WG Ellerkamp

The Book
of retail packaging for
Independent Booksellers,
twelve years & counting...

2020-2021

ABA
AMERICAN
BOOKSELLERS
ASSOCIATION

(800) 805-0012

www.wgellerkamp.com  jack@wgellerkamp.com
Hi Booksellers,

This is our twelfth year as an ABA Partner - creating and selling bags, gift wrap, bookmarks, gift cards, and journals for our bookselling friends. We love this!

For 2020 we have created a few crackerjack new products for you. They are:

- A Bookshelf design recycled paper bag (on front cover and page 2)
- A Bookshelf design Re-usable Tote made from recycled plastic bottles. (page 5)
- Four styles of handsome handmade journals from Nepal (pages 11 and 12)
- Several new gift wrap papers in our Oliver Ellerkamp line-up (starts on page 18)

We love working with independent booksellers and we graciously thank you for your support and friendship.

Cheers,

[Signature]

UPS Ground Freight

Please read... this service can save you money on the cost of shipping.

A few months back UPS set us up with a service called UPS Ground Freight. Here’s what you need to know:

If your order is greater than 150 lbs, the shipment qualifies for UPS Ground Freight Pricing (UPS-GFP). Ground Freight Pricing is usually quite a bit less expensive than regular UPS Ground Shipping, though not always.

We have found that in most instances the UPS-GFP cost is less than the regular UPS Ground cost -25% (the discount we provide to ABA Booksellers).

The take away: If your order weighs 135 lbs (say it’s 4 cases of shopping bags) it may make sense to add one more case so the total weight is more than 150 lbs, thus reducing your freight cost. (John Evans... are you reading this?)

When your order reaches 150+ lbs, we will determine which service is less costly and ship accordingly.

A few notes: 1) UPS Ground Freight is delivered to your store by your usual UPS driver, not via an 18-wheeler. 2) We have added the weights of cases for bags and gift wrap to this catalog to help you do the math.
100% Recycled Bookshelf Bags

Made in the U.S.

Bookshelf Debbie - $99.50

10 x 5 x 13
(250 bags per case)
25 lbs

Bookshelf Merchandise Bags

Made in the U.S.

10 x 13 - $92.00

15 x 18 - $82.50

case of 1000 bags - 25 lbs

case of 500 bags - 25 lbs

Ideal for calendars and vinyl
100% Recycled Paper Merchandise Bags

Made in the U.S.

12 x 15 - $99.80
34 lbs

9.5 x 12.5 - $92.00
24 lbs

7 x 10 - $68.00
15 lbs

All sizes sold are by the case of 1000 bags
100% Recycled Paper Shopping Bags

Made in the U.S.

ABA Café - $99.00
10 x 5 x 10 (250 bags per case)

ABA Indie - $120.00
13 x 7 x 13 (250 bags per case)
Laminated Reusable ABA Totes

14 x 5 x 14
*(50 bags per case)*
9 lbs
50 bags - $3.25 each
100+ bags - $2.95 each

Add Your Hot Stamped Logo
In Black or White
add $45 for 100 bags
add $90 for 300 bags
*Plates & Art Prep Additional*

New - Matte Laminated Reusable Bookshelf Totes

*Made from Recycled Plastic Bottles!*
15 x 7 x 15
*(50 bags per case)*
11 lbs
50 bags - $3.25 each
100+ bags - $2.95 each
ABA Plastic Bags

**White ABA IndieBound Plastic Bags**
*Eat. Sleep. Read. on one side/Peace. Love. Books. on one side - 1.75 mil*

12 x 15 - $82.00 (14 lbs)
15 x 18 + 4 - $126.00 (21 lbs)

500 bags per case

**Yellow ABA IndieBound Plastic Bags**
*Snack. Nap. Read. on both sides - 1.75 mil*
100% Recycled Buy Local Merchandise Bags

Made in the U.S.

These two sizes sold are by the case of 1000 bags

8.5 x 11 - $88.00 (19 lbs)
12 x 15 - $106.00 (35 lbs)

Buy Local Plastic Bags

Made in the U.S.

15 x 18 + 4 - $129.00

Case of 500 bags
1.75 mil
20 lbs
100% Recycled Buy Local Shopping Bags

Made in the U.S.

