

The title 'new arrivals' is centered on a textured brown background. The word 'new' is in a smaller, lowercase serif font, while 'arrivals' is in a larger, lowercase serif font. The text is decorated with stylized blue pine branches, yellow snowflakes, and two small birds with red heads and blue bodies. One bird is positioned above the 'w' in 'new', and the other is to the left of the 'a' in 'arrivals'.

new arrivals

CHRISTMAS 2021

folia[®]

we are the reason, santa has a long list.

This season, we've put all our „craft“ into a colorful surprise bag for a magical Christmas 2021. Whether you're big or small, young or old, a christmas grinch or a lover - there's something for everyone among our Christmas novelties!

Better watch out: Leafing through our foliatastic winter wonderland makes you wish for winter.

Enjoy our selected christmas collection for 2021,
your folia team

join our x-mas story.

Advent calendars..... 04

Advent calendar kits for adults and children

Christmas wrapping..... 20

Wrapping kits, Washi Tapes, etc.

Christmas decoration..... 36

Christmas decorations and accessories

Paper love 50

Christmas kraft design paper pad, etc.

advent calendars

15



23

24

#1 advent calendar kit „falala“

„Falala“ is the cheerful sound during the Christmas season. Enchanting kraft and cream colored Advent calendar bags with hotfoil applications and classic Christmas patterns in subtle colors can be arranged individually. Glamorous accessories like shiny hangtags in various shapes & hot foil stickers complete our set.

The pretty bags with loving details decorate any room and can be hung, laid or placed with jute cord and wooden clips.



#mood



content

24x block bottom bags with print motifs and hot foil applications, assorted in three sizes

9x Size M = 12x6x21cm

9x Size S = 10x5,5x17,5cm

6x Size XS = 8x4,5x13cm

24x hang tags in different shapes with print motifs and hot foil applications

24x round stickers with a hot foil application, Ø 4cm

7m jute cord, natural

24x wooden pins, natural

Packaging:

bag with a printed header card

Packaging size:

270x260x15mm

Article number:

9383

PU 5/30



#2 advent calendar „macramé“

Holyhoop! This wonderful, customizable decorative ring Advent calendar with fantastic macramé work as its centrepiece is a trendy accessory for any wall - a perfect it-piece for creative DIY-minds.

The high-quality, golden metal ring can be decorated with either a macramé snowflake or a macramé Christmas tree. The pillow boxes, folding boxes & paper bags in a simple and natural design are hung with high-quality jute cord and finished with stunning number stickers.



#mood



9

content

13m macramé yarn, natural

1x metal ring
brass, Ø 23cm

15m jute cord, natural

3x wooden beads, natural
1x Ø 20mm & 2x Ø 10mm

1x wooden ring Ø 5cm

12x stickers & 12x hang tags with
print motifs and hot foil applications

6x kraft paper bags, 12x21cm

9x pillow boxes, 10x10cm
(5x kraft und 4x creme)

9x folding boxes, 5x5x5cm
(5x kraft und 4x creme)

1x instruction

Packaging:
Folding box

Packaging size:
240x250x25mm

Article number:
9386

PU 5/30



#3 advent calendar „sausage dog“

Just bow WOW!

Our sausage dog Advent calendar does not only enchant dog-lovers. With its 24 paper bags in three different sizes, golden brads and jute cord you will have a woofy Christmas.

Classic Christmas colors, sugary and glamorous patterns, high-quality kraft cardboard and shiny round stickers make every DIY-heart beat faster.



#mood



content

1x kraft board header extra-strong
with a sausage dog imprint

24x block bottom bags with printed
motifs, partially with hot foil appli-
cations, assorted in three sizes

9x Size M = 12x6x21 cm

9x Size S = 10x5,5x17,5cm

6x Size XS = 8x4,5x13cm

24x round stickers with hot foil
applications, Ø 4cm

15m jute cord, natural

2x brads, gold, 25mm

Packaging:
bag with a printed insert

Packaging size:
250x350x13mm

Article number:
9382

PU 5/30



#4 advent calendar „hygge village“

Gingerbread houses are not just a delicious pleasure: the fancy Advent calendar, which can be hung or set up, will enchant any room into a wintry landscape with sugary sweet gingerbread houses made of kraft board.

