## The Container Store ${ }^{\circ}$



Gorgeous Gift Presentation
Tips for Perfect Gift Wrapping

## Getting Started



## The Right Jools

It's best to use double-sided tape when wrapping gifts for a clean, professional presentation - no tape will be visible. Rolling scissors are another must-have tool...push them gently across the paper for a clean, safe cut. They eliminate the squeezing action of conventional scissors that can lead to hand fatigue.

Selecting a Box

Choose a gift box that is large enough to hold your item with plenty of room around the edges for tissue paper or other padding. The Container Store ${ }^{\circledR}$ offers a variety of sizes of glossy white gift boxes to fit every need


## Choosing a Wrap

Typically, small patterned wraps work best for small boxes. Wraps with larger designs work well on bigger boxes so that the entire pattern may be seen. It's always a nice touch to select a wrap that speaks to the personality or tastes of the recipient.

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## Add a Ribbon

For a complete presentation, it's ideal to wrap ribbon around all four sides of the box before adding a bow. If shipping gifts, use wire-edged ribbon, tulle, yarn o cording to avoid crushed or damaged bows. Wire-edged ribbon is very forgiving and can be fluffed once the package

## The Finishing Jouch

In addition to the instructions for handmade bows included in this guide, The Container Store offers a variety of tools to make handmade bows even easier. Our gift packaging experts can demonstrate bow making with these tools.

reaches its destination.


## Keen It Organized

Keep all of your wrapping supplies neat accessible and protected with one of our many gift packaging storage solutions. Depending on how much space you have, you can find solutions at The Container Store for storing these materials on a shelf, under a bed or in a spare closet. It's a good idea to have separate organizers for the holidays and your everyday gift wrap supplies.

## How to Urap a Box



1. Lay the box face down on the paper. Use a ribbon or tape measure to measure the girth of the box and add two inches. This is how much paper you will need to go around the box. To determine how much wrap you will need to cover the ends of the box, allow an overlap that's equal to the height of the box and trim the excess paper accordingly.
2. For best results, the seam of the paper should be at the edge of the bottom of the package, rather than along the center. Pull one side of the wrap all the way to the other edge of the box, crease it slightly to mark the edge, then fold the crease for a clean look.
3. For a finished look, fold the top edge of both the top and bottom flaps to ensure a straight, crisp line.

Secure the edge with three small pieces of double-sided tape. Crease the bottom edges of the box with your thumb and forefinger.
3. Flip the box so that the top is facing upward. Place a small piece of double-sided tape near both sides of the end of the box. Push in on both ends to fold the wrap; it will be held in place by the double-sided tape.

## How to Jie Ribbon Around a Box


5. Tape the flaps to the box with three small pieces of double-sided tape.
6. To add the ribbon, start with the box facing top side up. Using a spool of uncut ribbon, wrap the ribbon around the length of the box and bring the spool back to the center. Be sure you've left enough at the end to tie a bow or secure a handmade bow.

## Basic Bow



1. Cut ribbon to the desired length of the finished bow. Form into two equal loops.

Hint: Double-faced ribbon works the best. Wire-edge ribbon is also great for this bow.
2. Cross the right loop over the left loop.
2.

3. Knot the loops by pushing the right loop beneath the left, then pull the loop under and through the hole.
4. Pull the knot tight and adjust the loops and tails until they are the same size. Use scissors to trim the ends of ribbon. Attach the bow to the package with double-sided tape.
your hand. Returning it to your thumb and forefinger, hold the loop and make another half twist. Continue making a loop and then a half twist, alternating sides until you have the desired number of loops.

1. Measure the desired tail length. Twist the ribbon to keep the right side out. Wrap the ribbon loosely around your thumb to form a center loop. Hold the ribbon between your thumb and forefinger, and twist. Make the first loop to the desired length on one side of your hand, holding the ribbon between your thumb and forefinger. Give the ribbon a half twist.
2. Make the second loop on the other side of

Florist Bow

3. Measure the second tail length and cut the ribbon. To secure the loops, insert a wire around the center loops. Fold the wire in half, bring the wire ends to the back, pinch the ends together and twist.
4. Leave ample wire for attaching the bow to a gift, wreath, etc. Trim the tails of the bow. Use the wire to attach the bow to the ribbon around the package.

