative agency, bridging the gap between forecasting and design. Co-founders Natalie and Louise each come from 20 years of corporate and brand experience, and want to use their knowledge to help small and midsize enterprises as well as bigger brands. Thanks to a great community of designers, trends researchers and close ties with top design universities, they're not only able to mentor grads but promote collaboration and co-creation in their work to create better futures. Their main goal is to create positive change and work collaboratively with clients to *actually* help; "we listen to their needs, that way we create lasting relationships and deliver great work!" says Louise.

We love the way you present trends, why do you feel it's important to spread this kind of information?

We are not ok with trends being seen as inaccessible or difficult to understand – that's just the industry gatekeeping. Trends are about people, they are about us! It's super important to understand your customer: what is going to impact them, the way they live and their needs. Through being relevant and supportive of your customers is how you create a loyal base. We make them easy for designers and buyers to understand and translate for their brand.



Figure. 01 - Display by The Better Trends Co. At Top Drawer in London



Ou Holiday releases happen in Spring and Summer. Do you have any trend predictions for Holiday 2024?

We see a few things happening for the holidays and depending on your customer, you won't want to buy into all of them! One key trend is rest and refinement, where we see self care, soothing tones and natural materials in elevated design being dialed up for a super stylish yet calming vibe. We see many people retreating from the excess and hectic schedules and using the time to rest and restore. On the other hand we see a kitsch, over the top, colourful party of nostalgia – think 80s and 90s foil décor, novelty ornaments and joyful abandonment of meticulous styling.

Is there a trend you hope never dies?

We hope the resurgence of hand printed graphic cards and art posters is here to stay – the care of the process and one off imperfections add to the beauty of the art. We need to embrace the human in our creative outputs! I like experimentations with AI but we must remember the people behind designs and products and keep the connections alive.

What is one trend you can't stand?

All trends, big or small, can be used to point to larger ideas in culture *but* we really wish brands would stop jumping on every single Tik Tok trend. They are usually so fast moving and so niche that they are irrelevant or feel forced when brands get round to using the ideas. It's only once you connect the dots and look at the big picture of where all the micro trends sit in culture that you can forecast and strategise long term for your products, buying or marketing - and we are happy to help with that!

LEARN MORE

Website:

www.thebettertrendscompany.com

Instagram:

Better Trends Co. -

@thebettertrendsc

Louise - @louiseheehee

Natalie - @mifkinsworld

UP WITH PAPER + UWP LUXE THE ORIGINAL PAPER ARCHITECTS

Up With Paper® was founded in 1978 as PopShots by a clever Broadway set designer who made pop-up scenes of his creations to pitch to directors. Someone mentioned that these would make fantastic greeting cards. With that seed planted, Paul Zalon released his first six pop-up cards with a vintage theme inspired by New York City. The cards sold instantly, and 46 years later, Up With Paper is known as the original pop-up greeting card company.



In 2014 Creative Director Monika Brandrup launched **UWP Luxe®** with a desire to create an upscale gift and greeting card division that would tap into new markets. At this same time, Art Director Yoojin Kim joined the company and launched pop-up greeting cards—Pure Alchemy™ and Dear Alchemy™. Today, she drives the award-winning designs that UWP Luxe is now known for.



TOP 3 FROM THE UWP + LUXE TEAM

- 1 Louie award winning Floral Envelope
Dear Alchemy - UWP Luxe
- 2 Bestselling Flower Cart Treasures with
customizable chalk board - Up With Paper
- 3 Hiromi Takeda Rose pop-up card from
the paper artisan series - UWP Luxe



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We'd love an inside look at the processes; how do you go from idea to product? What are the steps involved?

Our Creative team brainstorms concepts and pulls inspiration from personal interests and experiences. We then pair the perfect illustrator whose artistic style will capture our idea. The finished art is then engineered, starting with paper and scissors (fig. 01) to transform the art into an elaborate pop-up card by hand. After multiple handmade prototypes (fig. 02) are created to capture movement and showcase each detail, we digitize the files and release to production.



Figure 1. Swatches, paintings, and sketches.



Figure 2. Work in Progress - piecing together.



When it comes to paper engineering (i.e., the building of the card), what card has been most complex to design?

It's tough to pick just one, but a recent intricate card we released is our **Love Birds Pure Alchemy** card; it features two doves holding a thin ribbon with golden rings between them, fluttering above a bouquet of florals. As the card opens, the doves' wings unfold, and flowers bloom. Finding the perfect balance between creating compelling and functional pop-ups and incorporating all the delicate, laser-cut elements we dreamed of was challenging!

What do you hope people feel when discovering the complexity and detail when opening one of your cards?

Excitement! We hope our love for paper shines through in all the elements incorporated in our pop-up greeting cards. There are often hidden details you would only discover when you inspect closer!

