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VOLUME 05

THE CLIPPER



THE CLIPPER



On the Cover: Duly Noted
@dulynotedstationery

Duly Noted is a boutique and stationery shop in the heart of Halifax, Nova Scotia. They offer a collection of pens, ink, stationery, and gifts that any paper lover will appreciate.

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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SCAN ME!



www.papereclips.com

A NOTE FROM TORY EPHEMERAL EPHEMERA

Some things are not meant to last forever.

In my childhood I worked in one of the only two independent greeting card stores that existed in Canada in the 70's. Most of the cards were imported and it was my job to pencil in the price on each and every card. It had to be in pencil as customers might want to remove the price after purchase. My hands had to be clean, but graphite as we all know tends to stick to fingers. I know the odd smudge was added to the price.

Not one of those cards were sleeved in plastic. I can't quite remember when plastic sleeves became the norm, but by the 2000's nearly every card came in plastic. We are now all used to buying a card immediately throwing the plastic sleeve away. It's hard to process all the plastic we casually use and discard. I think about all the plastic coffee-cup lids that have passed through my hands, the lipstick wrappers, zip-lock bags and plastic forks. Collectively we are appalled by the mountain of plastic that has washed up in the pacific, we should be, we shipped it there.



Paper is ephemeral, it is impermanent and imperfect. A white page does not stay white for very long, yet the information it bears stays relevant despite the creases. In trying to change its nature, we create mountain of sadness. I can endure a bent corner or a smudge on my card, the sentiment is still the same. That plastic mountain is not one we at Paper E. Clips want to contribute to anymore.

We are proud to say that over 95% of the cards we sell in the Paper E. Clips Collection are naked. Not only this, many of our brands welcome new ideas like using plant based inks or eco-glitter.

Tory Wright | @toryawright
Founder and President

**LEARN ABOUT OUR
SUSTAINABILITY
PRACTICES AT:**

www.papereclips.com/sustainability

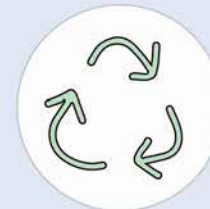
EXCITING ECO-GOODS

1. Meri Meri (Eco-Glitter)
2. Museums & Galleries
3. Meri Meri
4. Halfpenny Postage
5. Seedlings
6. Meri Meri



E. FRANCES

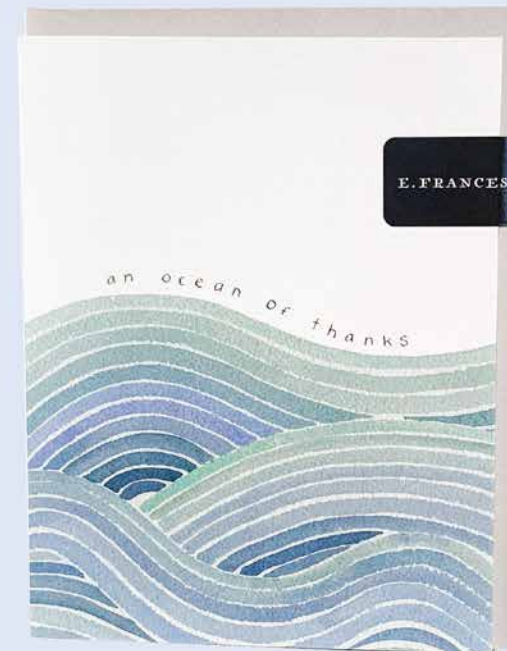
PAPER NOT PLASTIC



**PAPER-BASED,
RECYCLABLE
STICKER**
Makes cards
100% recyclable!



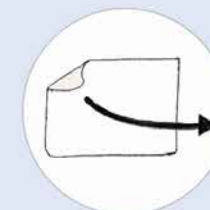
**IMPROVED
DISPLAY**
No more glare
from shiny plastic.



ZERO WASTE
When we used plastic
sleeves, we were shipping
thousands of pounds of
plastic each year.



**SPACE FOR
PRICE STICKER**
Enlarged back of klasp sized
to fit sticker/barcode.



EASY TO REMOVE
Easy to peel and no residue
left from adhesive

HEY CURLY GIRL!

