

Bloomers – our paper

The paper used in the *Plant a Bloomer* range is manufactured specially for us by an artisan paper making studio. Here's how they make this unique paper, which is crafted into our 'Bloomers':



Firstly, the raw materials, junk mail, used coloured office paper, boxes and grocery bags are collected. Coloured paper is used so that no additional dyes need to be included in the papermaking process.



The used paper is first shredded. The more old shades that are mixed together to get the new colour, the more unique and beautiful the handmade paper will be.



Using a hollander beater, the shredded paper is processed with water into a pulp the consistency of oatmeal. Calcium carbonate is also added to provide an alkaline reserve.



Pulp, water and inclusions of natural materials such as flowers, ferns or sparkling minerals, as well as seeds are mixed in a tub.

The paper is formed on a screen, called a mould and deckle. New sheets are couched on felt and put in a press to squeeze out excess water.



After the wet press, the paper is transferred to a screen shelf on a drying rack. It can take up to two days for the paper to dry. After it has dried, the paper is returned to a second press for the better part of a day. The finished paper is then packed and sent to our studio.



Once we receive the paper it is sent to our die-cutter, who creates the 'Bloomer' shapes. Each metal die is handmade to the correct shape and several shapes are cut from each seed paper sheet at one time.



Back at our studio, the plantable shapes are assembled and packed to create the finished products. Our packaging is made from FSC certified and in most cases recycled materials. It's a long process but we hope you'll agree that the results are worth the effort.



The final step is down to our customers — to plant and tend their Bloomers — and watch the seedlings grow and flower!