With 24 kraft paper hang tags and a red satin ribbon, there are no limits to your creativity.



#mood



content

24x kraft board houses with print motifs, assorted in 4 shapes

24x hang tags with print motifs

3m satin ribbon, red

Packaging:
bag with a printed insert

Packaging size:
180x240x40mm

Article number:
9385

PU 5/30



#5 advent calendar kit „red nose reindeer“

Oh deer - let the Christmas craft games begin! These cute reindeer bags make children's eyes and rooms shine in a cozy and wintry atmosphere.

The 24 pre-printed block bottom bags are made of kraft paper and can easily be decorated with shiny detail stickers, red pompons and pastel numbers.



#mood



content

24x block bottom bags made of kraft paper with motif print
Size S = 10x5,5x17,5cm

24x pompoms
red, Ø 20mm

48x round stickers with motif prints and some with a hot foil application, Ø 3 cm

4x printed & pre-punched motif card-board, 17x23 cm

1x pre-punched metallic cardboard, gold, 17x23 cm

Packaging:
bag with a printed headercard

Packaging size:
220x240x15mm

Article number:
9384

PU 5/30



x-mas wrapping



#1 wrapping kit „classic“

Presents full of „craft“ will make all eyes shine bright. The natural kraft paper decorated in a classic Christmas red with golden highlights gives every gift that certain something.

The enchanting wrapping kit has the perfect accessories for decorating Christmas cards, Advent calendars etc.



#mood



content

6x hang tags with print motifs and a hot foil application

6x hang tags in different shapes with print motifs partially with a hot foil application

**12x stickers in different shapes,
with print motifs and a hot foil
application**

3m jute cord, natural

3m baker's twine, white/gold

12x wooden pegs, natural

6x bells, gold, approx. 1 cm

Packaging:
folding box with PET cover

Packaging size:
120x157x15mm

Article number:
12120

PU 4/192



#2 wrapping kit „pastel“

Pastel shades warm up your heart even in winter. With our „Winter Wonderland“ packaging set, the gift wrapping itself becomes a magical present.

With stickers, hang tags, metal clips and more, every gift - no matter how small - spreads the magic of Christmas. Hot foil applications add some stunning highlights.



#mood



content

6x hang tags with print motifs and hot foil applications

6x hang tags in different shapes, with print motifs and hot foil applications

12x stickers in different shapes, with print motifs and hot foil applications

3m satin ribbon, pink

3m metallic yarn, pink

6x metallic paper clips, rose gold

6x mini pompoms, white

Packaging:

folding box with PET cover

Packaging size:

120x157x15mm

Article number:

12121

PU 4/192



#3

washi tape „falala“

Christmas Mix-TAPE!

Whether if cards or gifts: our cute sausage dog, enchanting Christmas balls, handlettering and winter cat will wrap every present into a beautiful eyecatcher.

content:

4 rolls of washi tapes
with print motifs and hot foil applications
2x 15mmx5m
2x 10mmx5m

Packaging:
shrinkfoil

Packaging size:
50x50x51mm

Article number:
26450

PU 4/32



#mood



#4

christmas cellophane bag

Food should always be an eye-candy too. For this reason, we have given our cellophane bags a design update. So the (clear) view of goodies from the Christmas bakery is even more pretty.

What's new:

Golden pattern with white highlights to make the Christmas motif look even brighter. We've added white highlights to the bags that contrast nicely with the contents and make the motif stand out even more.

Article number:

290, 291, 292, 293

290/00, 291/00, 292/00, 293/00

*Our PP-bottom bags have received the same design update.

Article number:

490, 491, 492, 493

490/00, 491/00, 492/00, 493/00



#mood



100% organic based transparency

Natural presents!