The original 'Curly Girl' Leigh Standley (fig. 1.) started her company after getting laid off from her second job as a Creative Director. Not sure what to do next she began working with a friend at her yoga studio in Boston, where many new beginnings would later blossom. She began making small artworks that her friend would hang in her studio, when people started asking if they could purchase the art, Leigh had her lightbulb moment. She knew she was onto something, and eventually took some good advice and thus began her greeting card empire, Curly Girl Design.

Did you always have a goal to create greeting cards or was it a kind of AHA moment?

No, though I was a paper nerd, the job wasn't really on my radar. During the starving-artist beginnings of trying to make a business of my art, a lady that I babysat for told me I should meet her sister... who was in the gift industry. I met her and she just said "Oh. These are greeting cards. Here's my printer's number. Use him. He's great." and I was just green enough to do exactly what she said.

When we first received the order of 2000 greeting cards on my front porch later that year, the printer had written "Great stuff. Pay when you can." which I will never forget. We went on over the years to do hundreds of thousands of dollars of business with him.



Fig. 1. Leigh Standley founder of Curly Girl Design pictured in her studio.

If someone is being introduced to your line for the first time, what are three things you would want them to know about your cards?

1. We make cards for people, not occasions. While we do have Holiday and Birthday cards. What I love the most, is that cards create connection. You'll hopefully find one that reminds you of someone you care about and suddenly you are sending that person a piece of hand written mail.
2. The art and lettering are all done by hand. I make the collage work with paper, paint, ink and very tiny scissors. It is not digital. In a world of digital everything, I think it's kind of refreshing to hold something in your hand that has an original piece of art behind it. (See Fig 2).
3. Even though we have been around for over 20 years, this is still very much a VERY small business. Just me and a couple of great employees making this happen... so when you buy our cards, you are supporting our families. And we really do appreciate it.

If you could tell your younger self one piece of advice about starting a business, what would it be?

If you could tell your younger self one piece of advice about starting a business, what would it be? Ha! Oh gosh. Probably to make sure to punctuate things. A business is like a lifetime, or a marriage, you have to stop to celebrate the wins and acknowledge the losses.

You need champagne toasts and headstones along the way. That way time is marked and proper reverence for the work is paid. Being a founder or CEO is tough, because there is no one to high-five you when you hit a goal or achieve something big... you are most often, just in your office going "WOOO!" and then someone comes in and tells you the toilet is clogged and you have to deal with that. The same is true for the ways you fail... only usually there are more people that know you have blown it. There is a lot of feedback and business moves fast, so often you have to rush into fixing, without properly grieving the thing that didn't work out. Make sure to honor things that do.



Fig. 2. All Curly Girl Cards are made by hand, using collage style artwork. Leigh cuts and stamps each design herself before digitizing the artwork.

One of our favourite things about Curly Girl Design is your beautifully written sentiments, how exactly do you come up with them? Do you start with the artwork or the copy?

So, for the everyday cards, they are always written first. I noodle around for a long time on what to say and how to say it. The image really has to apply to as many people as possible, and then also maybe look good on a mug or whatever...so the image comes second.

With Holiday cards it's the reverse. Which I find very fun. I play around with holiday imagery and themes and color palettes and then for the most part, write something holiday-ish. It's a lot more playful to me.

We love that you use eco-glitter in your cards! What does sustainability mean to you in the greeting card world?

As someone who loves the earth and thrives in nature, sustainability is very important. It's in opposition to being in the gift industry and I have always been determined not to just be making STUFF for the sake of selling it.

Everything we make must be useful and beautiful and the packaging must be as minimal as possible. From vegetable-based inks, to eco-glitter to recycled paper... even printing with wind-power. I like the idea that my work can go safely back to the earth someday after doing its job.

SHOP CURLY GIRL IN THE JACKDAW GROUP OF BRANDS

Learn More by Visiting:
www.papereclips.com/curlygirl

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OODLES OF BARBIE PINK

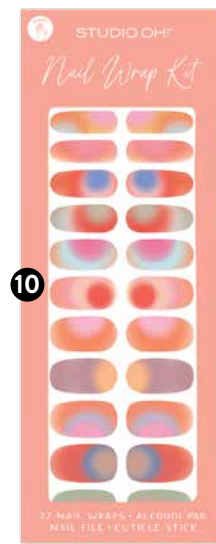
1. Up With Paper 2. Studio Oh! 3. Brittany Paige
4. Studio Oh! 5. Meri Meri 6. Studio Oh! 7. UWP Luxe
8. Red Cap Cards 9. Em & Friends 10. Studio Oh!
11. Meri Meri 12. Rifle Paper Co.



