

# MAYVES<sup>®</sup>

PAPER INNOVATIONS



Cardle<sup>®</sup>  
B'lumen<sup>®</sup>

Catalogue August 2013



# Contents

## Cardle® and B'lumen®: Brilliant idea!

- to send, give or keep for yourself
  - easy to fold (patented folding system),
  - safe fire-retardant paper,
  - sustainable,
- available in different packaging concepts:  
greeting card / gift or decoration / creative
  - Made in Holland

### Cardle® Collection



### Cardle® Specials



### Cardle® Creative



### Guest Designers

### B'lumen®



### Packaging, Cardle® PR

### Display

# Brilliant Idea

## Cardle®

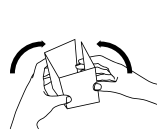


### CARDLE® = CARD + CANDLE IN 1

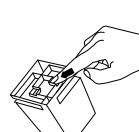
Cardle® is the only flat, foldable paper lantern in the world, made of safe, fire-retardant paper.

No glue, scissors or separate candle holder required. The candle is safely fixed in place inside the construction, and hangs just above the surface supporting the Cardle®.

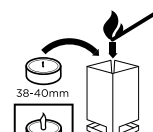
### PATENTED FOLDING SYSTEM



FOLD IT.  
NL - VOUW  
DE KOKER.



FIX THE BASE.  
NL - MAAK DE  
VOET VAST.



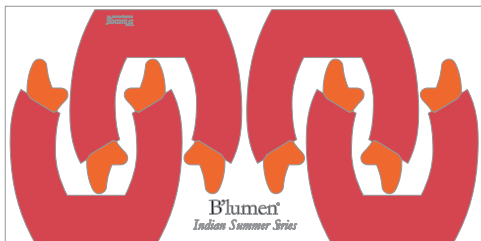
Complete safety can only be guaranteed by using a LED candle.

PLACE A TEALIGHT  
IN THE HOLDER AND  
LIGHT UP YOUR DAY.  
NL - PLAATS EEN THEELICHT  
IN DE HOUDER EN  
LIGHT UP YOUR DAY.



SEE HOW  
IT FOLDS

## B'lumen®



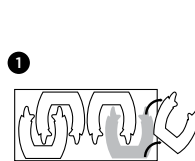
### B'LUMEN® = RADIANT FLOWER

B'lumen® is a colourful lantern, easily assembled from 4 elements and made of safe, fire-retardant paper.

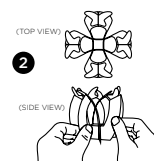
A touch of magic: when the tips of the elements are joined, the top ends of the lantern turn into butterflies.

Three different B'lumen® of various shades packaged according to colour theme make for a romantic and radiant arrangement on every table.

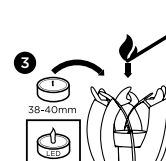
### EASY TO ASSEMBLE, 8 POSSIBLE COLOUR COMBINATIONS PER SLEEVE



REMOVE THE 4 ELEMENTS  
FROM THE CARD  
NL - HAAL DE 4 ELEMENTEN  
UIT DE KAART



ASSEMBLE THE ELEMENTS  
NL - STEL DE ELEMENTEN  
SAMEN.



Complete safety can only be guaranteed by using a LED candle.

PLACE A TEALIGHT  
IN THE HOLDER AND  
LET THE LIGHT BLOSSOM.  
NL - THEELICHTJE ERIN EN  
LET THE LIGHT BLOSSOM.



SEE HOW  
IT FOLDS

### SAFE AND SUSTAINABLE

#### FIRE-RETARDANT PAPER

Euro class B  
(Germany B1, France M1, UK 0/1)

Printed using bio-ink, all parts are recyclable.

Compact and lightweight: low transportation and storage costs.

