



papersalt®

**Salty**  
BY PAPERSALT

WINTER 2025 TRAINING



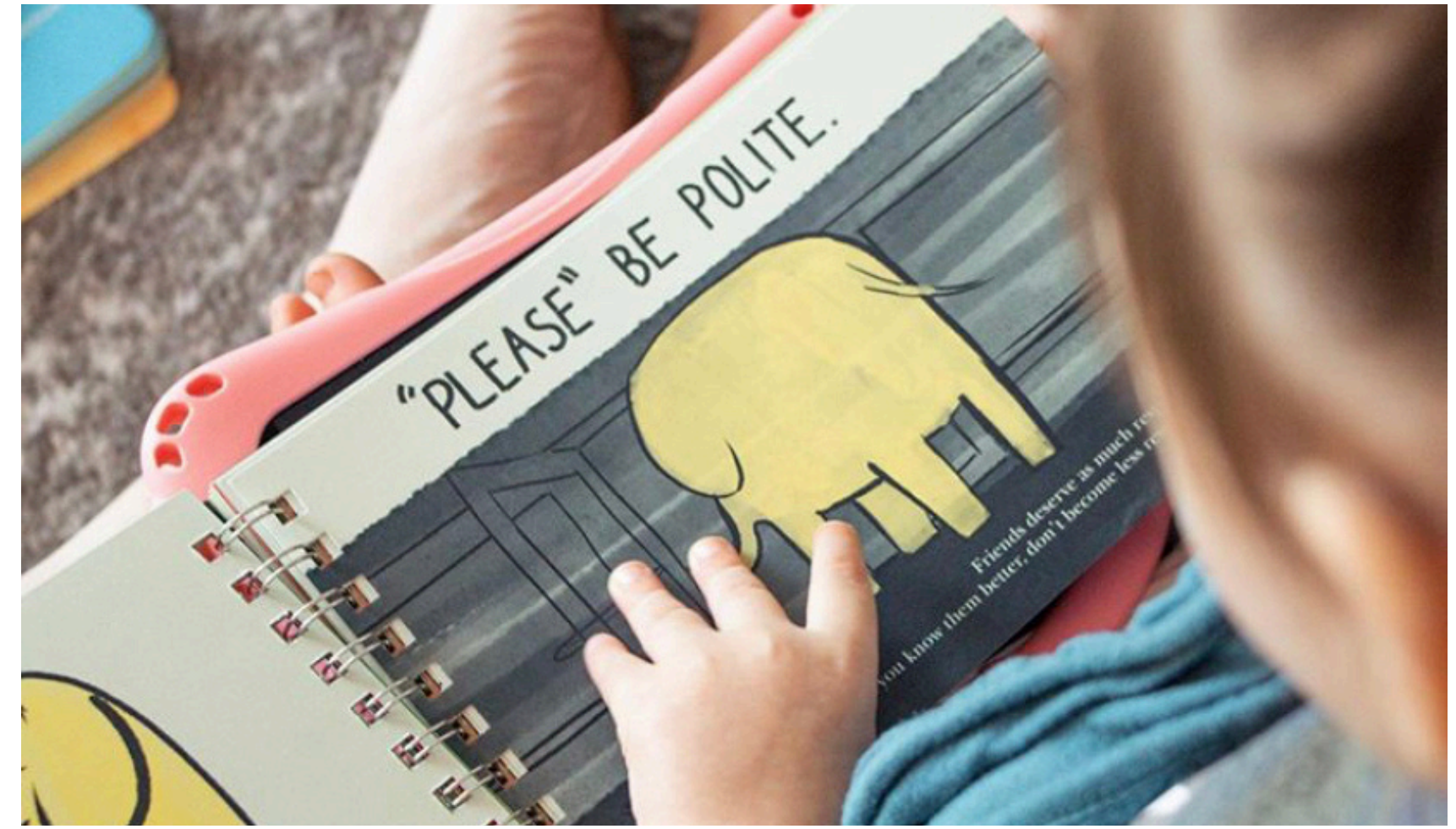
# WHO IS PAPERSALT?



## OUR BOOKS..

We created our signature line of books to inspire, educate, and empower kids and families. They engage readers through their bold designs and simple, concise, real-world content.





# HOW WE STARTED

In 2012, we set out to create inspiring and educational content for kids and families.

We launched content and product types our Market hadn't seen before.



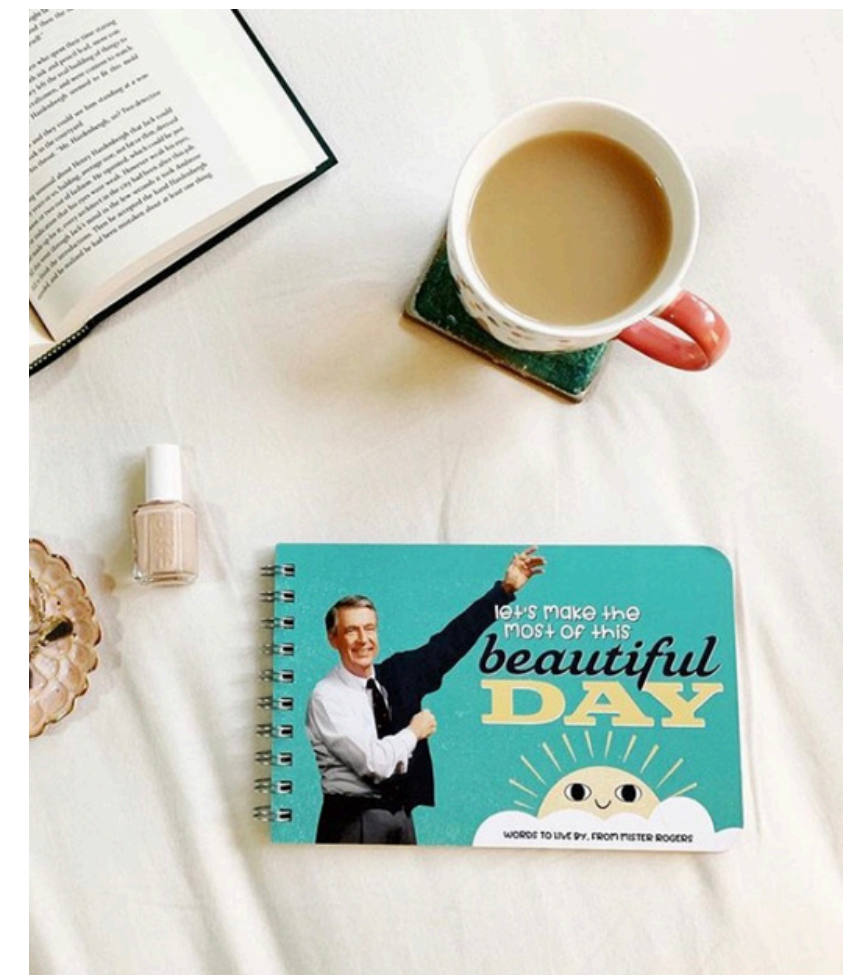




# HOW WE GREW

Our product format stood out to prospective licensors. They found us.

It started with Mr. Rogers and led to Bob Ross and NBC properties.







# PAPERSALT: TODAY

**Books | Gifts | Stationery**

We've evolved into a company with the goal of making unique and trendy gifts that inspire, spread kindness, and laughter – however that may be.





# papersalt®

- What does Papersalt sell?
  - **Gifts, Books and Stationery**
    - *NOT “Stickers, greeting cards and buttons”*
- Conversational One-Liner
  - “Just these cute and trendy gifts/books that really stand-out once they’re in stores.”
- Made In the USA, by us.
  - ***We write the content, and also design it all.***
  - We produce, print and fulfill 90% of product ourselves.





**Where Do I  
Start My Pitch?**



# Books, Books, Books.

- Gift and sentiments for all of life's moments
- Written by parents & families, for kids, parents & families.





# Wire-O Bound Books



## NOT JUST ANOTHER BOOK

We started with our signature line of books using extremely thick paper and wire-o binding, so the books lay flat - with simple content and bold designs to engage readers.

46-54 Pages



Printed on heavy uncoated paper for a unique feel

9x5.5"

Bound with silver metal wire-o so they lay flat



# Real-world advice, Inspiration, and Motivation

“The stuff parents want their kids to know and remember as the grow.”