New Jewelry from Studio Oh!



Barbie Meets Little Mermaid!



RED CAP CARDS

FARM STAND FANATICS

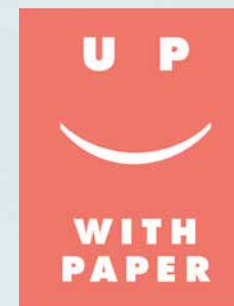
1. Em & Friends 2. Meri Meri 3. Art Angels
4. Up With Paper 5. Red Cap Cards 6. Rifle Paper Co.
7. Peaceable Kingdom 8. Studio Oh!



Surprise Balls filled with mini Gifts from Meri Meri Party!



Bring the Fresh Scents Home with Air Fresheners from Studio Oh!



THE PEC SPRING '24 COLLECTION

A quick look into our Spring collection for the upcoming 2024 Spring season!



Ohh Deer
Valentine's Day



1973 UK
Father's Day



Laura Darrington
Mother's Day



Graphic Factory
Easter



Calypso Cards
Mother's Day



Jolly Awesome
Valentine's Day



Brittany Paige
Mother's Day



Louise Mulgrew
Father's Day



Lagom Design
Father's Day



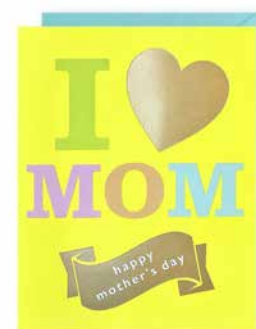
Slightly Stationery
Mother's Day



Oliver Stockley
Valentine's Day



Cath Tate Cards
Valentine's Day



J. Falkner
Mother's Day



NOI
Father's Day



Ohh Deer
Mother's Day



Designs by Maria
Father's Day



E. Frances
Valentine's Day



Halfpenny Postage
Valentine's Day

FREE SHIPPING

Enjoy Free Shipping on all Spring orders that meet required minimums!
\$400 for Valentine's Day and Easter \$500 for Mother's Day, Father's Day and Graduation
Orders must be placed before November 10, 2023 to qualify



HALIFAX'S ORIGINAL NEWSTAND

Atlantic News first opened its doors in 1973, at the corner of Morris & Queen St. in Halifax. Owners Pat and Onough ran the business as a family, later selling to current owners Stephen and Michele in 1998. When they first took over the business, the couple had a two-week-old baby and a two year old making the first months quite the challenge! In 2001 they gave the space a facelift, filling the shop with light and space. As the magazine industry has changed, they have continued to search out niche titles, often at the request of their customers. Halifax's 'Original Newstand' celebrates 50 years in business this year, so we sat down to chat with owner Michele about her life in the Newstand.



Original
Exterior



Updated
Exterior

If your business had a personality, how would you describe it?

Warm and friendly. A customer once said, 'you're like an old fashioned doctor with a good bedside manner'. We like to keep a book of quotes with little things our customers say, here are a few:

'I'm so excited to be here my heart aches'

'Being here cheers me up'

'You're like the neighbourhood cheers'

'I love being able to handpick a good card'

'First place I come when I visit the city'

'This store is my happy place'

What are three things you can't live without as a business owner?

1. This one's simple, great staff!
2. Flexibility, it may not be tangible but it's something I just can't live without. I need to be able to adapt and quickly shift.
3. I don't want to say it, but the internet. It's so great to be able to do my orders online. Our suppliers that have useable websites like yours are our favourite thing, the days of having to circle things in a catalogue are gone and we can't complain about that.

What's one challenge you've recently faced and how did you overcome it?

Covid I guess, really. Great staff really did help us overcome it, being adaptable, being able to pivot when needed. I did find myself having to look for the big picture, then the small details, but I never missed the opportunity to get the customers through the door. Looking ahead allowed me to plan as much as I could, but when it comes down to it, it was the people around me. My husband Stephen started working with me, it means a lot to have a partner that always has my back.



Michele &
Stephen

We hear you have an anniversary coming up! Can you give us one piece of wisdom about owning a business?