### AVAILABLE IN 3 PACKAGING CONCEPTS

#### GREETING CARD CONCEPT

1x card + 1x envelope + instruction leaflet (in plastic sleeve)

#### GIFT- / HOME DECORATION CONCEPT

series of 3 cards + instruction leaflet (in plastic sleeve)

#### CREATIVE CANVAS CONCEPT

series of 5 blank cards + instruction leaflet (in plastic sleeve)



## #02 *Scenes from the Lowlands*

Traditional Japanese woodcarvings and Dutch landscapes go hand in hand in the Scenes from the Lowlands series, consisting of a swan and water lily, a hare and clover, and a swallow and blackberries.

Design: MAYVES®

Home Lowlands Series EAN8701839455543

Single Swan EAN8701839452429	UK EAN8712439454645
Single Hare EAN8701839452412	UK EAN8712439454638
Single Swallow EAN8701839452436	UK EAN8712439454621







## #01 *Scenes from the Woods*

Traditional Japanese woodcarvings and Dutch landscapes go hand in hand in the Scenes from the Woods series, consisting of a deer in the woods, a robin on a witchhazel tree, and a squirrel eating winter berries.

Design: MAYVES®

Home Woods Series EAN8701839455543

Single Deer EAN8701839452429 UK EAN8712439454614  
Single Robin EAN8701839452412 UK EAN8712439454607  
Single Squirrel EAN8701839452436 UK EAN8712439454591



## #03 *Chirpy Breeze*

The first collaborative series featuring Dutch illustration artist Marion van den Burg: gossamer designs to celebrate the summer.

Design: MARION VAN DEN BURG

Home Breeze Series EAN8701839455543

Single Boat EAN8701839452429 UK EAN8712439454652  
Single Tree EAN8701839452412 UK EAN8712439454676  
Single Kites EAN8701839452436 UK EAN8712439454669



Note: Cardle® is named Cardlight in the UK

**Cardle® Collection**





## #04 *Norsk Frostrose*

Frost flowers fashioned from traditional Norse knitting patterns to warm you up in winter.

Design: MAYVES®

Home Frostrose Series EAN8701839455574

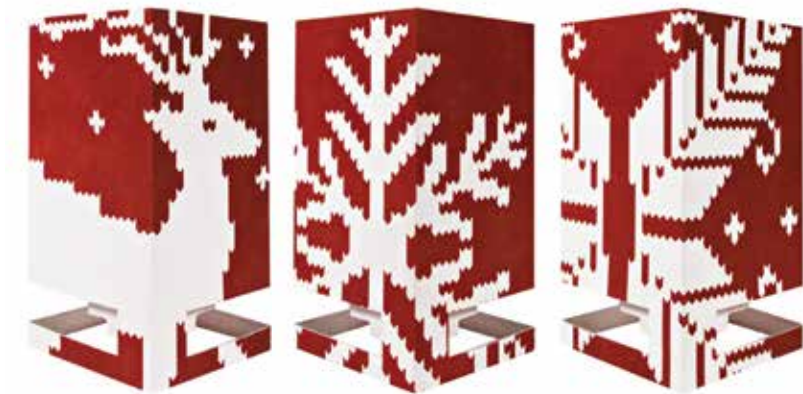
Single Blue Knitting EAN8701839453228  
Single Red Knitting EAN8701839453211  
Single Green Knitting EAN8701839453235



Note: Cardle® is named Cardlight in the UK

**Cardle® Collection**





## #05 Frozen Fire

Get cozy with a frozen fire on your table!

Design: MAYVES®

Home Frozen Fire Series EAN8701839455581

Single Deer EAN8701839453259

Single Crystal EAN8701839453242

Single Snowflake EAN8701839453266



## #06 Northern Lights

These cold-weather animals will warm your heart by bringing a special gift, just for you.

