



"GIFT BASKET FILLER IS AN IMPORTANT PART OF YOUR DESIGN"

One of the first techniques a gift basket designer learns is getting products to stand up so they are visible above the basket edge. Basket filler is what enables you to achieve this feat. But filler is not just fluff, it's an important element with several important functions.

- ◆ **This first level of filler** serves as the foundation of a gift basket design. Crumpled newsprint is preferred because it's low priced and heavy enough to support the products that you will add to your design.

Kraft paper may be used also, but don't use leftover newspaper because of the ink that could possibly rub off or run if it gets damp. Savvy designers use fresh, clean paper, not leftover cellophane from shop-worn baskets or other dust prone materials.

Amateurs don't know about this first level of filler so they often just drop products into the basket where they can't be seen unless you peer down inside.

- ◆ **The second level of filler** is decorative and comes in several types and many colors. The colors and feel of the filler will help to convey the theme you want to create.
 - Pastels suggest softness or solemnity whereas bright colors suggest festivity and celebration.
 - Excelsior shredded wood has the most volume, so it doesn't take much of it to fill up a basket. It's the least expensive usually, but hard to the touch, sometimes dusty and may have a strong odor, especially when dyed.
 - Crinkle cut shredded paper creates little to no dust. It has volume, comes in many beautiful colors, but the short crinkle cut can be quite messy. There are a number of popular brands.
 - Shredded cellophane and tissue paper come in pretty colors, but because they have little volume they should be used as enhancement.
 - Metallic shred is shiny and wonderful for adding elegance to a design. But it has very little volume and is usually more expensive than the shredded paper, so use it sparingly.
 - Shredded resin is the filler when you think of Easter grass. This product is shiny, but doesn't have much volume.

When you choose the filler that is right for your budget and your theme you will discover that rather than being fluff, filler is an important element of your design.