Always remember that everyone who walks through your door is a human being and has a story. We get to know our customers, learn what they like, remember names, their upcoming events, and take genuine interest in them. They're people first and customers second. Since we have a bit of everything in the magazine department, we really get an array of customers. From people looking for something about motorcycles to crochet! They are choosing to walk through our door, it's special that they've chosen our shop.

We all deserve the same respect; everyone just wants to be heard. That's why we are still here after 50 years! It's not customer service, it's being of service.

Here's a short example that I love; In 2017 the Globe and Mail stopped distributing to the Maritimes. This was a big problem for us, as lots of our customers would come in week after week for their paper. Eventually we came up with a solution, where we fly in 400 copies, drive to the airport and pick them up for any customer that has pre-ordered. One older woman named Laurel, would take the bus and walk from every week to get her copy. At one point I finally asked where she lived, it was so close to my home. So, I asked her 'What if I dropped it off for you when I drive home from work?'

Our job is to go above and beyond, and why wouldn't we?

To Learn more about Atlantic News

Follow Along: @atlanticnews

Website: www.atlanticnews.ns.ca

Address: 5560 Morris St., Halifax

IN CONVO WITH LULU & LAVIGNE

Based in Hamilton, On. Lulu & Lavigne is a shop selling a mix of new and vintage home decor, lifestyle accessories, and gifts.

What is one challenge you didn't expect to run into when opening your business?

Well, the pandemic is an obvious answer, but I also never expected to have our street closed down to vehicle traffic for 8 months while it was torn up for infrastructure replacement! There were piles of dirt higher than the shop's front window and pedestrians had to use makeshift wooden boardwalks to access businesses. It was rough but I'm so grateful to our customers who were determined to support us and see us through this challenging time.

If someone asked you to do a mini pop-up and you could only bring three items from your store, what would they be?

We've done a few of these kinds of things! First thing I would bring is **Blue Q socks**. The sayings on the socks range from funny to rude and there is generally a pair that suits every person on your gift-giving list. I'd also bring our **custom Hamilton collection**. I designed the logo and we now offer it on T-shirts, tea towels, tote bags, baby onesies, note cards, Swedish dishcloths, enamel pins and keychains. Customers have taken these all over the world as gifts which I just love hearing about! The third item I'd probably bring would be **puzzles**. They carried us through the pandemic and our customers still eagerly anticipate new arrivals!



What do you love about being a part of the small business community in Hamilton?

We are part of what I feel is one of the best neighbourhoods in our city! I've met so many supportive and creative fellow business owners, and, in our area, the majority happen to be female lead. I love that we often pop into each other's shops to bounce new ideas off one another and lend an ear to help each other solve general issues that come up. We tend to coordinate our activities around local BIA events and I'm always happy to be able to recommend local business when we don't have exactly what a customer is looking for!

To Learn more about Lulu & Lavigne

Follow Along: @luluandlavigne

Website: shop.luluandlavigne.com

Address: 228 Locke St. S, Hamilton, On.



THIS IS THE YEAR OF HALFPENNY POSTAGE

This year Halfpenny Postage is releasing so many new things! The first release is the second collection of Art Prints, featuring exclusive designs by Rachel Joanis and new to the Halfpenny roster, Marina Ester Castaldo. This release centers around themes of love and friendship depicting bold florals and delicate moments.



Graphic artist and illustrator **Rachel Joanis** understands the importance of representation and the significance of seeing yourself reflected in art. The Toronto-based artist has worked with the likes of Bumble, Holt Renfrew, and The Whitney Museum.



Marina Ester Castaldo is an Italian illustrator currently based in London, UK. Born and raised in Naples, in the south of Italy, she still finds herself inspired by the folklore, the hospitality, the warm weather by the sea and contrasting and strong colours.



THE ORIGINAL FUNNY LADIES



Cath Tate 1984

Do you have any interesting facts people may like to know about Cath Tate Cards?

1. Some cards feature our family photos, including one from Rosie's wedding day
2. Some of our cards have been used as props in films, including Christmas fave *The Holiday*.
3. One of our cards was featured on an official Christmas edition Royal Mail stamp.
4. One of our first trade customers (*who we still supply now!*) was Gay's The Word, the UK's first LGBTQ+ bookshop, as featured in the film *Pride*.
5. In 2018 Cath was co-author of *The Inking Woman*, a book of comic art celebrating 250 years of female cartoonists!
6. We've heard (*from a reliable source!*) that the Queen Consort Camilla has sent one of our cards to all the members of her book club!