Design: MAYVES®

Home Northern Light Series EAN8701839455598

Single Deer EAN8701839453273

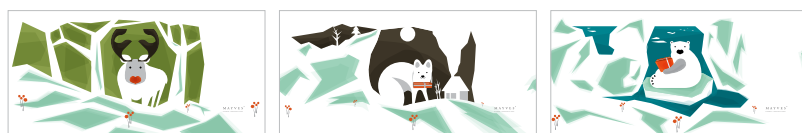
Single Fox EAN8701839453280

Single Bear EAN8701839453297

UK EAN8712439454690

UK EAN8712439454706

UK EAN8712439454683



Note: Cardle® is named Cardlight in the UK

**Cardle® Collection**

Hum  
with me



## #07 Hum with Me

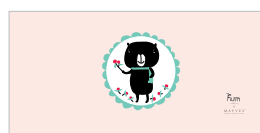
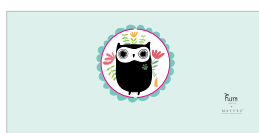
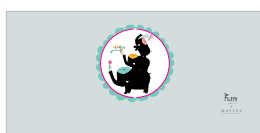
Life can be such delicious fun!  
In collaboration with Berlin based  
'Hum with Me' a delightful animal series in  
pastels.

Sweet!

Design: Hum with Me®

Home Hum with Me Series EAN8701839455611

Single TrunkTower EAN8701839454539 UK EAN8712439454737  
Single Owl EAN8701839454522 UK EAN8712439454720  
Single Bear EAN8701839454515 UK EAN8712439454713







## #08 Flights of Fancy

The designs in the 'Flights of Fancy' series consist of three beautiful miniature paintings of seasonal birds in watercolours, adorned with words to inspire the soul.

Drift away and feel enlightened by these beautiful birds and their words of wisdom.

Design: Mayves®

Home Flights of Fancy Series EAN8701839455628

Single Sing EAN8701839454546  
Single Fly EAN8701839454560  
Single Shine EAN8701839454553

UK EAN8746821509781  
UK EAN8712439454744  
UK EAN8752978139580







## ***Specials #01 La Cocotte Chick Chic Ocre***

Mayves is proud to present:  
Cardle® & La Cocotte, made for each  
other. This display contains a unique collection  
of Cardles® – only for La Cocotte.

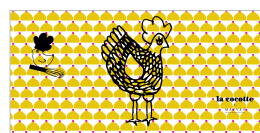
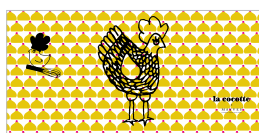
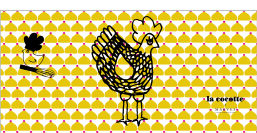
The distinctive Chick Chic pattern from  
La Cocotte in ocre with pink accent.



