



New School Wrap: The Rap on Wrapping Gifts

Are You a Wrapper?

YES



NO

of adults put gifts in bags to avoid wrapping.

A Brief History of Wrap

1509

Wallpaper is first used as gift wrap

1930s
1940s

Wrapping paper becomes more stylish, showing Christmas and winter scenes

1987

Decorative gift bags with handles were introduced

JUMP IN

For a kid's gift, use a jump rope instead of a ribbon.



BLING THE BOX

A velvet ribbon, bedazzling beads and shiny sparkles add holiday bling.



NAME TAGS

Create and attach big name tags with the recipient's name (or nickname).



BOW 2.0 FOR GUYS

For the special guy, replace the ribbon bow with a real bow tie.



Reduce & Reuse

53% OF ADULTS re-use gift wrapping paper. After the holiday gift giving, remember to

RECYCLE! UPS® can help. For example, participating locations of The UPS Store® accept clean foam packaging peanuts of all sizes, shapes, and colors for reuse.

Men vs. Gift Wrapping

What would men do to avoid gift wrapping?

18% watch a chick flick.

33% buy their wife an extra gift.

50% of women say they would not agree to the above offers.

By the numbers

3 HOURS

is the average time Americans spend wrapping gifts.

\$2.9 BILLION

is spent on gift wrapping per year.



19.71 SECONDS

is the fastest book wrapping on record.

Wrapped gifts must be enclosed in shipping suitable container. For the most accurate information on how to pack and ship wrapped gifts, please visit http://www.ups.com/content/us/en/resources/ship/packaging/guidelines.html?WT.mc_id=VAN700146

© 2014 United Parcel Service of America, Inc. UPS, the UPS brandmark and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved.

Sources: www.3m.com; newsroom.hallmark.com; earth911.com; USPTO; creditdonkey.com/gift-wrap.html; theguardian.com/science/punctuated-equilibrium/2010/dec/20/1; countryliving.com/crafts/projects/christmas-crafts/gift-wrapping-ideas#intro