

Wrapping up the holidays in an eco-friendly way

By Kim Cook
The Associated Press

For many of us, wrapping gifts is even more fun than giving them. But each year, we throw away miles and miles of wrapping paper, much of which can't be recycled because of inks, coatings, or other additives.

If you want to make a gift to the environment at the same time you're giving to others, choose any of a variety of smart, stylish, and eco-friendly ways to gift-wrap this year.

To really get on the eco express, wrap gifts in vintage road maps, pages from old books, newspaper comics, foreign language newspapers, kids' drawings, or brown paper bags. Clean and reuse tins, bottles, or packaging from favorite stores. Or borrow the Japanese tradition of *furoshiki*, wrapping gifts in fabric by using scarves, thin blankets, tea towels, or other eye-catching pieces of material.

But there's also a growing number of eco-friendly papers out there.

Sara Smith of Maui, Hawai'i, founded the company Wrappily in an effort to "green-up giving."

"After learning that gift wrap generates over 4 million tons of trash every year, I had a 'what-if' realization: What if wrapping paper could be printed on a newspaper press, so it was made locally and easy to recycle?" she said. She set up her supply chain, milling, printing, and packaging



in Washington state.

"I'm certain no one has over-thought wrapping paper to the extent I have," she laughs.

She promotes indie artists and prints the designs on uncoated, 100-percent recyclable and compostable newsprint. Wrappily offers customized papers as well as ready-to-ship, printed ones. For example, there are birch tree, reindeer, and argyle-knit motifs by artist Nadia

GREENING-UP GIVING. Paper by Wrappily (pictured) is printed on underutilized newspaper presses in Washington state. Founder Sara Smith says "At its core, gifting is based on thoughtfulness, but for many, ending a gift exchange by sending a pile of trash to a landfill dampens the joy. Wrappily offers a solution that is thoughtfully made, environmentally responsible, and 100-percent recyclable/compostable." (Kirsty Copperfield/Wrappily via AP)

Hassan of Greensboro, North Carolina, and festive, midcentury-modern geometrics from Manhattan studio Hour of Nine. There's a modern take on Scandinavian folk art from Dutch designer Tamara Houtveen in a zingy palette of pinks, reds, blues, and citron.

At The Container Store, designs this season include a tailored antler print in warm navy and tan hues; a retro Rudolph pattern; and a cozy snowflake pattern on a gray, cable-knit printed background — all printed either on recycled paper or recycled cotton.

Paper Source partners with mills and printers that follow sustainability practices. The company also recycles, donates, or reuses all its scrap paper.

At Grandin Road, there's a black-and-tan or red-and-gold geometric print on paper that's made from the bark of the Lokta bush in Nepal. Sales help support a women's co-op in a region of that country that was ravaged by a 2015 earthquake.

Bloomin, a Colorado company, offers seed paper: richly colored sheets made from recycled paper pulp embedded with flower, vegetable, herb, grass, and tree seeds. You

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