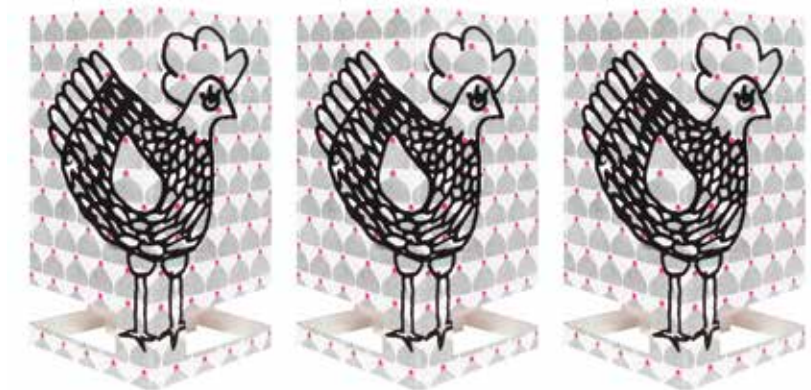
Design: La Cocotte® Paris

Home La Cocotte Ocre Series EAN8701839455642

Single La Cocotte Ocre EAN8701839454577







## ***Specials #02 La Cocotte Chick Chic Gris***

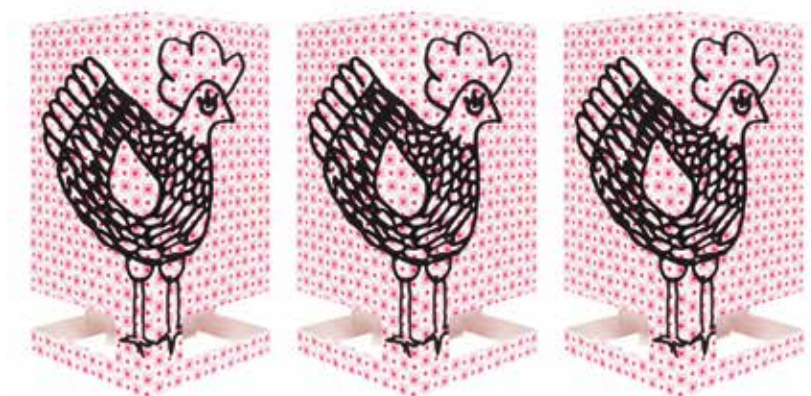
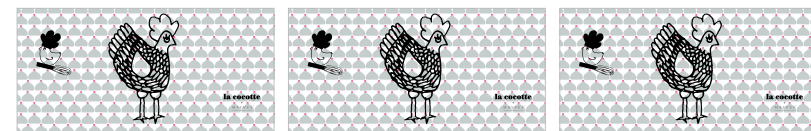
Mayves is proud to present:  
Cardle® & La Cocotte, made for each  
other. This display contains a unique collection  
of Cardles® – only for La Cocotte.

The distinctive Chic Chick pattern from  
La Cocotte in grey with pink accent.

Design: La Cocotte® Paris

Home La Cocotte Gris Series EAN8701839455659

Single La Cocotte Gris EAN8701839454584



## ***Specials #03 La Cocotte Vichy Rouge***

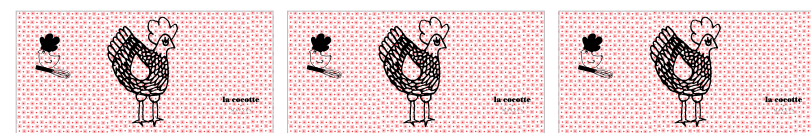
Mayves is proud to present:  
Cardle® & La Cocotte, made for each  
other. This display contains a unique collection  
of Cardles® – only for La Cocotte.

The distinctive Vichy pattern from La Cocotte  
in red with orange.

