

Crumbs of Inspiration

Clever compilations of letterpressed off-cuts speaks to the DIY and green markets

Necessity is the mother of invention, and lately sustainability is a necessity. Sugarcube Press' Kelsie Zimmerman and Elizabeth Rittmeyer have always embraced green business practices, but their efforts didn't stop there.

Enter Crumbs, DIY card kits available in several themes whose ingredients would have otherwise ended up in the recycle bin. Each includes letterpress clippings as well as two cards and envelopes. Stationery Trends interviewed Zimmerman to learn about how this line came to be.

ST: What was your inspiration?

KZ: We're very big on recycling and re-using but we still have inherent waste in the manufacturing process of creating cards. Our two kids dig through our box of off-cuts and create art, and we love making cards with them, too. Often, we have perfectly good cards with a smudge that we can't sell, so it's a perfect excuse to throw it on press to make something else with it. The layering of art and letterpress is so unique, and each off-cut creates a new piece.

ST: How long did development take?

KZ: It took a couple months to figure out if anyone else was doing something like this and how to package and market it. And, about a month to really envision what could be considered Crumbs, while also being mindful of the manufacturing and assembly portion. We needed to identify what scraps were Crumb-worthy and how many letterpress crumb clippings would make a great card for a kid's edition and an everyday edition.

ST: Did your presentation go through any changes?

KZ: At first, Crumbs were at a lower price point, but only contained enough (to) make one card. After our first large order, and at the wise suggestion of a Kate's Paperie buyer, we created a Crumbs product with enough contents to make two cards. The price point was higher, but the value was greater.



An earth-friendly activity and creative missive rolled into one, Crumbs retail for \$8.50 a unit. Circle 133

ST: Can you describe the line's evolution?

KZ: (We) started with kid's and everyday editions, and after experiencing success at the National Stationery Show, we quickly added editions for Halloween, holiday and Valentine's Day. We revised the packaging to create a unified line with clear indication of the editions — and with a more solid package to allow people to pick up and shake around the crumbs. Since no two are alike, people love to sift through the clippings in each.

ST: How do you recommend the line be merchandised?

KZ: We love to see our retail clients create their own cards to put with the product. If a retailer asks, we will send along an un-packaged one for the store to use in a display.

This is also a great product for retailers to up-sell various stationery/art related items. We suggest that retailers merchandise this alongside other collage items, like scissors in different designs or shapes, cutters, ink fountain pens, colored pencils, etc. This product sells more products for the store. Whatever we make, we strive to leave the world a little sweeter!