

POP-UP PETS

freshcut[®]
paper



2025
SECOND EDITION

FIRST-OF-ITS-KIND

Years in the making, these are more than cards. Each breed comes with an assortment of fun accessories. Perfect for laugh-out-loud moments and thoughtful surprises, choose from our collection of popular pet breeds.

INTRODUCING

MINI POP-UP PETS

see page 8



OUR STORY

Founded by designer Peter Hewitt in 2021 in an old mill building in New England, FreshCut Paper is a small team of creatives bringing art, sculpture, and life to paper





Sleek & Chic

Lifelike fur print envelope, fabulous pets, unforgettable card



Luxe envelopes offer a stylish experience from the moment they arrive, transforming the simple act of checking the mailbox into something special.



Pets Make a House a Home

Perfect for people who can't take care of a real pet, missing their pet, or have allergies. While these will never replace the real thing, they're an honorary reminder of our favorite breeds we love like family.



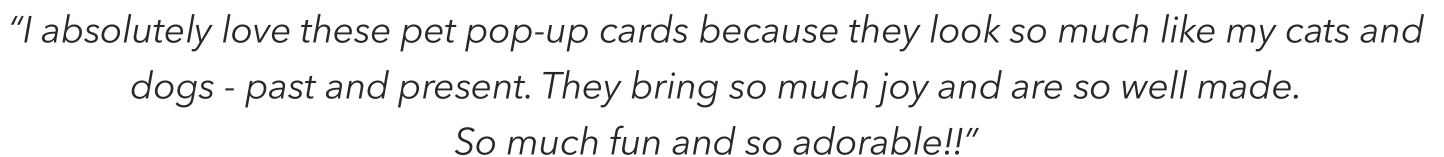


Make 'Em Yours

With customizable, mix-and-match accessories. Whether you're going for playful or polished, express yourself and let their style reflect yours!

— EACH ADORABLE CARD INCLUDES —

- HOLIDAY &
BIRTHDAY
OUTFITS SOLD
SEPARATELY**



7

Dachshund

SHOWN WITH HOLIDAY OUTFITS

Dachshund fans, rejoice! This lovable 8-inch tall pup is trotting in with big personality, sure to bring joy to any occasion.



From cozy knitwear to an adorable santa hat, share the joy this season with Holiday Outfits! This festive accessory set fits any Pop-Up Pet.

Tuxedo Cat

SHOWN WITH BIRTHDAY OUTFITS

Charming and classy, the highly requested tuxedo cat has arrived, suited up and ready to make cat lovers everywhere smile!



*Make it a birthday to remember with vibrant balloons, cakes, and party hats!
These Birthday Outfits can transform any Pop-Up Pet into a party animal!*

— INTRODUCING —

Mini Pop-Up Pets

POCKET-SIZED PETS, IN HOLIDAY OUTFITS!



Mini Holiday Kitten & Puppy

Celebrate the season with a kitten and puppy dressed up for the holidays. The most adorable way to share joy and festive cheer with loved ones.





Mini Birthday Kitten & Puppy

POCKET-SIZED PETS, IN BIRTHDAY OUTFITS!

Celebrate their special day with an adorable birthday kitten and puppy. Send some smiles and wish your loved ones a Happy Birthday.



Meet the Pack

INCLUDES NOTE CARD, ACCESSORIES, AND MATCHING MAILING ENVELOPE | DISPLAY SAMPLES ARE 50% OF WHOLESALE PRICE.



BEAGLE #1002

\$6 per (case of 6 - \$36)



Sample - \$3



BLACK LAB #1003

\$6 per (case of 6 - \$36)



Sample - \$3



**BOSTON
TERRIER** #1011

\$6 per (case of 6 - \$36)



Sample - \$3



CORGI #1004

\$6 per (case of 6 - \$36)



Sample - \$3



DACHSHUND #1018

\$6 per (case of 6 - \$36)



Sample - \$3



DALMATIAN #1001

\$6 per (case of 6 - \$36)



Sample - \$3



NEW!



**ENGLISH
BULLDOG #1006**

\$6 per (case of 6 - \$36)



Sample - \$3



840441810062-S



**GERMAN
SHEPHERD #1012**

\$6 per (case of 6 - \$36)



Sample - \$3



840441810123-S



**GOLDEN
RETRIEVER #1009**

\$6 per (case of 6 - \$36)



Sample - \$3



840441810093-S



GRAY PIT BULL #1005

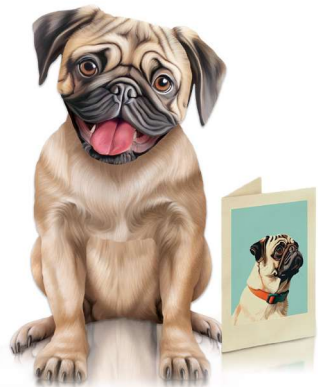
\$6 per (case of 6 - \$36)



Sample - \$3



840441810055-S



PUG #1007

\$6 per (case of 6 - \$36)



Sample - \$3



840441810079-S



POODLE #1008

\$6 per (case of 6 - \$36)



Sample - \$3



840441810086-S



WESTIE #1010

\$6 per (case of 6 - \$36)



Sample - \$3



840441810109-S

"Such a cute idea! I absolutely love these. Mine sits in my office at our local university for all to enjoy."