Our organic bags do not only look valuable, they are also made of only valuable substances. Cellophane is packaging given by nature. Made from renewable resources, cellophane bags are an environmentally friendly way to store and give away food and sweets. They are 100% compostable after using.

Made with love & packed with a green heart, Christmas cookies taste much better.



#5 christmas jute bag

Whether young or old, everyone loves nicely wrapped Christmas gifts. Traditionally, jute sacks fit in very well, especially for Santa and his reindeers. Traditional doesn't necessarily mean old-fashioned, so we have given our jute bags a new and fresh look and introduce the more modern illustrated and friendly Santa Claus.

Last year we have already presented the bleached jute bag with the trendy motif „reindeer“, which was also designed in the same illustration style. Thus, there is something for everyone!



#mood



Jute bag, natural
with motif print,

17x25cm

Article number: J 650

PU 10/400

25x35cm

Article number: J 110

PU 10/200

35x50cm

Article number: J 300

PU 10/120



"Christmas boot" jute bag, natural
with motif print,

20x33cm

Article number: J 660

PU 10/200



"Reindeer" jute bag, bleached
with motif print,

17x25cm

Article number: J 651

PU 10/400

#6

Kraft cardboard houses - blank

Some bake gingerbread houses, others paint them: Whether as a lantern, lantern light or as a Christmas decoration - our wintery kraft cardboard houses create a festive atmosphere. The blank houses can be decorated as you like with felt pens, coloured pencils or chalk pens.



content

**6x kraft cardboard houses
blank**

Packaging:
bag with eurohole hanger

Packaging size:
230x270x14mm

Article number:
973

PU 4/48



x-mas decor



#1 advent calendar numbers „wood • natural“

Homemade Advent calendars have a certain extra dose of love. With the Advent calendar numbers made of wood, the 24 little joys can be packed especially pretty. Sustainable and with a natural look, the tags can be reused several times. Therefore they give great sustainable pleasure for more than one Christmas.



#mood



Content:
24x wooden numbers height
of each number: ~50mm

Packaging:
folding box with PET cover

Packaging size:
130x130x15mm

Article number:
2209

PU 6/192

#2 felt balls „winter animals“

The cuddly winter animals made of felt bring Christmas joy to children - not only as decoration.

With pompoms, felt balls or chenille wire you can be wonderfully creative and conjure up wonderful chains, dolls and little animals. These cuties shouldn't be missed in the run-up to Christmas.



content

5x felt balls
with appropriate accessories
assorted in 5 designs
incl. string for hanging
Ø ~ 4-5cm

Packaging:
bag with printed header card

Packaging size:
130x155x30mm

Article number:
5290

PU 4/120



#3

wooden beads stars kit

Magic stars for bead lovers: our pretty wooden beads go wonderfully with any Christmas decoration.

Whether as a natural Christmas tree decoration or pretty gift tag - the beaded stars are a real eye-catcher and can be easily made in different shapes.



content

Instructions for 4 bead shapes

89x wooden beads
Ø 10mm, natural

71x wooden beads
Ø 12mm, natural

15m yarn

Packaging:
folding box with PET window

Packaging size:
135x165x17mm

Article number:
22520

PU 6/192



set variations



Wooden beads, stars kit
„Nature“

Article number: 22520



Wooden beads, stars kit
„Classic“

Article number: 22521



Wooden beads, stars kit
„Pastel“

Article number: 22522

#4 honeycomb decoration



#mood

Whether hanging or standing - honeycomb decorations are one of the absolute trend accessories. With golden highlights, it makes Advent evenings even more glamorous.

