

WRAPPED WITH  
NO WRAPPING  
LOVE SHEETS



WRAPPED WITH LOVE SHEETS  
Not WRAPPING SHEETS

# Why do we gift Wrap??

Wrapping started around 2nd century BCE in ancient China basically to keep it a secret from gift recipient....and we continued doing so for many more reasons....

- ◆ To keep the gift secret; We do not want others to know what we are gifting.
- ◆ To have a more exciting environment- Visual element is very important.
- ◆ Adding anticipation so people really want to see the gift.
- ◆ For tradition sake!!!!!!
- ◆ Some people simply enjoy wrapping???

# Not so before.....still can be used

- Decorative colorful cloths were used in ancient India to cover and present gifts to loved ones.
- Fabric cotton/jute bags are being used for centuries.
- Japanese “Furosiki” reusable wrapping cloth still in use dates to 1st AD
- The Korean “Bojagi” still in use dates back to 2<sup>nd</sup> AD

# 20<sup>th</sup> century.....

- Up to 1917, people used tissue papers as gift wrap. At Hallmark store, they ran out of tissue papers one Christmas and
- Then came plain wrapping sheets
- Now glittery metallic wrapping sheets
- Heavily dyed metallic wrapping paper
- Plastic laminated sheets

# Hazards of Wrapping sheets

- Metallic glittery wrapping sheets are NOT recyclable. They have non paper additives such as gold and silver color glitters.
- Dyed, laminated wrapping sheets NOT Recyclable
- Heavy colored wrapping sheets obstruct recycling process
- Most of the wrapping paper is light, those mithai box glittery wrapping paper, making it worthless for recycling
- If plastered in tape, wrapping useless for recycling

ALL GOES TO LANDFILLS finally.....