Design: La Cocotte® Paris

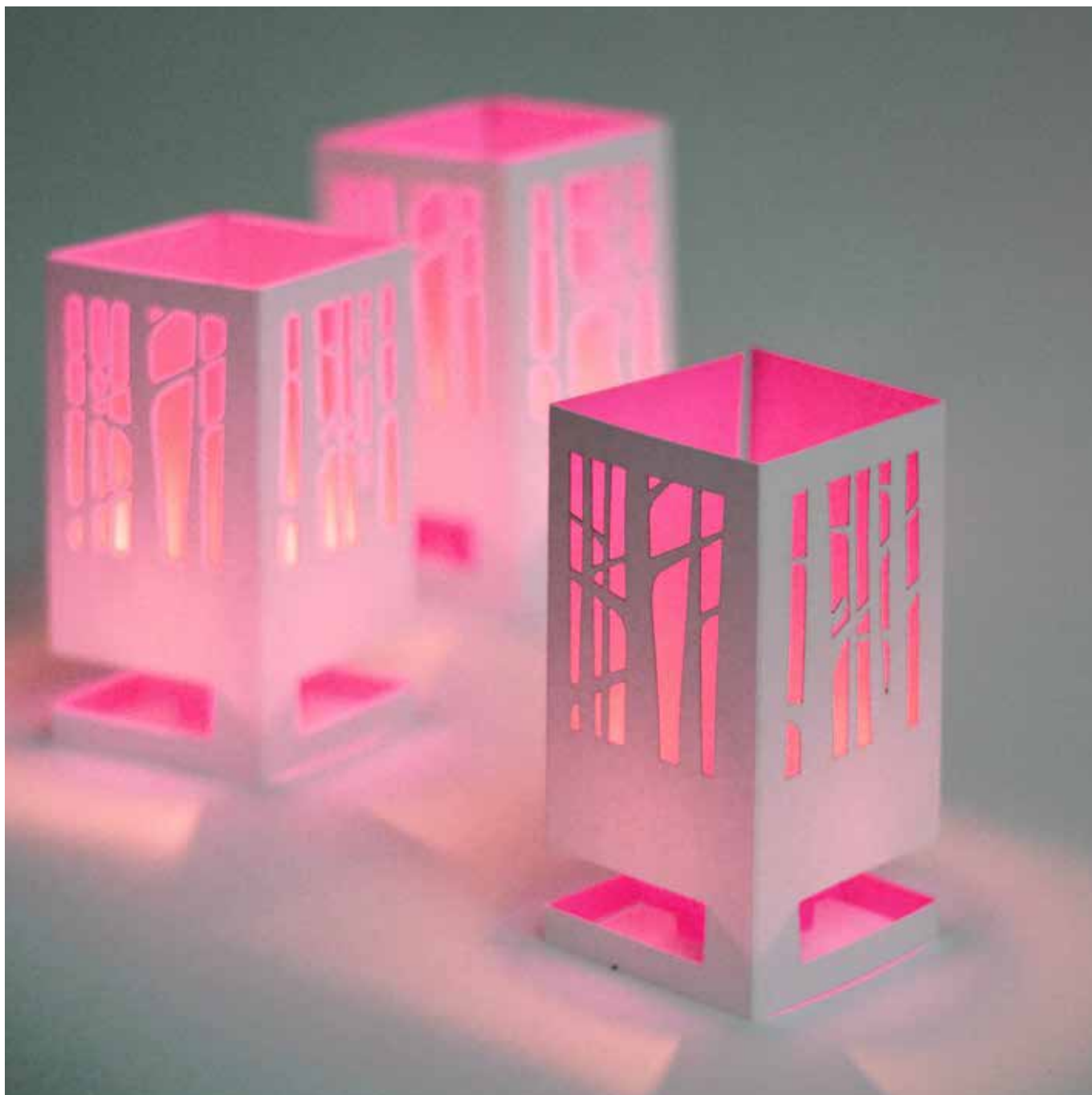
Home La Cocotte Vichy Series EAN8701839455666

Single La Cocotte Vichy EAN8701839454591



Note: Cardle® is named Cardlight in the UK

***Cardle® Specials***



### ***Specials #04 Woodland Paradise Pink***

The series 'Woodland Paradise' introduces a new style for Cardle®: the design applies full-cut-outs rather than partial ones, creating a 3D effect which employs "negative space".

Be captured by the perfect beauty of a radiant light in the stillness of the forest -paradise in pink

Design: MAYVES®

Home Woodland Paradise Series Pink EAN8701839455635  
Single Woodland Paradise Pink EAN8701839455512

UK  
Single Woodland Paradise Pink EAN8784907735815







## ***Specials #05 Woodland Paradise Blue***

The series 'Woodland Paradise' introduces a new style for Cardle®: the design applies full-cut-outs rather than partial ones, creating a 3D effect which employs "negative space".

Be captured by the perfect beauty of a radiant light in the stillness of the forest -paradise in blue.

Design: MAYVES®

Home Woodland Paradise Series Blue EAN8701839455673  
Single Woodland Paradise Blue EAN8701839455512

UK  
Single Woodland Paradise Blue EAN8759483670126



## ***Specials #06 Woodland Paradise Green***

The series 'Woodland Paradise' introduces a new style for Cardle®: the design applies full-cut-outs rather than partial ones, creating a 3D effect which employs "negative space".

Be captured by the perfect beauty of a radiant light in the stillness of the forest -paradise in green.