The magnetic closure makes it easy to open the honeycomb decoration, but also to close it again.



honeycomb decorations



Honeycomb balls
„Christmas“

Content:
3 honeycomb balls each Ø ~ 7 - 8,5cm

Article number: 49221



Honeycomb decoration
„Christmas“

Content:
3 honeycomb figures each ~ 6x10 - 10x10cm

Article number: 49231



Honeycomb balls
„Sweet“

Content:
3 honeycomb balls each Ø ~ 7 - 8,5cm

Article number: 49222



Packaging:
folding box with PET cover

Packaging size:
130x105x15mm

PU 5/130

honeycomb trees s/m



Honeycomb decoration
Classic X-Mas Trees
S/M

Article number: 49211



Honeycomb decoration
Hygge X-Mas Trees
S/M

Article number: 49212



Honeycomb decoration
Berry X-Mas Trees
S/M

Article number: 49213



Content:
1x honeycomb tree S: 11x13cm
1x honeycomb tree M: 7x20cm

Packaging:
folding box with PET cover

Packaging size:
95x210x15mm

PU 5/80

honeycomb tree large

Classic X-Mas Tree L

Content:

1x honeycomb tree 27x32cm

Packaging:

paper envelope with PET window

Verpackungsgröße:

160x350x10mm

Artikelnummer:

49201

PU 5/50



#5 embroidery threads „metallic“

When a glittering thread runs through the Advent season, Christmas can only be wonderful. Whether felt, jute or paper - the metallic embroidery thread adds a little sparkle to any fabric.

Content:
26 pieces à 8m, 13 colours

Packaging:
bag with printed header card

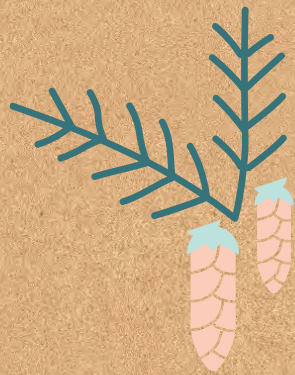
Packaging size:
105x220x10mm

Article number:
23994

PU 5/200



paper love



Hi, I'm the new one.

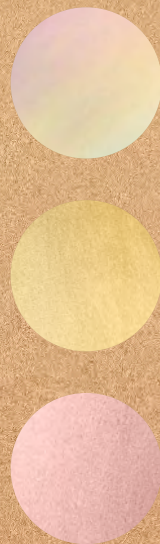
The latest Christmas love affair of our DIY-community? Kraft paper. Whether golden or all-natural, kraft paper takes every creative heart by storm.

In our new kraft paper pad, we let the charm of kraft paper shine with glittery highlights. From iridescent to rose gold - the motifs glowing in the most beautiful hot foil variations. To make the creative experience even greater, we have combined patterns with large-scale motifs as well as cards & hang tags to cut out.

For individual design possibilities we have chosen a mix of classic & trendy motifs. Why? At Christmas, friends & families - whether young or old, traditional or trendy - meet and celebrate together. This should be reflected in our design papers. In our new kraft paper pad you will find an gift-inspiration for every generation.



#moods



#moods

Craft up your gifts!

**Postcards, hang tags,
wrapping for beautiful
Christmas surprises.**

Content:
design paper pad made from kraft papers
and kraft boards with print motifs and hot foil
applications

