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Pull it. Reuse it!



Reusable Crackers: 2021 Collection



What's new for 2021:

- * Six new designs
- * Reusable card wallets
- * Pet-friendly crackers with ecosnaps
- * An improved cracker shape!



New designs for 2021



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This year's festive collection comprises of six designs, including:

- * A new 'Jewel' theme in 4 colourways,
- * Our classic 'Christmas Red' is complemented by a new 'Christmas Kraft' with a red snowflake pattern.



Jewel Red



Jewel Green



Jewel White



Jewel Kraft



Christmas Red



Christmas Kraft



Reusable Card Wallets

The new crackers come packed in compostable card wallets, for your customers to re-use and store their crackers away for another day. Each wallet contains: 6 crackers, 6 ecosnaps and ribbons.

These are easily posted in letterbox-size packs.

Printed in the UK with water-based ink on paper from responsible sources.



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Wallets are available with all the designs and supplied in Unit Packs of 6. See the Price List & Order Form for more details.



Pet-friendly crackers



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The crackers come with special snaps pets will love too. So your customers can pull their crackers without the loud bangs. Ecosnaps are exclusive to 'Keep This Cracker' and approved stockists. Made in UK and printed on responsibly sourced compostable board.



'Keep This Cracker' works equally well with standard (noisy) snaps - 28cm long. Available to order in Refill Packs of 12



Bespoke Counter Display Unit 2021



We have created a handy Counter Display Unit for retailers with shops. This unit comes fully merchandised with:

16 wallets of 6 Reusable Crackers.

Measurements:

27 cm wide x 21cm deep and 28cm high, with a removable backing card.

A display cracker is included for your customers to try out.

No need to order another display unit when your stock runs low, simply order more unit packs.



How to order...

Email bea@keepthiscracker.com

1 Request a Trade Price List & Order Form

2 Place your order, we will send back confirmation with an invoice.

3 Goods will be despatched on receipt of payment by bank transfer.

Packshot and lifestyle images are available, as well as a link to our 'How to' video.

For more visit: <https://www.keepthiscracker.com>

Or call: 07950 999867



'Jewel Red' Design - 2021

Colours PMS 206c, PMS 207c
with Red satin ribbons*



This year's 'Jewel' pattern originated from a papercut design. The generic symbols form an attractive repeat and include stylised snowflakes and stars.

The rich red colourway gives these crackers a luxurious feel. Perfect for lush table settings with dark reds and greens with gold and shimmery highlights. Gold coloured cutlery will complete the look.



*Ribbons are woven with yarn made from 100% recycled plastic bottles.
These Reusable Crackers come with ecosnaps®
Printed on FSC certified folding box board, with water-based inks and varnish, and fully recyclable.

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'Jewel Green' Design - 2021

Colours PMS 348c on PMS 327c
with Green satin ribbons*



Pet-
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cracker



A green colourway has been added to this year's 'Jewel' theme, as nothing says Christmas like red and green.

This cracker will work well on a traditional red and green table setting, but equally well with white and silver, with green foliage to complete the look.



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'Jewel White' Design - 2021

Colours PMS 327c on White
with Silver satin ribbons*



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For those who like something different to red and green for their festive table, a white cracker offers an attractive alternative.

Printed with the 'Jewel' theme, this cracker will work well on a white backdrop with silver decorations, and complimented with green foliage.



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'Jewel Kraft' Design - 2021

Colours PMS 206c on Kraft
with Red satin ribbons*



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The 'Jewel' theme has been translated into a natural look, with this kraft cracker printed with a red design.

Festive table settings with natural elements such as pine cones, wooden plates are perfect for this kraft option. But it can also be very striking on a red setting with dark winter foliage and holly.



*Ribbons are woven with yarn made from 100% recycled plastic bottles.
These Reusable Crackers come with ecosnaps®
Printed on PEFC certified folding box board, with water based ink, uncoated,
compostable and fully recyclable.

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'Christmas Red' Design - 2021

Colours PMS 206c, PMS 207c
with Red satin ribbons*



Our classic 'Christmas Red' has proved to be a firm favourite over the years. We have repeated the design from 2021, and printed it on a new improved cracker shape.

Thinking of all the family, this cracker can be a popular choice for male relatives and friends too. A perfect 'Gift for Him' and 'Her' alike.



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'Christmas Kraft' Design - 2021

Colours PMS 206c on Kraft
with Red satin ribbons*



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This Christmas design, features a 'snowflake' repeat pattern. It has been printed in red on a kraft cracker to compliment the Christmas Red design. The two work well as a set and can be mixed and matched.

This design is perfect for a natural table setting, with wooden accessories and decorations like pine cones, and twigs. While red highlights will complete the look.



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Reviews ★★★★★

A selection of feedback from trade, retail customers and bloggers...

'I recently came across your company and your product and LOVE it - both the concept and of course the environmental benefits.'

Linda @wearemoutpads

★★★★★

'These are great! I'm buying reusable crackers for the whole family - so this was a needed purchase! And also what is a cracker without a 'snap' in it - just a damp squib!' [Etsy customer](#)

★★★★★

'Lovely! Look forward to using them year on year.
[Not on the High Street customer](#)

'Your crackers have got to be the best thing since sliced bread! Well done! So excited to find these.'

Belinda

★★★★★

'Really happy with these crackers. Easy to make up and folded away again for next year. Brilliant idea!' [Jen \(Etsy customer\)](#)

'They are great. Still give the resistance of pulling a cracker, but without the bang - perfect for us! My son is autistic and the loud pops distress him. These crackers are a fantastic way of helping to alleviate some of the sensory overload.'

[Kathryn Swift - Peg Doll Patch](#)

'Thank you so much Bea. You have a great creation and the very BEST customer service.' [Janice](#)

'Thank you Bea they arrived safe and well and are better than I'd imagined, so pretty and what a fab idea to be pet friendly too.'

[Rebecca Smith \(Glutarama\)](#)

'Congratulations on such a brilliant idea and all the success you've created through it, long may it continue.' [Arti](#)

'I found these crackers online when researching into the waste created at Christmas and loved this simple but clever and stylish alternative. Also Bea has created an ecosnap[®] which is pet-friendly and compostable. They look good on a plate - far better than the homemade ones I tried to make last year!' [Catheryn Mears \(Simply Sustainable Ideas\)](#)

'Crackers arrived today and they look great - thank you for your excellent service too!' [Frances](#)

'Congrats on a super product, having now tried it out, I like it even more than before (and that was already a lot)!' [Sharon Keilthy - Jiminy Eco Toys](#)

★★★★★

'Fantastic! Easy to make. Roomy for gift and will use again next year. Such a good idea.'

[Melinda \(Etsy customer\)](#)

★★★★★

'Brilliant idea, I absolutely love them and am pleased I will get lots of use out of these. Loads of room inside for gifts too!! Thank you for a brilliant innovative idea that's great for the environment!'

[Hayley \(Etsy customer\)](#)

'Thank you for inventing this. This is the last year I will buy once only crackers.' [Marylin](#)

'I was really excited to get your crackers. Congratulations on making such an awesome product!' [Tamsin](#)