# Real-World Advice, Inspiration, and Motivation

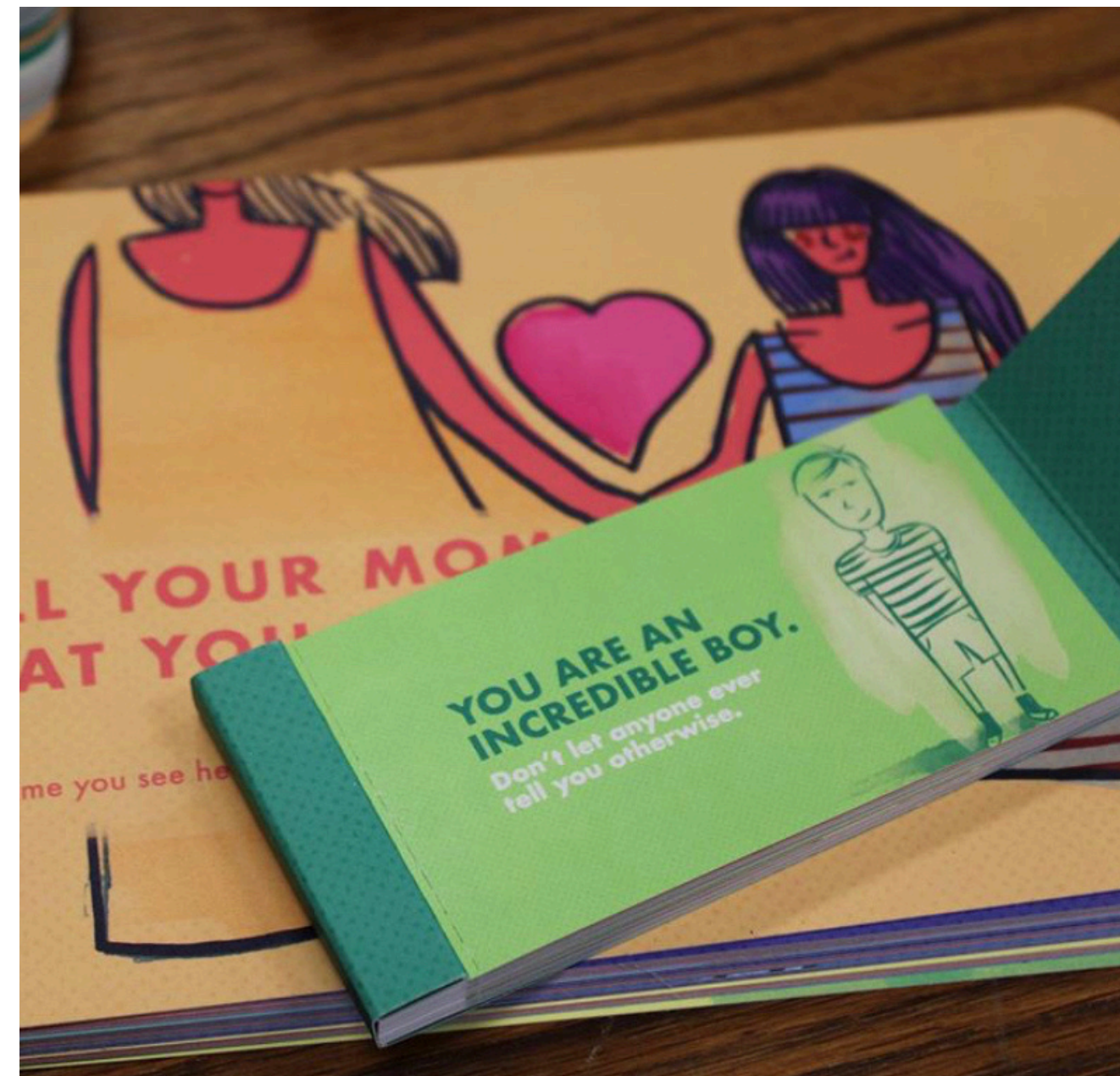
- For Life Events - Graduation, New Parent, Wedding





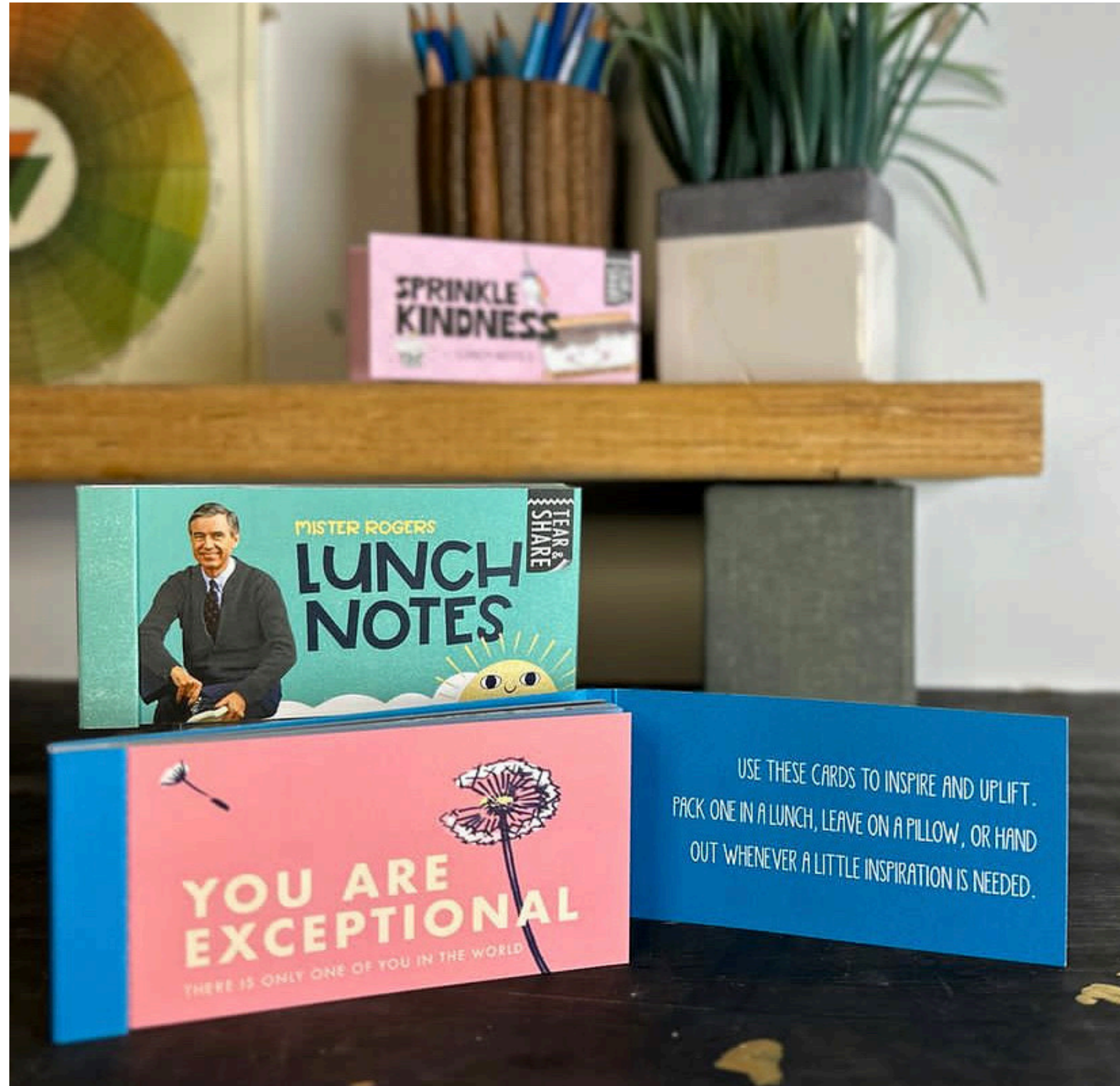
# Then, Lunchbox Notes.

- Each has 20 pages from the book
- Condensed into the matchbook style booklet + tear-out cards





# Tear & Shares: PDQ Built-In to Packaging





# Then, Tell Them How We've Grown.

- Added fun gifts filled with humor, sweet & sass.
- “A gift/something for everyone from Papersalt”
  - But there's nothing quite like them





**BASED ON THAT..  
HERE'S 2025 CHANGES**



# Back to Our Roots - Two Catalogs

- Papersalt - Inspire, Empower, Educate.
- Salty, by Papersalt - The Sweet & The ‘Salty’



**NEW  
RELEASES**  
WINTER 2024-25





# Papersalt Catalog

- Inspirational
- Educational

- Kindness Collections
  - Laura Kelly
  - Mister Rogers



## INSPIRATIONAL LINE

Our top-selling line of self-written inspirational content.



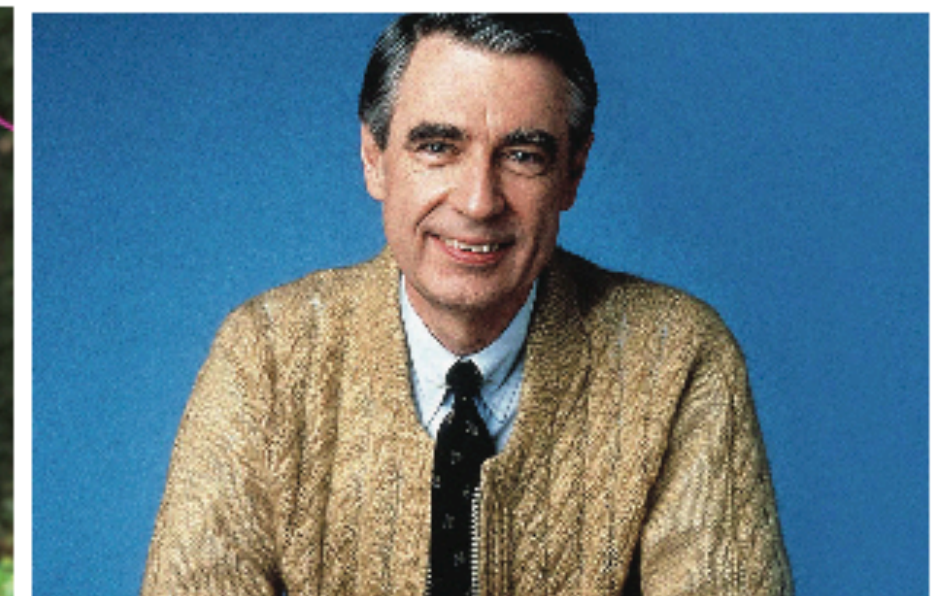
## EDUCATIONAL BOOKS

Our original Educational line is back and better than ever!



## KINDNESS ON PURPOSE

Laura Kelly shares ideas for random acts of kindness, as well as planned celebrations.



## MISTER ROGERS

Fred Rogers' words of compassion and understanding for oneself and others are as timely now as ever.