★★★★★ - LORI V.

*"I sent the orange cat to my brother for his birthday!
It looks just like his cat at home. It was a big hit!"*

★★★★★ - ROBIN K.



BLACK CAT #1015

\$6 per (case of 6 - \$36)



Sample - \$3



**BROWN
TABBY CAT #1014**

\$6 per (case of 6 - \$36)



Sample - \$3



CALICO CAT #1017

\$6 per (case of 6 - \$36)



Sample - \$3



**ORANGE
TABBY CAT #1013**

\$6 per (case of 6 - \$36)



Sample - \$3



RAGDOLL CAT #1016

\$6 per (case of 6 - \$36)



Sample - \$3



TUXEDO CAT #1019

\$6 per (case of 6 - \$36)



Sample - \$3




— INTRODUCING —

Mini Pop-Up Pets

INCLUDES NOTE CARD AND MATCHING MAILING ENVELOPE | DISPLAY SAMPLES ARE 50% OF WHOLESALE PRICE.




#7442 | MINI
CHRISTMAS PUPPY

 \$3.50
(Case of 10 - \$35)

 \$1.75
Sample




#7443 | MINI
CHRISTMAS KITTEN

 \$3.50
(Case of 10 - \$35)

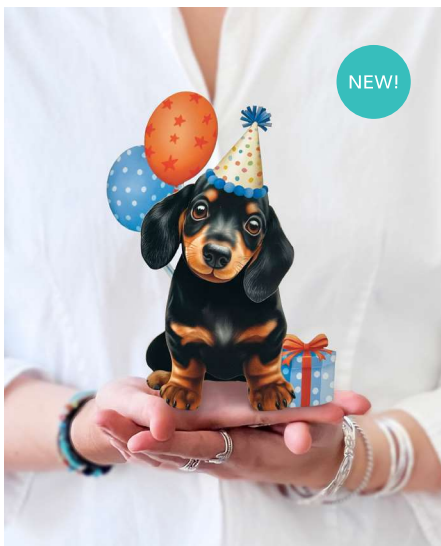
 \$1.75
Sample




#7441 | MINI
HALLOWEEN CAT

 \$3.50
(Case of 10 - \$35)

 \$1.75
Sample




#7448 | MINI
BIRTHDAY PUPPY

 \$3.50
(Case of 10 - \$35)

 \$1.75
Sample



#7449 | MINI
BIRTHDAY KITTEN

 \$3.50
(Case of 10 - \$35)

 \$1.75
Sample

*"The recipient
absolutely loved it!
I've purchased 11 so
far this year!"*



- JENNIFER C.

Perfect for Any Occasion

Birthdays. **Celebrations.** Thinking of you. **Dorm rooms.** **Honor a pet.** Super low maintenance. **Childhood pet.** Bedside table. **New home.** Retirement home. **Humor.** **Teacher's pet.** Bon voyage. **Watch dog.** Just because. Reading buddy. **Home decor.** Thank you. **Gotcha day.**



"My daughter lit up when she received her cat! This more-than-a-card treasure put a lasting smile on her face, with fond memories of home, family, and her beloved fur baby she's been missing. So happy with this purchase, many thanks!"

★★★★★ - ELIZABETH R.

Floor Spinner Display

Spinner includes 24 pockets that hold 6 products each, all within a compact 25 in footprint.

FLOOR SPINNER BUNDLE

#9918 | H 75 x W 25 x D 25 in



\$684 | Includes full line of 19 SKUs (6 units each)

+4 SAMPLES (RETAILER'S CHOICE)

FLOOR SPINNER DISPLAY

#7913 | H 75 x W 25 x D 25 in



\$150 | Display **ONLY**

+4 SAMPLES (RETAILER'S CHOICE)

FLOOR SPINNER **ADD ON**

SPINNER HOLDS UP TO 12
PET OUTFIT POCKETS

Add extra fun and personality with our clip-on pet accessory pockets! Seasonal, themed, or just for fun, these playful pockets are easy to mix & match.