Buy Local Townie - $120.00
13 x 7 x 13
(250 bags per case)

Buy Local Cub - $95.80
8 x 5 x 10
(250 bags per case)
Print Your Logo on Our Shopping Bags

Printing Fees
1 or 2 Cases = $78 per lot
3 or 4 Cases = $95 per lot
4+ Cases = $95 per thousand

Plate and art costs are additional

You get the best value for your printing dollar when you print 4 or more cases.
Custom Printed Bags

Printing your bags is easy!

1. Call (800) 805-0012 or visit our website to order bags.
2. Email us your logo or upload it on our website.
3. Review & approve the digital proof that we provide.
4. Sit back and wait for your new custom printed bags!
Handmade Journals

Made in Nepal

The Leather Traveler
4½" x 6" Leather Cover
80 machined pages
Curry or Chestnut
$9.25 each

(Suggested Retail $19.95)

The Adventurist
5½" x 8" Leather Spine
80 deckled edge Lokta pages
Terra Cotta or Bordeaux
$11.50 each

(Suggested Retail $24.95)

I’d like to thank these Vermont booksellers who served as a focus group for the development of these new journals... your input was most valuable!

Jessica Wood @ Northshire Bookstore
Kristian Preyłowski + Kari Meutch @ The Yankee Bookshop
Claire Benedict @ Bear Pond Books
The Himalayan
4½” x 6” Lokta Paper Cover
80 machined pages
Cactus or Blueberry
$6.25 each

(Suggested Retail $14.95)

The Marbler
4½” x 6” Marble Lokta Cover
80 machined pages
Cactus or Blueberry
$6.25 each

(Suggested Retail $14.95)

About our Handmade Journals

We’ve been importing handmade “lokta” paper and journals from Nepal since 1998. We call this company Graeham Owens (at that time we had two little boys Graeham and Owen). We have been working with the same partner, Sunil, in Kathmandu for 22 years and he is truly like family to us.

Sunil’s business employs approximately 20 workers, most of them women. Nepal is an extremely poor country and the employment that Sunil provides is crucial to each of his employee’s families. I have been to Kathmandu five times and I can attest to the fact that Sunil is an honest and caring employer. We, too, want to contribute to the betterment of the lives of these folks and we are ever mindful of compensating them fairly for the paper and products we buy from them.
Labels for Bookstores

Made in the U.S.

Staff Pick

Autographed Copy

Local Author

SELECT BESTSELLER

20% OFF

SELECT BESTSELLER

30% OFF

SPECIAL

NOW ONLY

1 - 4 rolls = $29 each

5+ Rolls = $25 each

1000 labels per roll

OK to Mix & Match to reach 5 rolls

Removeable adhesive stock
Custom Bookmarks

Made in the U.S.

2” x 6” - 14pt Cardstock
4-color offset printing
2 sided printing included

<table>
<thead>
<tr>
<th>Qty</th>
<th>per 1000</th>
<th>total</th>
<th>each</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>$145</td>
<td>$145</td>
<td>15¢</td>
</tr>
<tr>
<td>2,500</td>
<td>$98</td>
<td>$245</td>
<td>10¢</td>
</tr>
<tr>
<td>5,000</td>
<td>$60</td>
<td>$300</td>
<td>6¢</td>
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<tr>
<td>10,000</td>
<td>$51</td>
<td>$510</td>
<td>5¢</td>
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</table>

"With freedom, books, flowers, and the moon, who could not be happy?"

—OSCAR WILDE
Custom Gift Cards

Made in the U.S.

Choose from pre-designed ABA IndieBound Branded Gift Cards or custom designed Gift Cards with your store’s branding.

Free design consultation available!

These custom printed gift cards can be encoded to work with your Point of Sale.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>250</th>
<th>500</th>
<th>1,000</th>
<th>2,000</th>
<th>3,000</th>
<th>4,000</th>
<th>5,000</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price each</td>
<td>$1.42</td>
<td>$0.95</td>
<td>$0.76</td>
<td>$0.58</td>
<td>$0.48</td>
<td>$0.42</td>
<td>$0.39</td>
<td>$0.30</td>
</tr>
</tbody>
</table>
Gift Card Folders
Handmade in Nepal

$25.00
packs of 50

IndieBound
Gift Card Folders
(one design per pack)

Author Series
Gift Card Folders
(six designs per pack)
Kerouac, Hawthorne, White, Nietzsche, Byron, Ghandi
Paper Cutters & Ribbon

24” Paper Cutter - $46

18” Paper Cutter - $44

Curling Ribbon
3/8” x 250 yds - $2.85 per roll
White, Citrus, Emerald, Daffodil, Turquoise, Beauty, Purple, Holiday Gold, Royal, Lava Red

Matte Wraphia
100 yds - $7.80 per roll
White, Imperial Red, Citrus, Aqua, Teal, Hunter, Purple, Royal, Daffodil

Simply Sheer Asiana
5/8” x 100 yds - $8.95 per roll
White, Red, Royal, Purple, Emerald, Gold
Our gift wrap company continues to grow and that is largely due to you, our bookselling friends. We are bringing in much more inventory in 2020 so as to meet the growing demand. We’ve lots of new designs this year too!