Basic Pom-Pom Bow


1. Form a loop about 4 " in diameter and wind the ribbon around 12 to 15 times. Flatten and crease the loop so the inside end of the ribbon is at the top. Notch all four corners of the folded loop by cutting each corner at a steep angle. Be careful not to cut all the way through.
2. Push the notched ends of the loops together in the middle. Firmly tie the notched center with wire or ribbon using a double knot. Trim the outside edge of the tie.

3. Holding one side of the loop with one hand, pull the innermost loop out to the right, then pull it toward you with a half twist. Repeat with the next loop, but twist it away from you. Repeat, until all loops from the same end are pulled out. Turn the bow around, and repeat alternate twisting on the opposite end, starting with innermost loop.
4. Occasionally, cut ends will protrude from bow. Twist them into the bow and cut at an angle for a finished look. Hold the bow at the center and shake it to fluff. Use ties to attach the finished bow to the ribbon around the package.


## Poinsettia Bow

Before pulling the loops out as shown in step 3 on the previous page, cut the ends of the loop to form a pointed petal shape. Cut the loops completely through the ribbon so that each petal is separate. Pull out the bottom petals from left to right, twisting at the base where tied. Arrange top petals the same way - no twisting is needed. Knot a ribbon of a different color in the center to form the center of the flower.

## Chrysanthemum Bow

Before proceeding with step 3 on the previous page, cut three evenly spaced slits from the top of the loop toward the center. Repeat for the other loops, then continue with steps 3 \& 4 .


## Aster Bow

Before proceeding with step 3 on the previous page, make an angled cut on one side of the loop (working from the tie inward), to form a short pointed tip that sticks out. Turn the bow around and repeat this cut on the other loop. Continue with steps $3 \& 4$.

## Carnation Bow

Complete steps 1 through 3 on the previous page. Squeeze the bow tightly and cut off all loop ends using a curve cut. Fan out and shake the bow, then attach it to the ribbon around the package.


## Get Creative!



## Embellishing Boxes

White giff boxes, or specialty boxes like the ones shown to the right, can be embellished with ribbons, stickers and tags for a distinctive twist on traditional wrapping


## Gift-Giring On-the-Go

Gift totes are a quick, easy and fun solution for gift-giving...a great idea if you're pressed for time. They're also ideal when traveling by airplane because they offer visibility when going through security. When placing gifts inside a gift tote, wrap each item separately in coordinating tissue. Add additional sheets of tissue or paper shreds on top to completely disguise the contents.


## Guess Who?

Don't keep the recipients guessing...let them know who it's from with a giff tag attached to the box or bow. Choose a coordinating or complementary gift tag to add interest to your package.


Thinking Outside the Box (or Bag)
You can find many interesting alternatives to the traditional wrapped gift or gift tote at The Container Store - just use your creativity! Look for a container that goes with the theme of your gift, add a ribbon and bow, and presto! You've created a one of a kind gift presentation, and a gift within a gift!

## Go Bon-less!

For an unusual and attractive take on the traditional bow, use ribbon and a coordinating gift wrap to create your own decorative touch. This is an especially smart solution when shipping gifts, since there is no bow to be crushed. Personalize your gift by scripting the recipient's initial, wedding date or other special message on the package



## Use Your Imagination

Create your own, unique presentation using any number of materials and techniques. Experiment with ribbon in a basket weave pattern, use stickers and decals instead of tape...you're limited only by your imagination! Gift wrapping can be a creative and enjoyable experience... have fun with it!

elfa" Mesh Gift Wrap Cart
Our elfa ${ }^{\circledR}$ Mesh Gift Wrap Cart is ideal for keeping rolls of gift wrap, totes, tissue, ribbon and accessories organized. Casters make it easily accessible when you need it - roll it out of the way when you don't. Ask us for details!

## The Container Store ${ }^{\circ}$

For store hours and locations, visit www.containerstore.com or call 1-800-733-3532