**15x kraft paper 115 g/m², DIN A4
5x kraft board 270 g/m², DIN A4**

Product size:
210x295x7mm

Article number:
49898

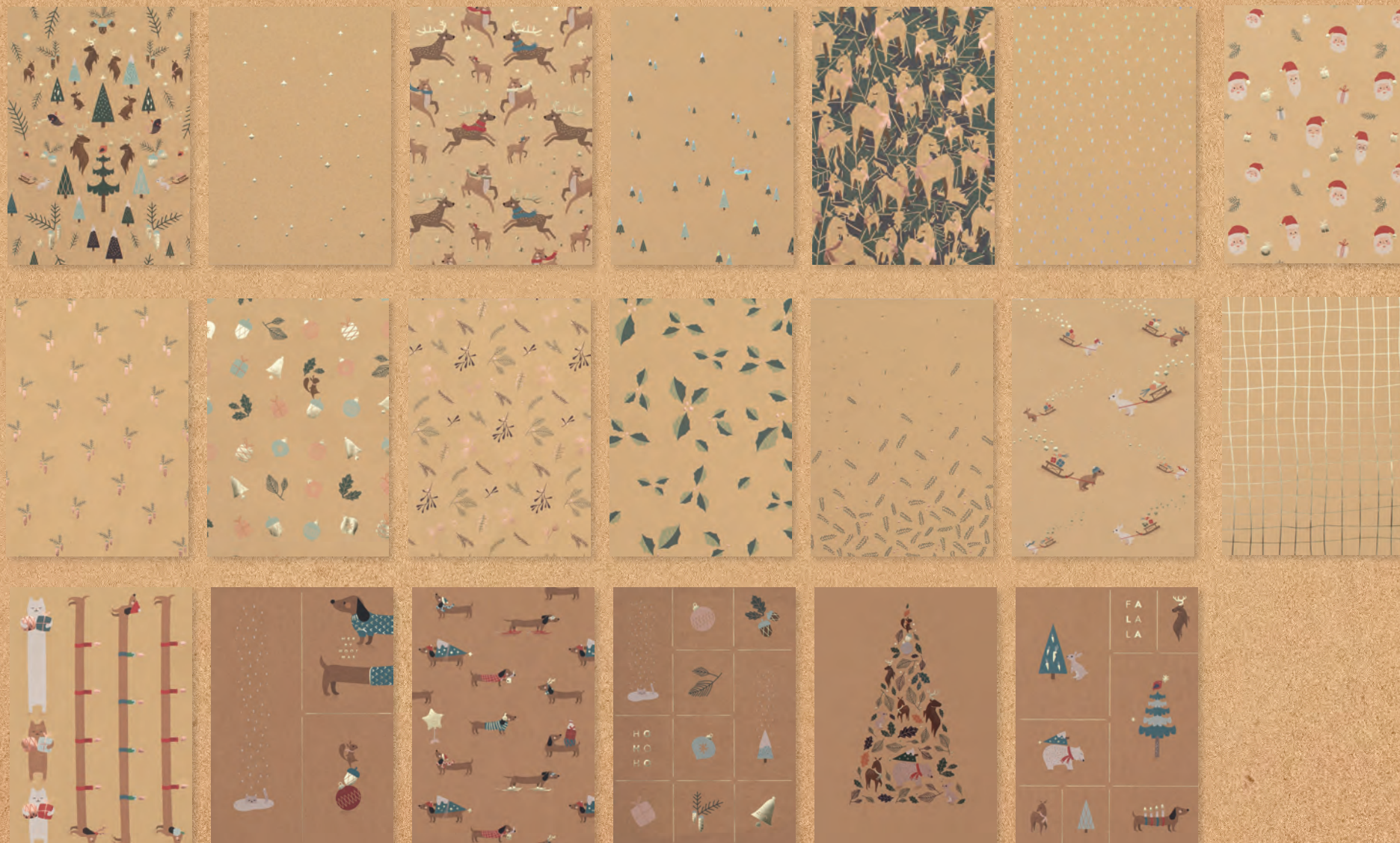
PU 5/50



#moods



#motif overview



bascetta, looks betta now.

If you walk through the streets at Christmas time, you will see it shining in many windows:
The Bascetta star.

The absolute classic among the paper stars with a complex and beautiful folding is one of the prettiest decorative accessories of the Advent season and does not require any glue or scissors!

A star on the outside as well as the inside:

The star by Paolo Bascetta is the old one, the packaging is new. In the future, the packaging and the star will be a match made in heaven.







thank you.

This presentation – including extracts thereof – may not be forwarded, reproduced or used, unless expressly permitted; this particularly applies to the included product examples. Any contraventions shall be subject to compensation.

Max Bringmann KG

Johann-Höllfritsch-Str. 37 • D-90530 Wendelstein • Tel. +49 9129 277-0 • www.folia.de



@folia_diy



@foliadiy



@foliadiy



@folia