# Gifts that spread kindness, joy and laughter.





# Gifts that inspire, spread kindness, joy and laughter.



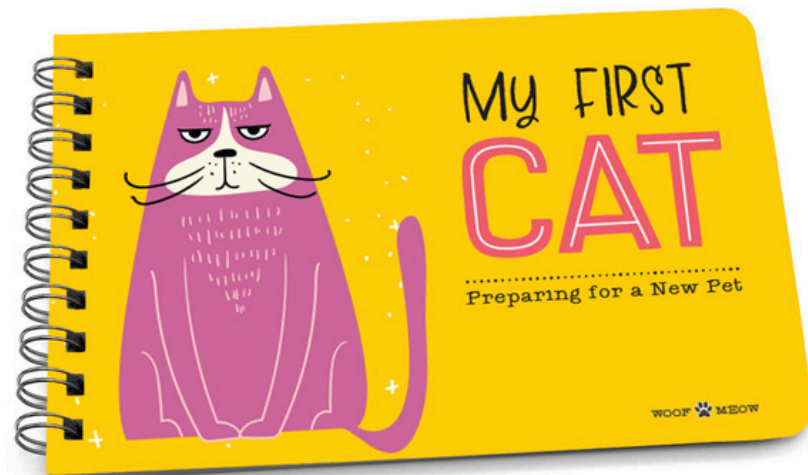
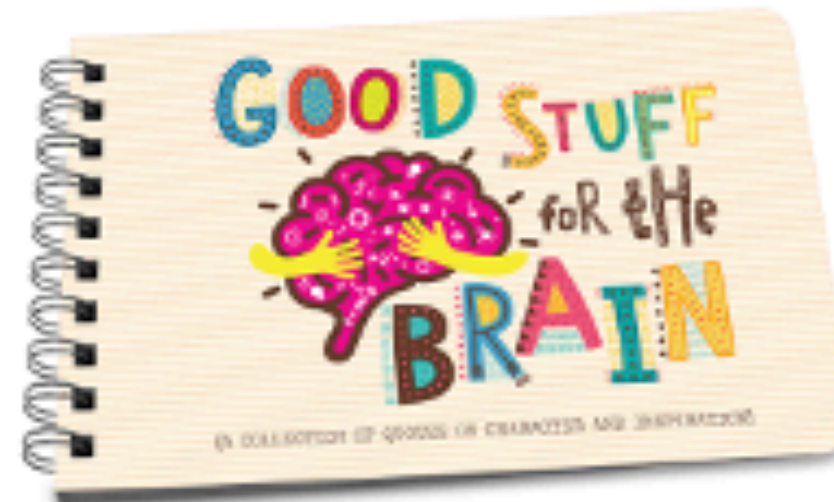


# **A Pause For . . . Educational Books**



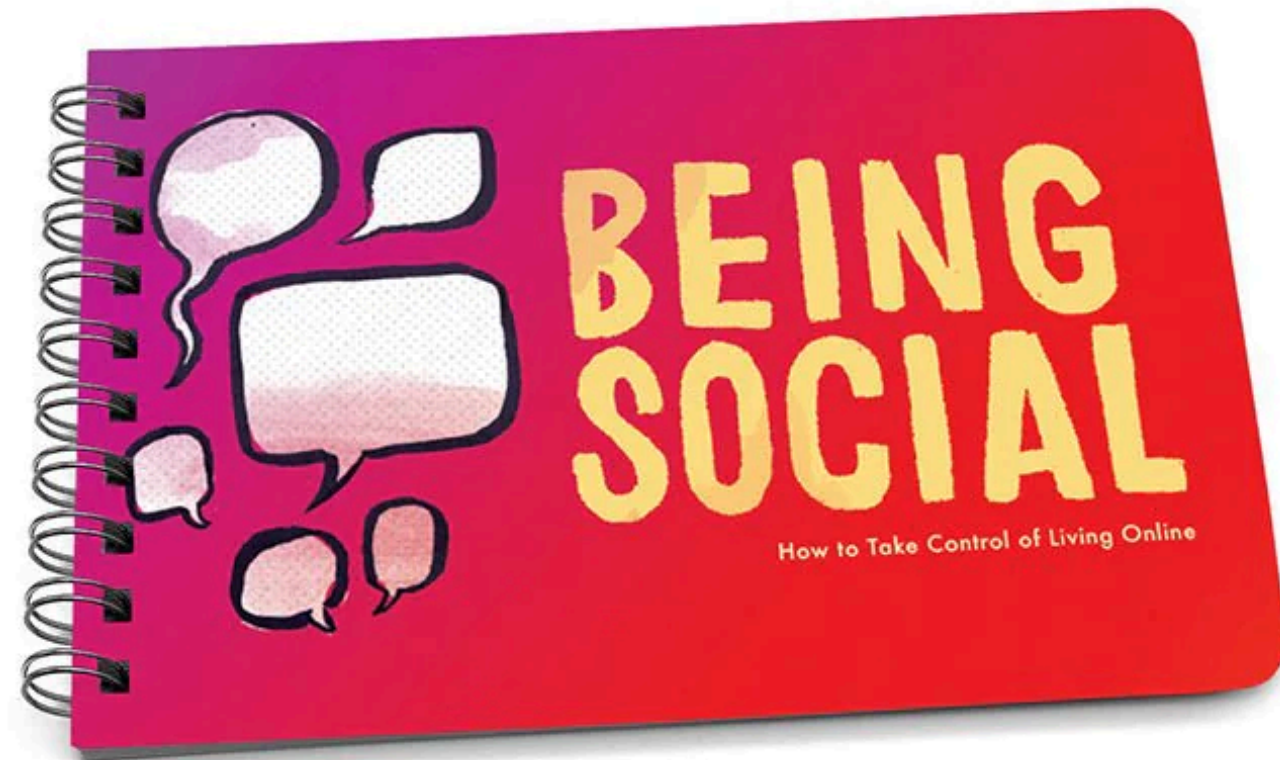
# EDUCATIONAL COLLECTION

Updated content, redesigned and relaunched.





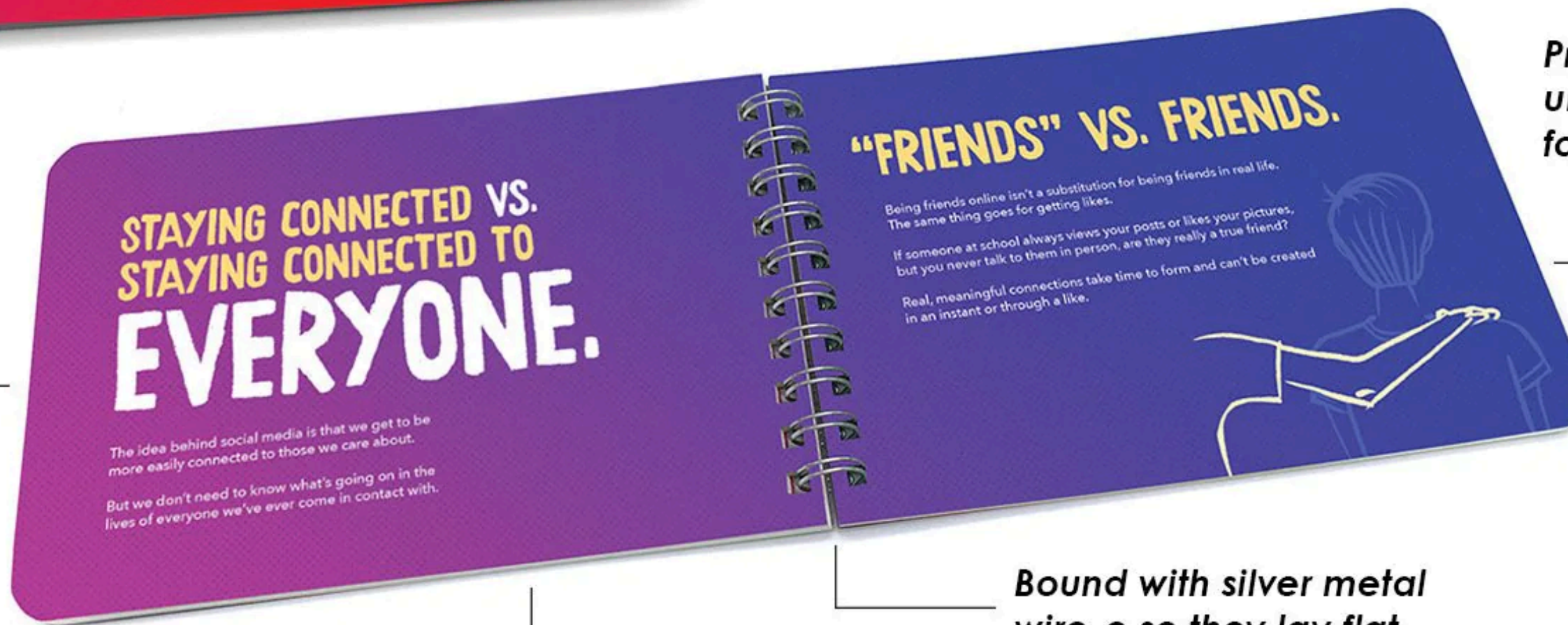
# Enough for Adults + Kids to Learn



## NOT JUST ANOTHER BOOK

We started with our signature line of books using extremely thick paper and wire-o binding, so the books lay flat - with simple content and bold designs to engage readers.

48 Pages



Printed on heavy uncoated paper for a unique feel

9 x 5.5"

Bound with silver metal wire-o so they lay flat



# Fact-Based + Checked

- Nothing bias
- Based on middle and high school curriculum
- Museums, zoos, airports + libraries nationwide