PRE-FILLED

HOLIDAY SPINNER POCKET (SET OF 2)

#7858

H 6 x W 4.25 x D 1.25 in

Case of 2 - \$10.5 |

\$1.75 PER ENVELOPE

6 ENVELOPES PER POCKET



PRE-FILLED

BIRTHDAY SPINNER POCKET (SET OF 2)

#7862

H 6 x W 4.25 x D 1.25 in

Case of 2 - \$10.5 |

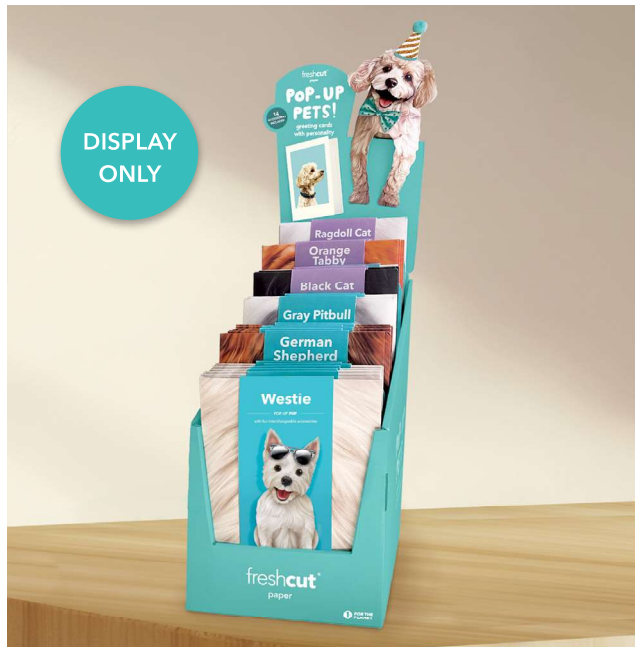
\$1.75 PER ENVELOPE

6 ENVELOPES PER POCKET



Pet Cardboard Displays

DISPLAY ONLY, PRODUCTS SOLD SEPARATELY

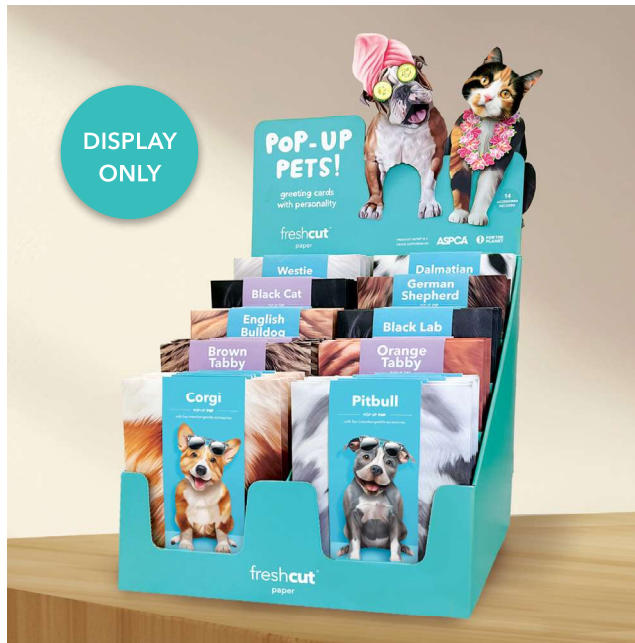


6-POCKET COUNTER CARDBOARD DISPLAY

#7917 | H 28 x W 8.5 x D 12.25 in (with sample)

\$10 | +1 SAMPLE (RETAILER'S CHOICE)

HOLDS 6 SKUS, 6 UNITS PER POCKET



10-POCKET COUNTER CARDBOARD DISPLAY

#7914 | H 34.75 x W 16.5 x D 12.5 in (with samples)

\$15 | +2 SAMPLES (RETAILER'S CHOICE)

HOLDS 6 SKUS, 6 UNITS PER POCKET



16-POCKET FLOOR CARDBOARD DISPLAY

#7917 | H 28 x W 8.5 x D 12.25 in (with sample)

\$60 | +3 SAMPLE (RETAILER'S CHOICE)

HOLDS 16 SKUS, 6 UNITS PER POCKET



Pet Outfit Shippers



PRE-FILLED HOLIDAY OUTFIT SHIPPER

#7859 | H 13.25 x W 4.125 x D 3 in

Case of 1 - \$21

\$1.75 PER ENVELOPE, 12 ENVELOPES PER SHIPPER



8 10073 37859 9



PRE-FILLED BIRTHDAY OUTFIT SHIPPER

#7863 | H 14 x W 4.125 x D 3 in

Case of 1 - \$21

\$1.75 PER ENVELOPE, 12 ENVELOPES PER SHIPPER



8 10073 37863 6



#1806 | ACCESSORY SET HOLIDAY OUTFITS

INCLUDES: SANTA HAT, ANTLERS
SCARF & HAT, SPEECH BUBBLES (X2)



840441818068-S

\$0.88 SAMPLE



#1807 | ACCESSORY SET BIRTHDAY OUTFITS

INCLUDES: PARTY HAT, BALLOONS,
BIRTHDAY CAKE, SPEECH BUBBLES (X2)



840441818075-S

\$0.88 SAMPLE





Let's Chat!

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Customer Service: 1-833-327-2737 ext. 2

REACH OUT TO LEARN MORE ABOUT OUR NEW PRODUCTS!

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