The advantages to ABA booksellers for purchasing Oliver Ellerkamp Gift Wrap are many. Among them...

- **A deeper discount.** We offer ABA members a **25% discount** on this line. Why? We are the direct importers from Switzerland, there is no “middleman”. When we buy better, you buy better.

- **18” rolls are less expensive than 24” rolls.** We are the only gift wrap provider that offers lower pricing for 18” rolls (believe it or not).

- The designs are nifty and the quality is top notch.

- Because this paper ships from our warehouse, ABA members receive a **25% UPS Ground shipping discount.** Furthermore, most orders placed by 3:00 pm (EST) will ship out the same day.

**Your discounted cost looks like this...**

<table>
<thead>
<tr>
<th>Price Range (PR)</th>
<th>18” x 417’</th>
<th>24” x 417’</th>
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</thead>
<tbody>
<tr>
<td>25</td>
<td>$99.00</td>
<td>$131.25</td>
</tr>
<tr>
<td>32</td>
<td>$109.50</td>
<td>$147.00</td>
</tr>
<tr>
<td>35</td>
<td>$117.00</td>
<td>$159.00</td>
</tr>
<tr>
<td>50</td>
<td>N/A</td>
<td>$243.75</td>
</tr>
<tr>
<td>Christmas Vacation</td>
<td>$117.00</td>
<td>$133.50</td>
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</table>

12 lbs       16 lbs
Ando Light Green 24” PR35
Ando Dark Blue 24” PR35
Arlo Kraft 18” & 24” PR25
Amarillo 24” PR32
Arwen Purple 24” PR35
Arwen French Blue 24” PR35
Lilla 24” PR32
Willis 24” PR32
Thorben 18" & 24" PR32
Tino Red 18" & 24" PR32
Gian 18" & 24" PR25
Yeti Silver 18" & 24" PR32
Curdin 18" & 24" PR32
Tino Green 18" & 24" PR32
Ivek 18" & 24" PR25
Albin 18" & 24" PR35
Chris  18" & 24" PR32
Sten  18" & 24" PR32
Leia  18" & 24" PR32
Stella  18" & 24" PR25
Beth  18" & 24" PR32
Albrun  24" PR32
Neil  18" & 24" PR25
Emo  18" & 24" PR32
Shamrock Gift Wrap

E6358 Hardbacks/Kraft (C)
E5003 Worldmap/Kraft (C)
E7043 Extraordinary Voyages (C)
E5173 Hop To It/Kraft (C)
E6232 Leaves & Berries/Kraft (C)
X3149 Homespun Christmas (B)
X6231 Snowbirds/Kraft (C)
X7007 Material Moose (D)
X7038 Twinkling Ornaments (C)

417’ Half Ream Rolls

<table>
<thead>
<tr>
<th>Series</th>
<th>18”</th>
<th>24”</th>
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</thead>
<tbody>
<tr>
<td>B</td>
<td>$122.75</td>
<td>$113.60</td>
</tr>
<tr>
<td>C</td>
<td>$141.05</td>
<td>$131.90</td>
</tr>
<tr>
<td>D</td>
<td>$152.10</td>
<td>$142.95</td>
</tr>
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</table>

Prices include 15% ABA Discount
“Our bookstore bunnies love the new bags” (Acorn & Moo)
- Laura Scott Schaefer, Scattered Books, Chappaqua, NY

W.G. Ellerkamp, Inc.
(800) 805-0012
www.wgellerkamp.com
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Terms & Conditions

1. We accept Visa, MasterCard, and American Express.

2. All cancellations must be in writing.

3. You will be billed for any preparation charges such as artwork, plates, etc. incurred prior to cancellation.

4. Please Note: All printed orders are subject to a 25% overrun/underrun which must be accepted.

Artwork/Logo Submission

You can email all artwork files to:
mike@wgellerkamp.com

Or you can submit files online at:
https://www.wgellerkamp.com/artwork/