# Catalog #2

*The Sweet + The 'Salty'*

**Salty**  
BY PAPERSALT

**POP LIFE**

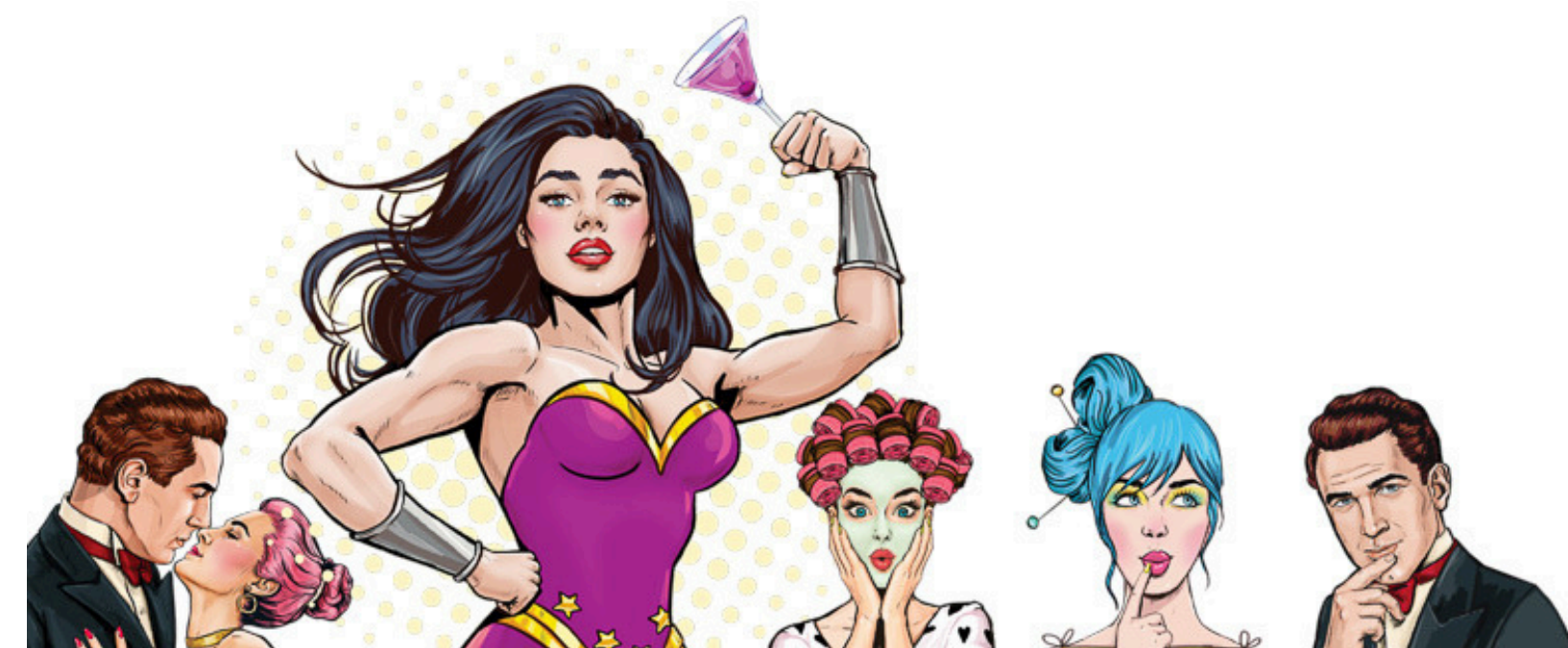






# POP LIFE

A collection filled  
with pop art,  
cocktails, sass and fun





# Wire-O Bound Cocktail Recipe Book



## NOT JUST ANOTHER BOOK

We started with our signature line of books using extremely thick paper and wire-o binding, so the books lay flat - with simple content and bold designs to engage readers.

44 Pages



9 x 5.5"

Bound with silver metal wire-o so they lay flat

Printed on heavy uncoated paper for a unique feel





# Tear + Share Cocktail Recipe Cards





# Drink Stirrers + Greeting Card



## DRINK STIR STICK SETS

Use them to inspire your next gathering, happy hour at home, or for gifting.

Made of 1/8th inch acrylic

Set of 4, each stick approximately 6.25" high

Packaged in crystal clear sleeve with trifold backer card featuring wit and wisdom for the special occasion



# Disposable Bar Coaster Sets

5



Set of 20 coasters

## COASTER SETS

Set of 20 classic bar coasters for the next special event, or just to use around the home.

Disposable / recyclable.  
Paper only (15 pt thick). 1-5 uses.  
Sets packaged in crystal clear sleeve.



# Stickers + Magnets





# COCKTAIL-SCENTED CANDLES

- Broken Top Candles
- 100% US Grown Soy
- Skin-safe fragrance + oils
- Women-owned, Made In USA





# Pop Life + Salty Greeting Cards

- **SAME** content, different designs
  - Reorder very well, but not everyone wants pop art designs





# Salty - Trendy Impulse Buys



- Most successful launch (besides books) to date
- Trend-forward designs on well-known items
- Competitive price point
- Items with variety of sayings/styles





# Stationery - Notepads, Sticky Notes





# Tea Towels + Canvas Totes

- Thicker than most
- 3-color screen printed





# Cork Coasters, Tumblers + Koozies





# Motel Keychains



## Display Options





**WHY?**

**TOP SELLERS =**

**2025 CHANGES**



# 50% OF OUR SALES COME FROM OUR INSPIRATIONAL PRODUCT

## TOP 12 INSPIRATIONAL PRODUCTS:





# AND 50% COME FROM “THE SWEET + SALTY”



**PSA:**  
**MOST**  
**CUSTOMERS**  
**ORDER MORE**  
**THAN ONE OF**  
**OUR LINES!**



## **AVERAGE ORDER SIZE**

**~\$700** after discounts and excluding shipping

## **AVERAGE OPENING ORDER**

**\$750-1500**





# **NEW FOR 2025: PAPERSALT CATALOG**





# GREETING CARDS

**RE-RELEASED**

- **Re-Designed + Re-Released**



## **ALL CARDS BLANK INSIDE**

Traditional A2 size folding greeting cards.

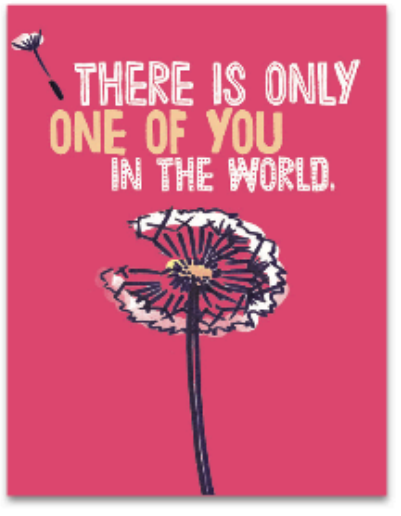
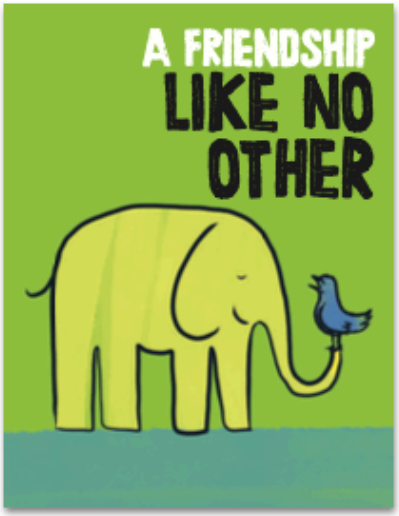
**All cards individually packaged in crystal clear photo sleeve with envelope.**



# Inspirational Greeting Cards (“Papersalt Original”)

Sold in Packs of 6 | Wholesale Per Card: \$2.5 | SRP: \$5-6 | 4.25x5.5" (A2)) | Blank Inside

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**NEW  
RELEASES**

WINTER 2024-25

## #1 REQUEST HISTORICALLY

- MORE BOOKS
- MORE LUNCH NOTES
- MORE GREETING CARDS

## HIGHEST REORDER RATE

- THOSE PRODUCTS

## WHY?

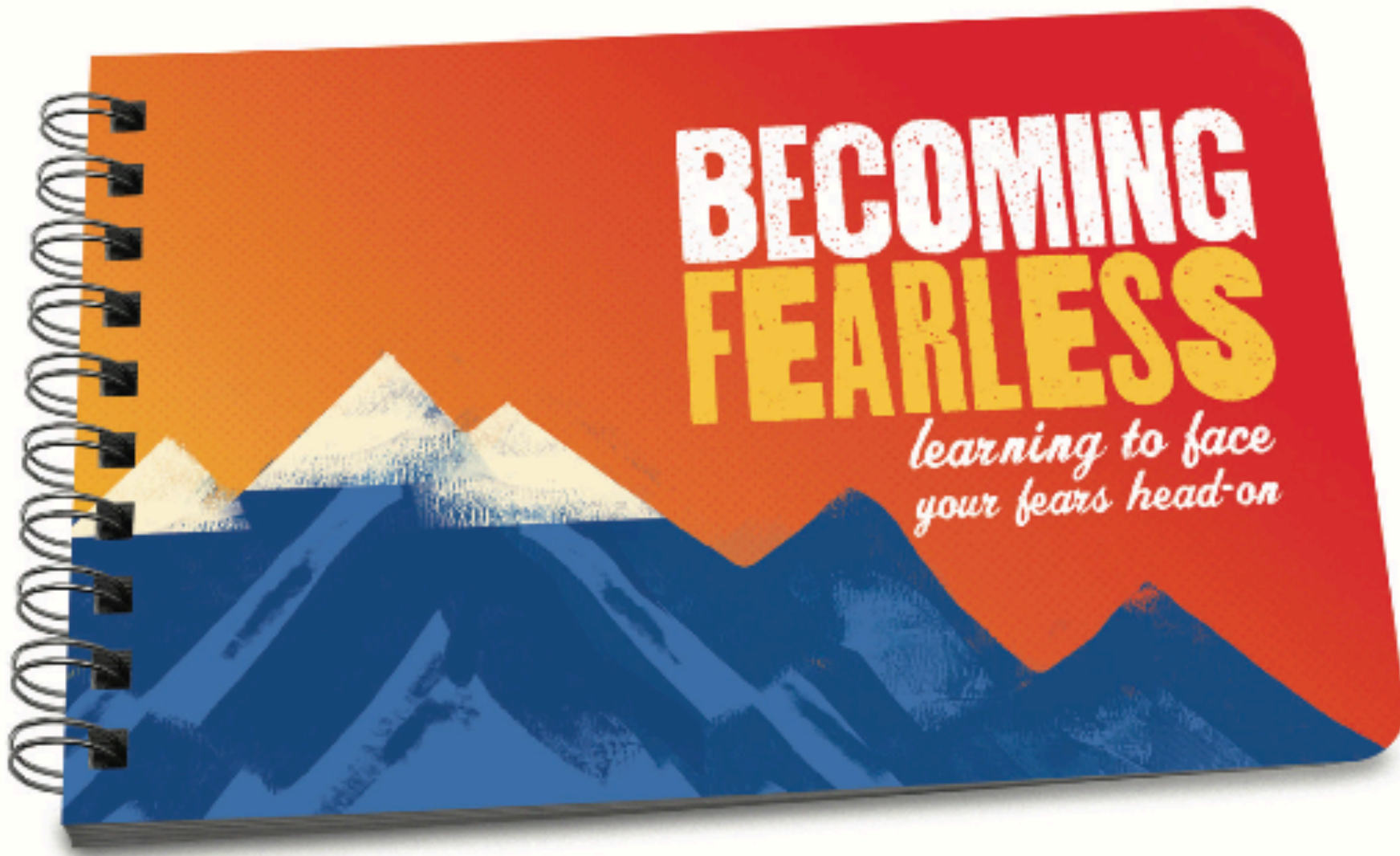
- SENTIMENTAL
- CONSUMABLE
- TIMELESS



*New  
Arrival!*

**PAPERSALT INSPIRATIONAL BOOKS**

Sold in Packs of 6 | Wholesale: \$8.50 | SRP: \$17.95





# OLD FEARLESS VS. NEW



THEN



now



# OLD FEARLESS



YOU'LL NEVER  
CONQUER ALL  
YOUR FEARS!  
**THAT'S  
OKAY!**

*This book isn't about getting rid of every fear.*

So many of us are overcome by fear and anxiety more often than we want to be, and more often than we should be.