Design: MAYVES®

Home Woodland Paradise Series Green EAN8701839455680  
Single Woodland Paradise Green EAN8701839455536

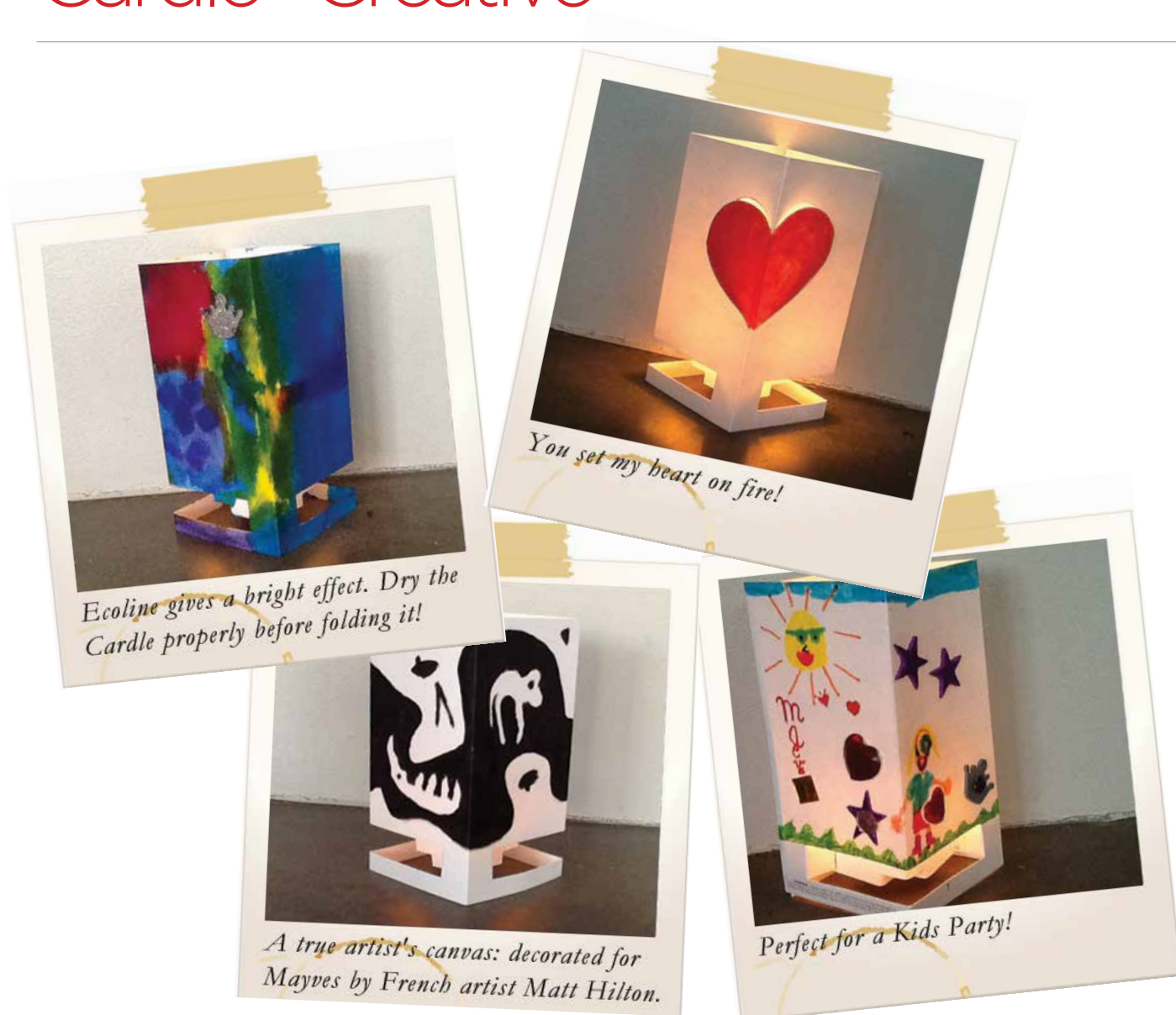
UK  
Single Woodland Paradise Green EAN8736884756918



Note: Cardle® is named Cardlight in the UK

***Cardle® Specials***

# Cardle® Creative



## Cardle® Creative Cardle® as Blank Canvas

Seeing Cardles® light up your day is great. Decorating your own so you can add your personal, special touch to your home is even better.

