



“**People want what is different.** It used to be there were all sorts of rules: a crystal vase could only go on a dining room table, or you could only use red for the holidays. These days, that’s all thrown out the window.

*Customers demand what is fresh and new.*

*Especially during the holidays, when volume is high and customers are ready to spend, ReCreations containers are a fast, easy way to give traditional flowers and plants an exciting look.*







*The same-old is exactly that.*

*Avoid the trap of competing with mass marketers, by offering your customers what they can't find elsewhere.*”



**About ReCreations**

Elegant, affordable ReCreations containers are made of watertight recycled paper, in three colors: field straw, fresh basil and natural bark. Available from your Western Pulp Products wholesaler; or call 800.547.3407 or visit [www.westernpulp.com](http://www.westernpulp.com) for a wholesaler near you.

 Design Bowl 2 1/2" h. x 5 1/2" i. d.	 No 6 6" h. x 6" i. d.
 One Brick 9" l. x 4 5/8" w.	 No 7 7" h. x 7" i. d.
 No 5 5" h. x 5" i. d.	 No 8 8" h. x 8" i. d.

**RECREATIONS®**  
The REINVENTION of PAPER

[Watertight Fiber Containers]

5126 10M 9/01



Transforming  
the  
season  
with ReCreations Containers

Holiday 2001 by  
Kim Morrill AIFD

*Try something new for the holidays.  
Let color and texture dictate everything.*



● ● ● ORNAMENTAL ELEGANCE  
YELLOW AND RED ROSES  
WITH FESTIVE GREENERY



● ● ● AT THE CENTER OF IT ALL  
VIBRANT COLORS AND LUSH TEXTURES  
CREATE A HOLIDAY CENTERPIECE

## *Transcending the traditional*



● ● ● A FEAST FOR THE SENSES  
LILIES, ROSES AND ARTICHOKE  
IN VIBRANT HARMONY



● ● ● ALL THE TRIMMINGS  
IVY TOPARIY WITH PINE CONES  
AND CURLS OF FRENCH RIBBON

## Enhancing perceived value

“A great container is like a great frame for a picture... it makes all the difference in the world. Why use something ordinary, when you can use unique, uptrend containers like ReCreations?”

Do something different for the holidays. Look for new, unexpected ways to present traditional flowers and plants. Foil-wrapped poinsettias aren't new to anyone. But poinsettias quick-dropped in ReCreations containers—now that's something your customers haven't seen before!”



RECREATIONS®  
The REINVENTION of PAPER

● ● ● WREATHED IN ELEGANCE  
SEASONAL TOWER OF LEGGY CARNATIONS,  
LICHEN AND DOGWOOD TWIGS