By learning to confront your fears, to realize when they're controlling you, and to intentionally put yourself in uncomfortable situations, you'll gain power and strength.

**COURAGE DOESN'T  
MEAN THAT YOU  
DON'T GET AFRAID.** COURAGE MEANS YOU  
DON'T LET FEAR STOP  
YOU FROM GOING AFTER  
WHAT YOU WANT.

*Fear is a reaction. Courage is a decision. – Winston Churchill*

THEN



# NEW FEARLESS

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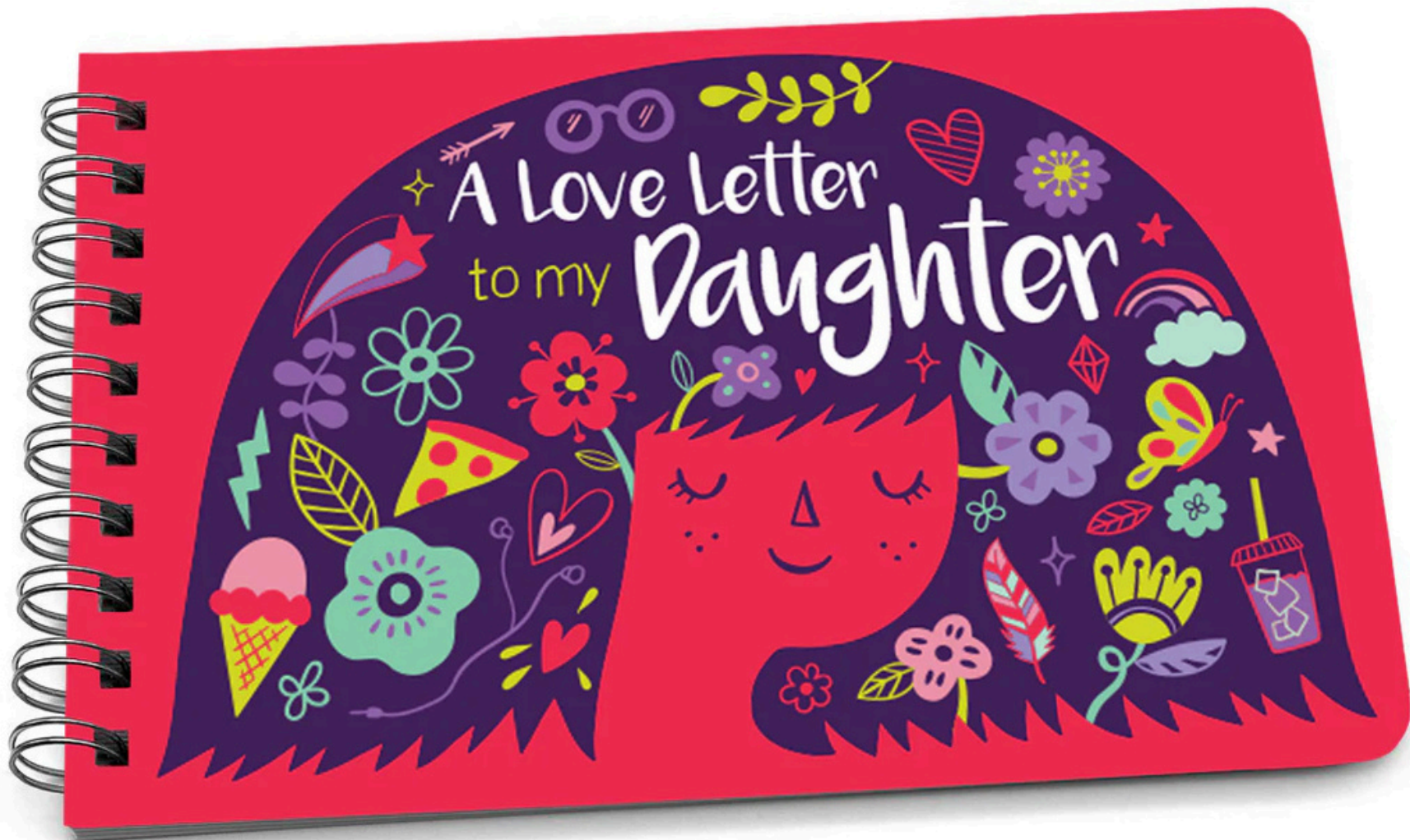
Fear is a reaction. Courage is a decision. – Winston Churchill

**now**



# LOVE LETTER TO MY SON...

- Like with all books, very similar content across BOTH





# NEW TEAR + SHARES

*New  
Arrival!*



SKU 101117 8 10075 92900 3



SKU 101118 8 10075 92901 0



SKU 101115 8 10075 92898 3

- 20 pages of content from the matching book (as always)



# **NEW FOR 2025: SALTY CATALOG**



# 12 NEW DIE-CUT STICKERS





# 12 NEW DIE-CUT STICKERS

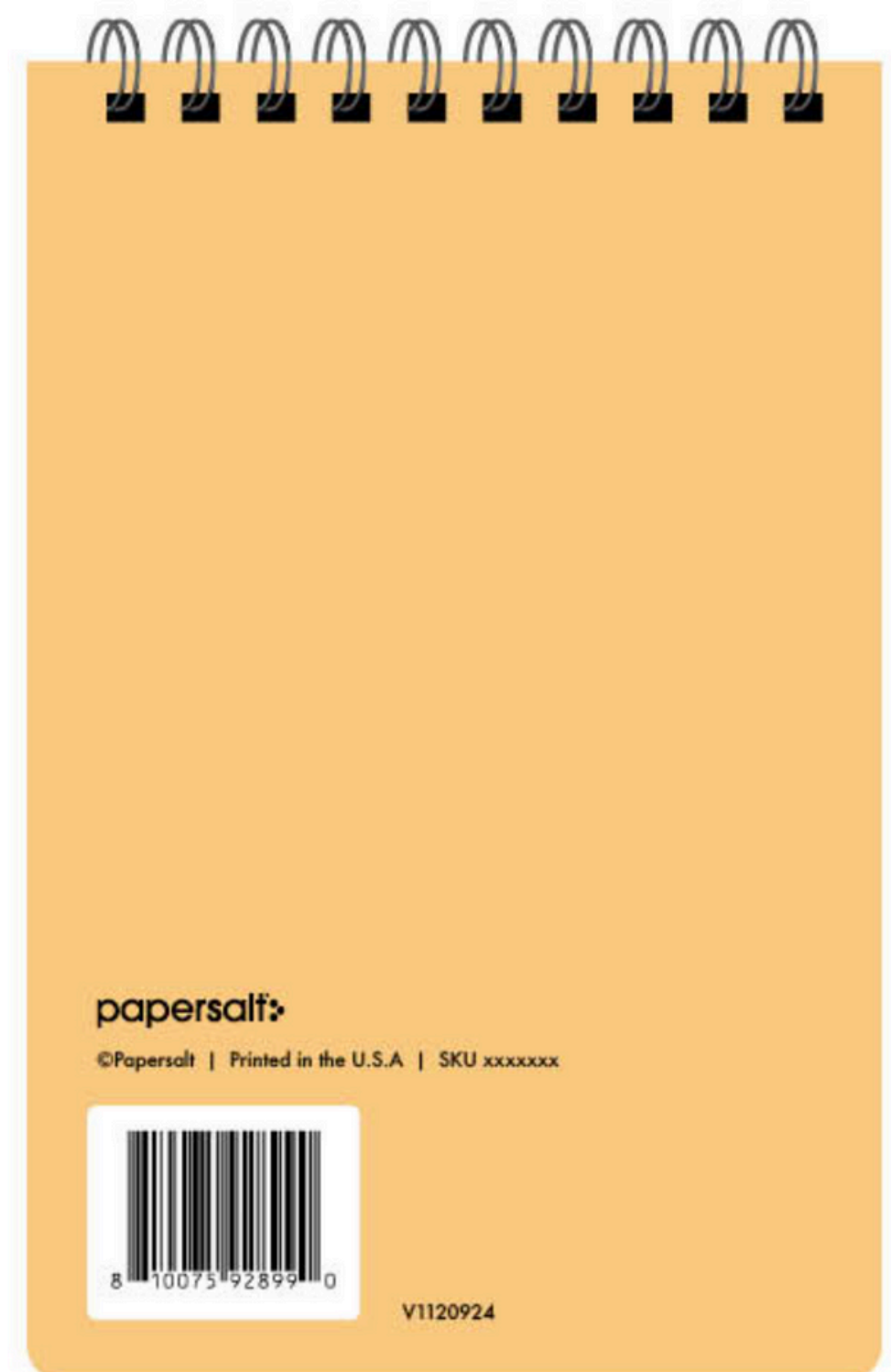
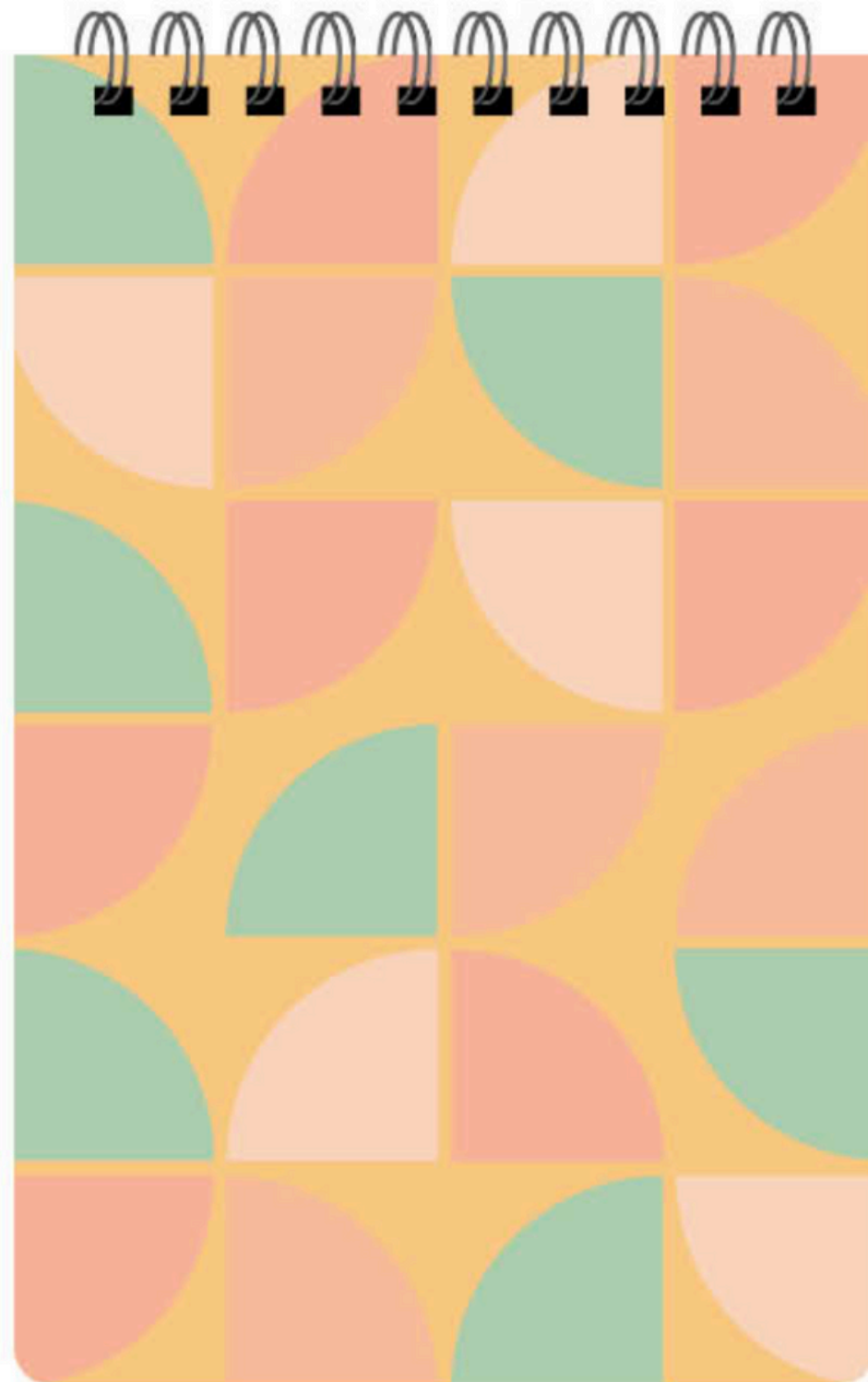
- NOTE: These are our only product / sticker type not UPC barcoded