# BIRTHDAY GIFTS WRAPPING TRASH



# DO WE NEED TO PACK LIKE THIS???



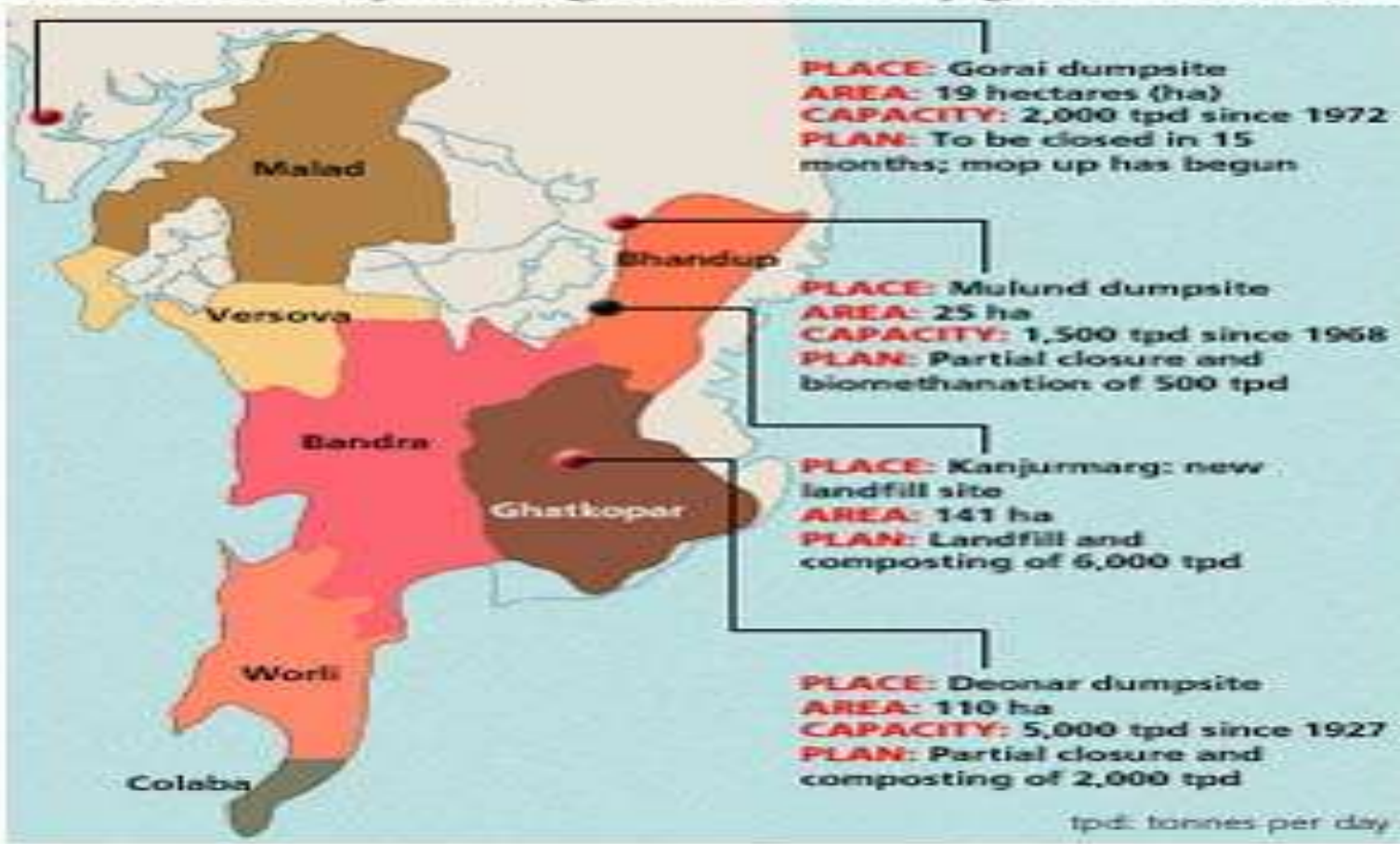


# GLITTER OF WRAPPING

## Additional hazard to our city

### Mumbai dumping

8,500 tonnes of waste generated a day go to these sites



# RISING MOUNDS OF LANDFILL



# What alternatives do we have

- Jute Paper, Fabric Bags, even brown paper bags which can be reused again and again
- Old Newspaper/Comic books as wrapping sheets
- Old Calendars, Outdated Maps
- Jars, Cans and Boxes- Chocolates and Candies will remain fresh too.
- Fabrics/Old Stoles- Knot the gift and slip in a beautiful message
- DIY- **Do it yourself**....Your ART, your creations

# Old newspaper/magazine craft



# Paper bag with a woolen string



# Old maps ready made / self made



With love....Fabric Knots.....



Gifts' in JARS- Simply look great!!  
Who needs Wrapping sheets.....





Still wanting a wrapping sheet....  
Use brown/plain color paper sheet



# DIY -Use your Old Art work



# DIY- Flower prints



# DIY – Leave your fingerprints



Worried about decoration....  
DIY -Glue some paper bits



# DIY- OLD CEREAL BOX



# USE RESUABLE JUTE BAGS



Congratulations! You just gave  
business to cottage industry





# NEWSPAPER BAGS !

Wow.....

Order w



2004

# YOU PROMOTE UNDER PRIVELEDGE



COOJ Mental Health  
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Handmade Photo Frames



Beautiful Hand Crafted  
Flowers

Handmade Photo Frames



Handcrafted Folder

Handmade Photo Frames



Handcrafted Folder



Handcrafted Greeting Cards



Handcrafted Greeting Cards



Handcrafted Greeting Cards



Handcrafted Photo Frames



Handcrafted Tags



Handmade CD Wallets



Handmade Paper Bags



Handmade Paper Bags



Handmade Paper Bags



Handmade Paper Bags



Handmade Paper Bags



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Handmade Paper Bags



Handmade Paper Bags



Newspaper Bags



Newspaper Bags

Coming to COOJ in May 2008, I have learnt a lot, first of all I couldn't stick to one job for more than a month. Coming to COOJ daily helped me to maintain consistency in my work and I have also made a lot of friends here. I do all the office work too. I feel that coming to COOJ helped me tremendously and I am also actively involved in all the sessions held at COOJ.  
**Vincent D'sa**

Are you ready to slip in this  
footnote....

## BIRTHDAY INVITATION

Come join me for my birthday party at my home(A 501, Kailash apartments) on 16.Feb at 6 PM. We will party and have lots of fun.

**Palak Gupta**

A polite request

Hey, I am a member of “Gifts wrapped with Love” Club, so don't waste your time wrapping the gift. Join our club and say “ NO TO WRAPPING SHEETS”.

# Thanks to many.....who are doing their bit

- Cotton world uses only Fabric bags.
- Bombay Store packs the gifts in recycle paper bags.
- Fab India store uses only Newspaper bag.
- Say no to HAMLEYS and LIFESTYLE GIFT wrapping..... We don't want free waste.
- Thanks to companies like REDBUG KREATIVE KITS who pack the toys/gifts in a eco friendly way with no need to gift pack them.

# Promote and buy such products



# JOIN THE TEAM

- All your ideas shall be compiled in a form of a e-book and shall be sent to you. Pls pass your email ids.
- Do visit my website ( just a humble beginning....) where we will be posting presentations, our concerns and your innovative ideas to help Mumbai and our country's mounting Landfills breathe..... You will also find links to various innovative ideas.

# THANK YOU FOR YOUR PATIENT LISTENING.....

- VISIT OUR WEBSITE

[www.nowrappingsheets.weebly.com](http://www.nowrappingsheets.weebly.com)

And join the CLUB

“ WRAP WITH LOVE AND NOT WRAPPING SHEETS”

You can also fill our online survey form to support and help us. TOGETHER we can make a BIG difference.