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Make the Holidays More Eco-friendly
Fabric Wrapping as an Alternative

CAROLINA BEACH, NC — Last Christmas Stephanie Lancaster sat in a pile of torn wrapping paper, tissue paper, and bows and promised herself next year would be different.

“Our family had been trying to use more sustainable products, and in one day we had produced five bags of trash!” says the mother of two.

Lancaster, 35, decided to combine her passion for the environment, her MBA, and an appreciation of attractive gifts to find a solution. She recalled an article regarding a Japanese method of gift wrapping similar to origami.

She realized that for many people, especially those in western countries where wrapping with paper is so common, wrapping a present with a square piece of cloth would be unusual. That is when she perfected a prototype for her “Fabricwrapper” using a special design of fabric and ribbon that is distinctly intuitive.

Nine months later, fabricwrapper.com was launched. The site offers the signature Fabricwrapper in addition to fabric bags and wraps. The site also has recommendations for people who want to make their own wraps at home. Fabricwrapper.com has beautiful, high quality products at reasonable prices. Holiday themed prints are available, as well as birthday and “everyday” motifs. As Lancaster says, “Reducing your carbon footprint and giving beautiful gifts can go hand in hand!”

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Note to Editors: For more information, please contact Stephanie Lancaster, Fabric wrapper, LLC, at 910-795-9393, or slancaster@fabricwrapper.com.