# 12 NEW NOTEPADS / MEMOPADS

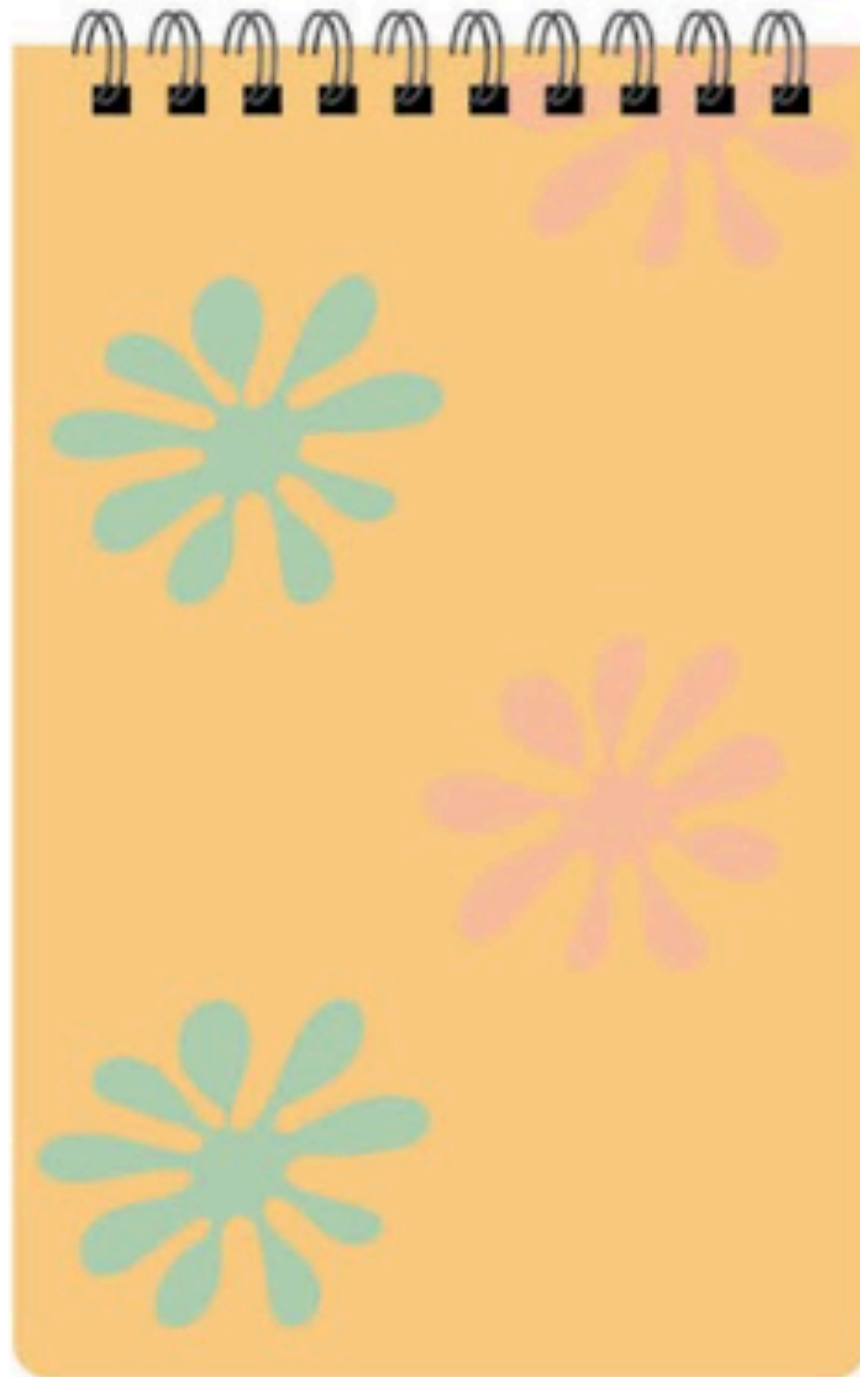
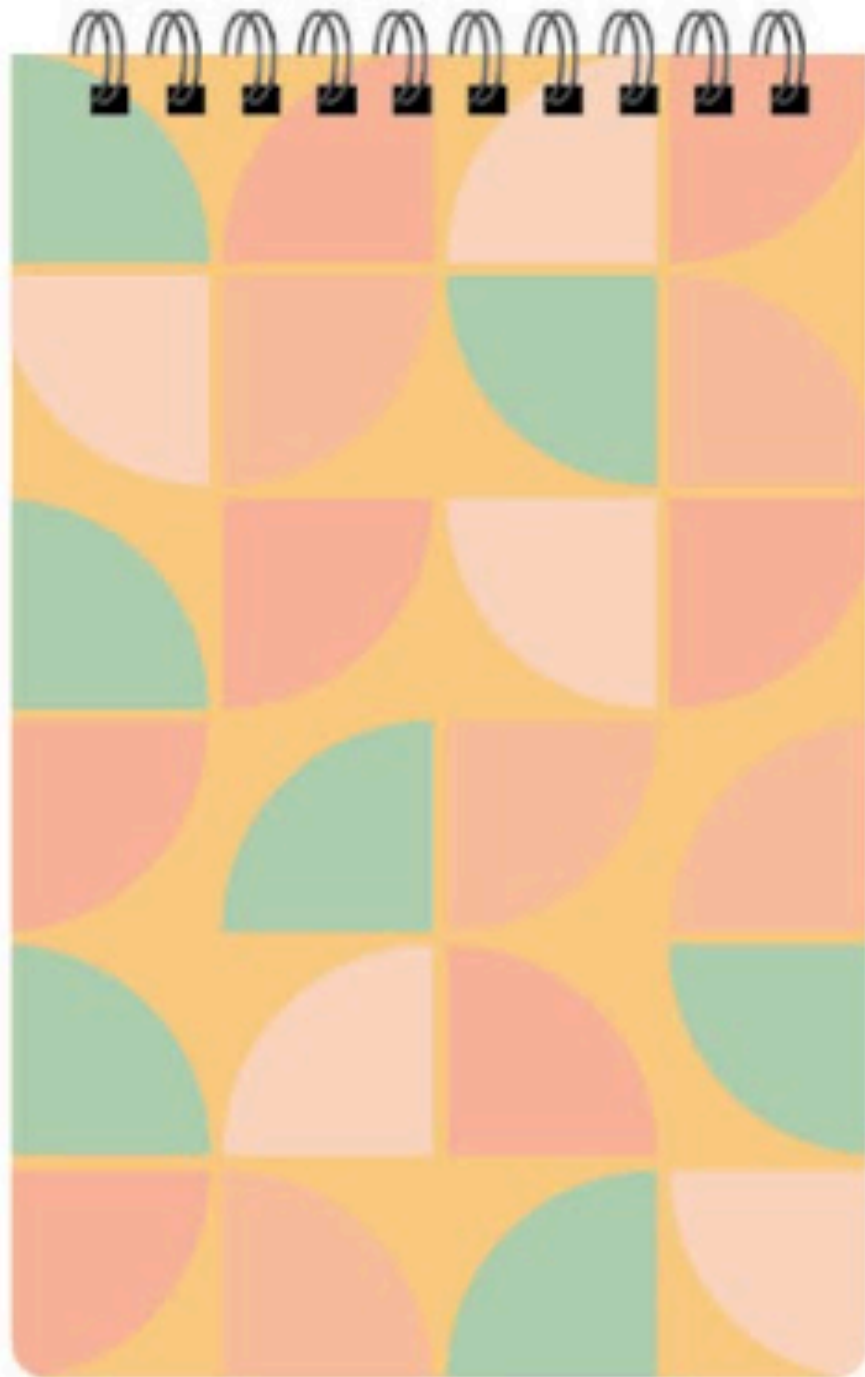
- TOP-BOUND WIRE-O
- BOOK STOCK COVERS, 75 SHEETS