Rewind to the early 80's - Cath sat down at her kitchen table and began making political photomontages, fueled by her left-wing views. Inspired to shout about her favourite female cartoonists, who at the time were often underrepresented, Cath decided to start publishing their work on a selection of postcards - and Cath Tate Cards was born!

How do you find being a mother-daughter duo in business?

Aside from the occasional disagreement, working as a duo has been brilliant. Having grown up in a household where greeting card jokes we were always being tested on the family, our sense of humour has developed and merged over the years. Being in that environment gave Rosie an early insight into what jokes work. Cath now enjoys getting the perspective of a younger generation from Rosie when developing new ideas.

Lots of your cards involve humour, why do you think funny cards are so popular?

As two working mothers we've always believed that a sense of humour is essential for survival. Whether it's making fun of your age, poking fun at the government, pet-themed humour and everything in between, sending a joke to your loved ones will never go out of style - we would know, we've been doing it for 40 years!



Cath & Rosie 2023



Fig. 1: Lady Legend

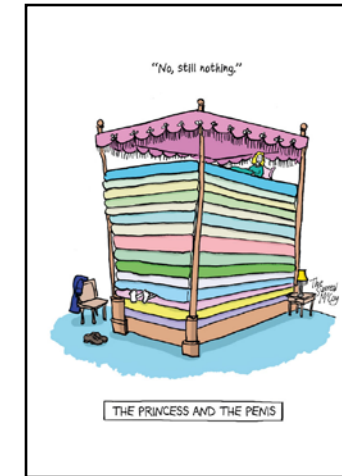


Fig. 2 Princess & The Penis

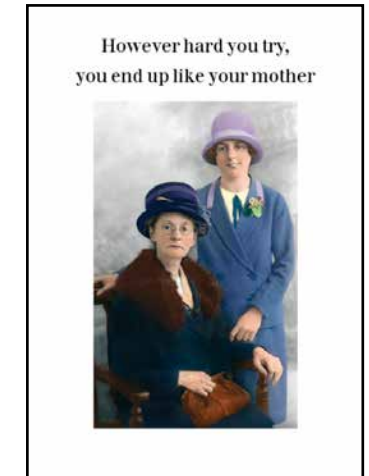


Fig. 3: End Up Like Mother

Does your team come up with the sentiments together? We'd love a little look inside how you come up with the quips on your cards!

We write most of our captions ourselves, with popular ranges like Life Is Rosie, Photocaptions, Photocats & Canines and Pina Colada all being written by Rosie and Cath, with a little help from our team.

The process typically involves lots of throwing ideas around, saving up ideas until the time feels right, bickering over the exact wording and voting as a team on which cards work best!

In recent years, we've collaborated with lots of talented illustrators and cartoonists - some of whom come up with their own captions, like the Terrific Humans range, and some who come up with the design while we write the captions, like the Modern Icons range.

If you could share only one business tip you wish you'd known sooner what would it be?

Go for it! Don't be afraid of trying things out at the risk of making mistakes. There's always a solution and as long as you have a good product, the rest will follow!

This may be hard one, but answer if you can! Do you have an all time favourite card? Feel free to share a few options!

Fig. 1: Lady Legend from the Hot Foils range
Fig. 2: Princess and the Penis - funnily enough, this one never sold well, but it's one of Rosie's favourites regardless!

Fig. 3: However Hard You Try You End Up Like Your Mother, no explanation needed here!



TO SHOP CATH TATE CARDS

Search 'Cath Tate Cards' in the search bar on: www.shop.papereclips.com

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STOREFRONT SWOON

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



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@inkwellboutique



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@cheerfullymade



SUMMERHILL MARKET

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@summerhillmkt



OUTER LAYER

577 Queen St W, Toronto, ON
@outerlayer

NY NOW & SHOPPE OBJECT SUMMER 2023



Near Modern Disaster



Halfpenny Postage



Brittany Paige Design



Retrospect Group



417 Press



Spaghetti & Meatballs

Halfpenny Postage