Shop Up With Paper + UWP Luxe
via the Jackdaw Group of Brands

YOUR NEW BEST BUD



Plantable envelopes made with wild flower seeds and bio-degradable paper



Stay dry in style!



1. Studio Oh!
2. Felix Doolittle
3. Museums & Galleries
4. Studio Oh!
5. Museums & Galleries
6. Studio Oh!
7. Studio Oh!
8. Seedlings
9. Up With Paper
10. Museums & Galleries
11. Rifle Paper Co.

Your favorite
**PLANTABLE
ENVELOPE**
people!



Plantable envelope



Coasters



Zero waste
Postcard set

SEEDLINGS

HALFPENNY POSTAGE CULTIVATING HOLIDAY MAGIC

Advent Calendars have always been a huge part of our family tradition, waking up to open a new door and experience something exciting each morning. The Holidays get busy and taking the time each day to enjoy and bask in that cozy vibe is so important. It's been great getting to design our advent calendars knowing that they'll be enjoyed by many. This year we've worked in collaboration with **Atelier Mave** (fig. 01) on this beautiful foiled scene of Christmas Joy!



Pop-Out Features

Tory in Poppy

Mother & Daughter Duo
Founder Tory Wright
Creative Director Poppy Tong

Halfpenny Postage



THE PAPER E. CLIPS HOLIDAY COLLECTION

“The Holiday buying season has begun, and this year we’re seeing lots of great products flooding our shelves. Santa’s made a comeback and the colour pink for Christmas not going anywhere. We’ve curated a little collection of Holiday goods to inspire your seasonal buying!”

- Martha Angus, Vendor Manager The Paper E. Clips Collection

NEW
BRAND



Joy Nevada

NEW
BRAND



Party Mountain Paper



E. Frances



Archivist Press

FRENCH
DESIGN



Louise Mulgrew



Halfpenny Postage



Brittany Paige



Dear Hancock



Ohh Deer

ART + BLANK



Calypso



Archivist Press



Allport Editions



Allport Editions



Art Press



Louise Mulgrew



Archivist Press



Canns Down Press



Art Angels

FREE SHIPPING

The Paper E. Clips Holiday Collection is only available for a limited time. If you meet required minimums you can take advantage of our free shipping promo! Visit our website for more information, terms and conditions apply.

SHARE A #SHELFIE

Want to be featured? Tag us in your storefront shots @papereclips on instagram!



PAPER HEARTS

6061 Willow St. Halifax, NS
@paperheartshfx



LES VOISINES

923 Rue Saint-Zotique Est, Montréal, QC
@lesvoisines_mtl



SUMMERHILL MARKET

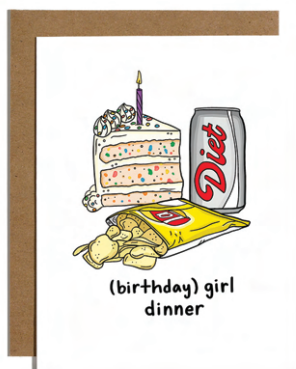
32 Wellington St W, Aurora, ON
@summerhillmkt



FOREVER GREEN BOUTIQUE

147 Howey St. Red Lake ON
@forevergreengiftboutique

OUR FUNNY FAVES



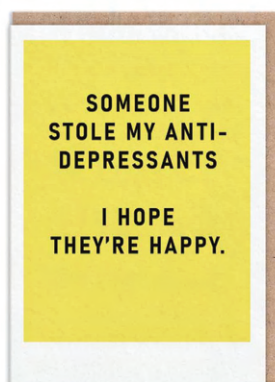
Brittany Paige
(Birthday) Girl Dinner



Nelson Line
“On the lighter side, here’s Muffin with a piece of string.”



Pigment
How many cards have you received today that are as good as this one? Nun!



Ohh Deer
Someone stole my anti-depressants. I hope they're happy.



Cath Tate Cards
When LOL starts to mean Little Old Lady



417 Press Things that are better with age: cheese, whiskey, jeans, wine, friendship, George Clooney, you.



HAPPY BIRTHDAY
AGAIN



IT'S OK
TO CRY



YOU ARE NOT
MEANT TO
LIVE LIKE THE
OTHERS
YOU ARE MEANT
TO LIVE AS
YOURSELF

GOOD
CELEBRATIONS

BIRTHDAY

THANK YOU!

THIS YEAR UP

HAPPY BIRTHDAY!

IT'S PARTY
TIME



You are a Slice
of Perfection



SLICE
SLICE

Baby

Thank You

THANK YOU!

YOU
ME

HAPPY
BIRTHDAY

RED CAP CARDS

TODAY IS YOUR DAY