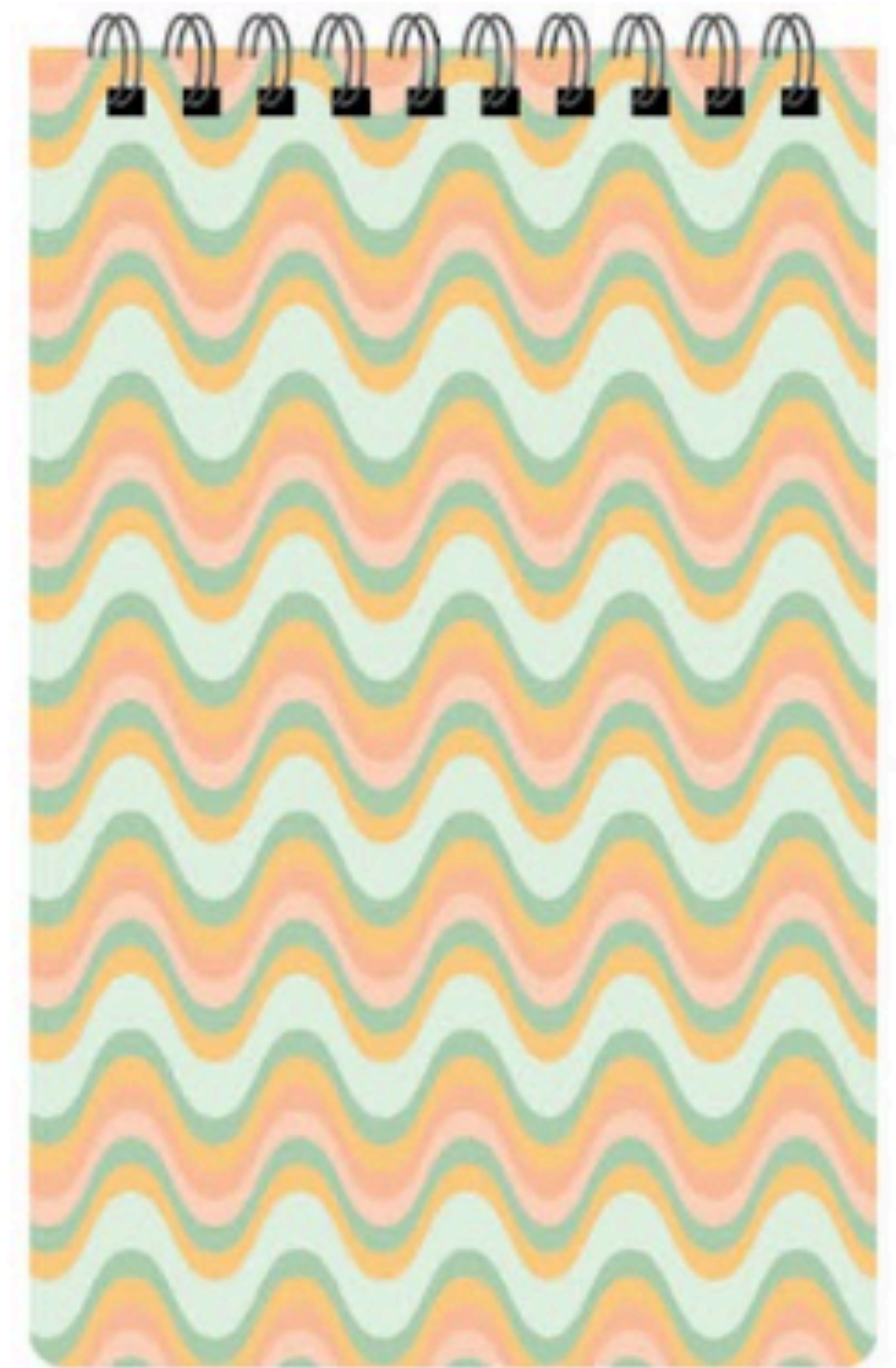
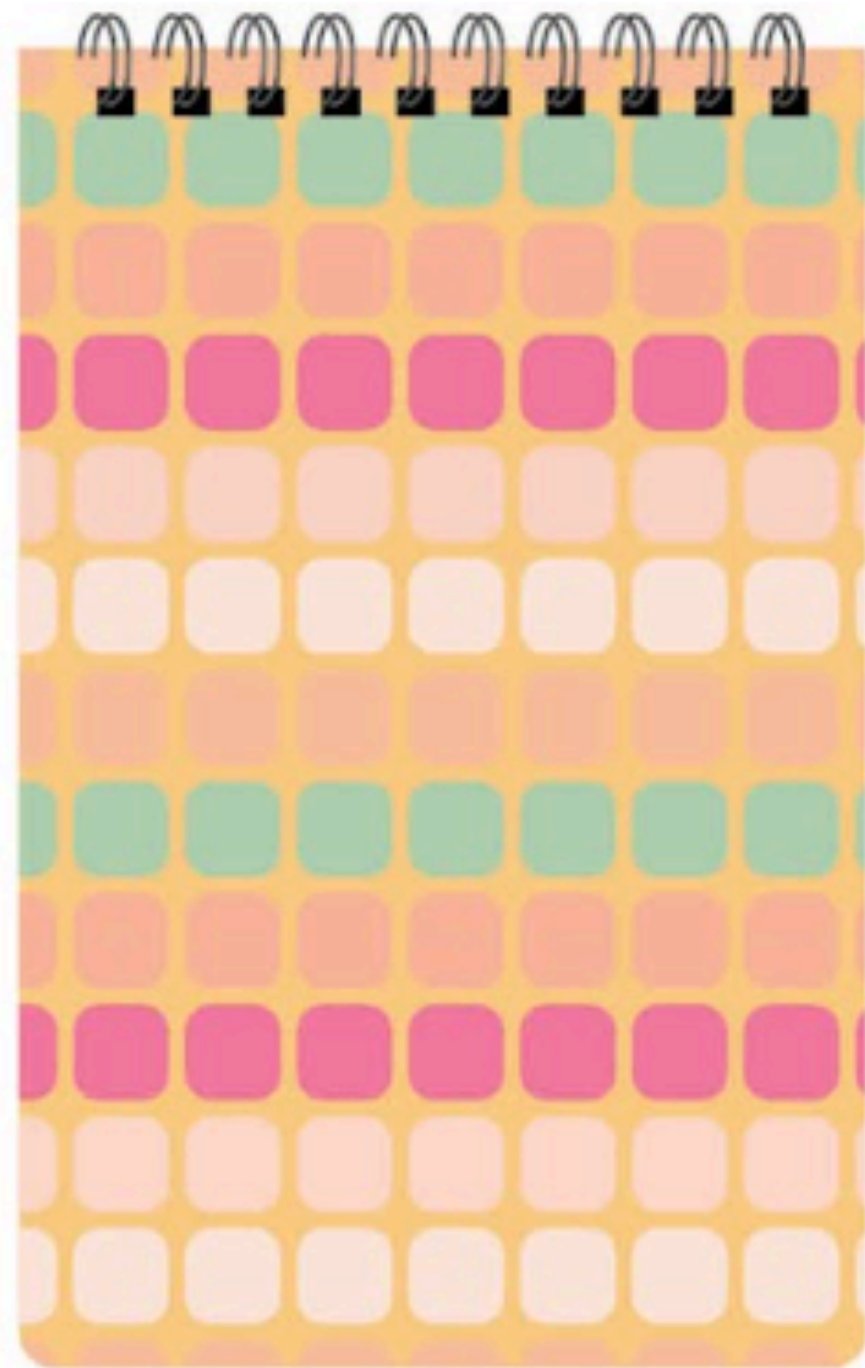
# NEW NOTEPADS / MEMOPADS

- TOP-BOUND WIRE-O
- BOOK STOCK COVERS, 75 SHEETS





# NEW NOTEPADS / MEMOPADS





**MAXIMIZE ORDERS  
WITH DISPLAYS**



# Starter Pack: Display + Prefill



ORDER OUR STARTER PACKAGES AS-IS, OR CUSTOMIZE WITH THE TITLES OF YOUR CHOICE.



# Starter Pack: Display + Prefill







## A DISPLAY LIKE NO OTHER

- Two-sided spinner with 36 total pockets
- Designed to hold our stickers, magnets, and/or coaster sets for PopLife! and **all** collections
- Great merchandising and a ton of revenue on a table-top at 3' high and just 13' wide





**What Happened to  
Other Collections?**



# Just Sold OK - Off They Go

- You can still order them.
  - Sell sheets available to print
- **MUST** hit minimums (see sell sheet)

SEE YOU  
LATER



## LIFESTYLE & LOCAL

Our new line of customizable stickers and coaster sets to inspire shopping local.



## HOLIDAY COASTERS

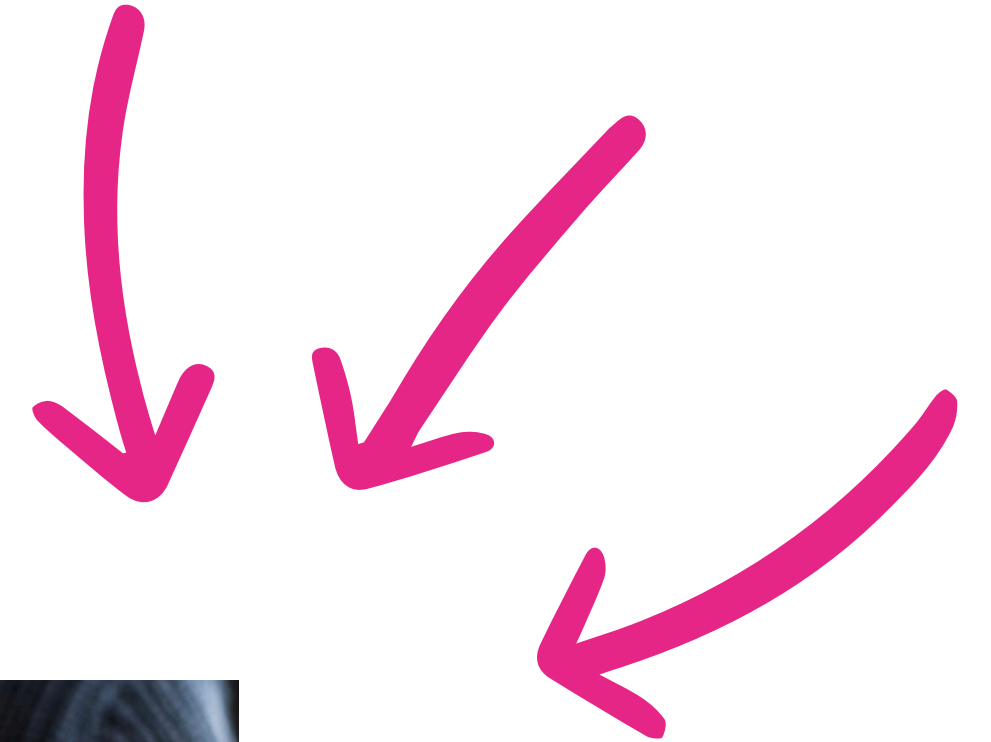
New coaster sets to celebrate holidays throughout the year – from Galentine's Day to New Year's Eve.





# NBC: License Availability

- Legally not available outside of the US
- Licenses expire soon



## **THE OFFICE**

The staff at Dunder Mifflin give a satirical but optimistic spin on day-to-day life in this collection.



## **PARKS AND REC**

Featuring funny and inspirational quotes from the employees of the Pawnee Parks Department.



**OTHER:**  
**Fully Custom**  
**Product**



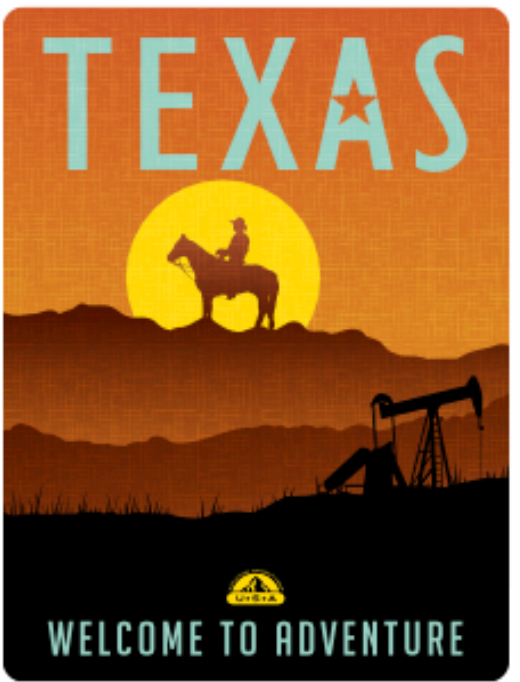
# NEED TO KNOWS

**We print, produce and fulfill through our parent company (one facility, 3 companies).**

- All Papersalt product is available fully custom.
- Other product types (bags, water bottles, signage, any promotional product of the sorts) also available for custom projects.
- Each project varies, so ask us about our minimums.



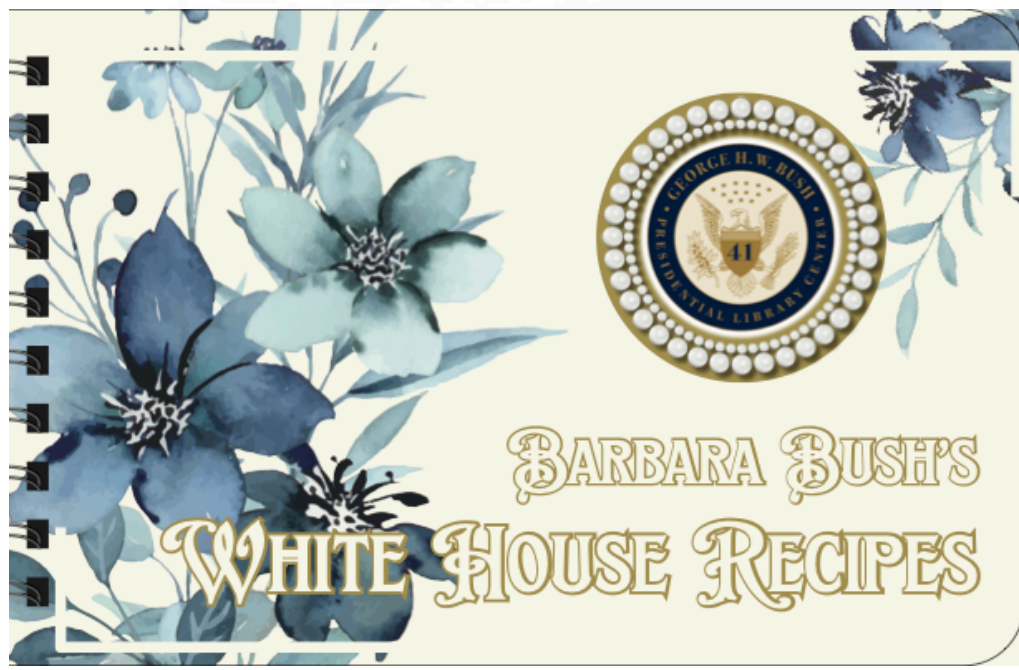
# SOME RECENT PROJECTS



**Meet Kyo**  
Kyo is a typical crazy orange cat from Seattle, WA. He's almost two, but still acts like a baby. He loves cuddles, making bread with his human, Max, and purring. He loves to talk all the time.



**\$4.99**





**WHO WE SELL TO**



# SPECIALTY

- High-End Gift and Boutique (*our biggest category*)
- Independent Grocery & Mercantiles
- Mid-Tier Grocery & Chains
- Children's Boutiques & Toy Stores
- Hospital Gift Shops
- Museums
- Pharmacy
- University Book Stores/Gift Shops
- Florists
- Cafés/Bookstores
- Hardware & Sports Stores
- Online Retailers



## NOTE

**Specialty is historically a large portion of our business – but not all of it. Our key account business grows every year as we grow.**

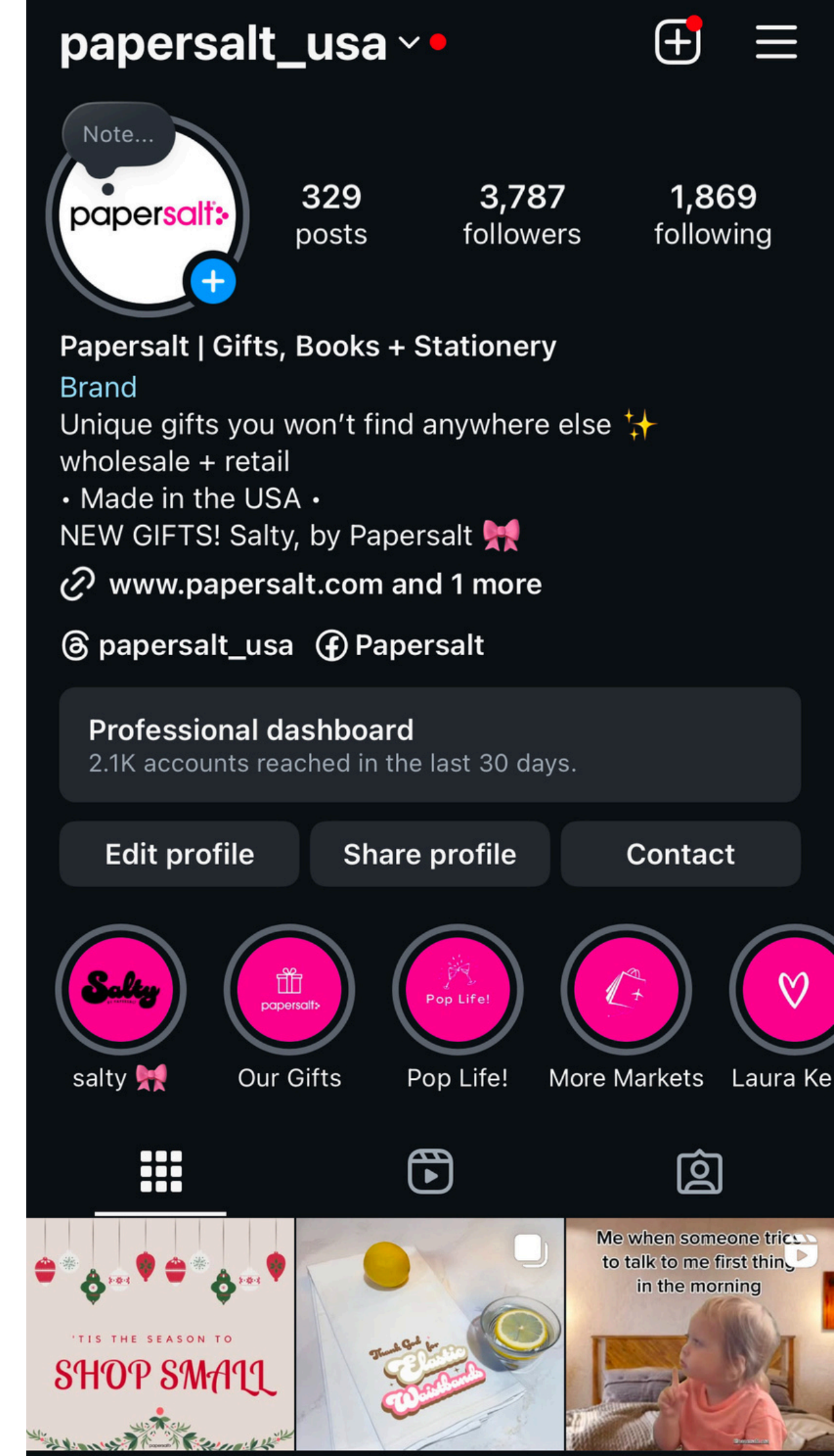


# CONTACT INFO



# STAYING UP TO DATE

- 3 BEST WAYS
  - SOCIAL MEDIA
  - REP NEWSLETTERS
  - BLASTS FROM ANNIE
- USE OUR ASSETS FOLDER
  - HERE





**WHOLESALE.PAPERSALT.COM**

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**ORDERS@PAPERSALT.COM**

**SALES MANAGEMENT:**

**annie.mccall@papersalt.com**

**DIGITAL ASSETS ON DROPBOX**

**(Product Images, Videos, and Marketing Content)**

Email either address above for link