Bring out your inner artist and use Cardle® as your canvas!

Available in 5-pack

Design: MAYVES®

Cardle® Creative series EAN8701839457851



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# Guest Designers

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Marion van den Burg  
Amsterdam  
[www.marionvandenburger.nl](http://www.marionvandenburger.nl)



June Keser - Hum with Me  
Berlin / Hamburg  
[www.humwithme.com](http://www.humwithme.com)



La Cocotte  
Paris  
[www.lacocotte.net](http://www.lacocotte.net)



## *Let's team up Meet our guest designers*

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When Mayves was founded, we were determined not just to create a company, but strive for the ideal of creating opportunities for beginning designers as well. That is why an essential part of Mayves's identity is its function as a design platform.

The idea is simple: Mayves wants to provide beginning graphic designers with a canvas to showcase their talent, and as such to help them gain exposure for their work and to help them establish their name. And of course, Cardle® also lends itself to collaborations with existing brands.

Already, this has resulted in three delightful collaborative series: 'Chirpy Breeze' by Marion van den Burg Illustrations, Amsterdam, 'Hum with Me' by Berlin based brand Hum with Me, and a collaboration with prestigious Parisian kitchen art brand La Cocotte.

The world is full of creative talent and we are looking forward to many more beautiful collaborations!



## #01 Champagne

Celebrate with Champagne B'lumen®:  
classic pink - orange powder pastels  
Santé!

Available in single packaging

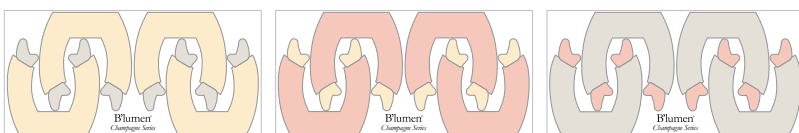
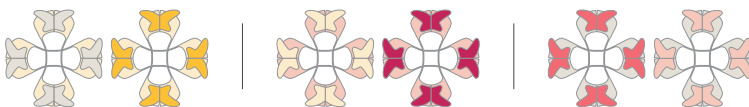
Design: MAYVES®

Home Champagne Series EAN8731856910343

Single Yellow EAN8701839457813

Single Pink EAN8701839457837

Single Grey EAN8737152943856



Note: Cardle® is named Cardlight in the UK

**B'lumen®**

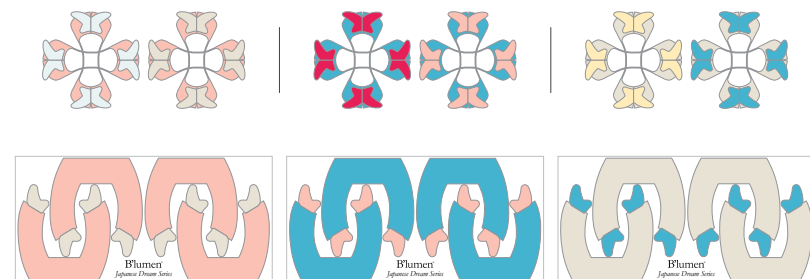




## #02 *Japanese Dream*

Exquisite shades inspired by Japanese traditional art.

B'lumen®. Let the light blossom!



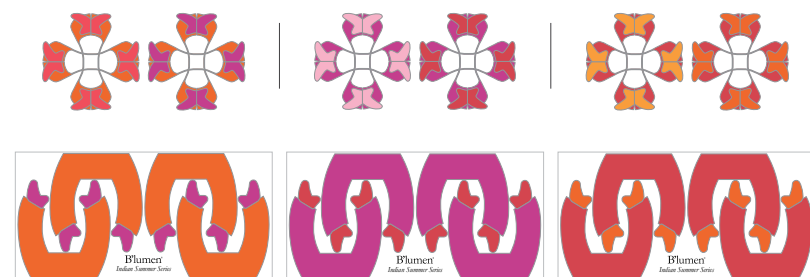
Design: MAYVES®

Home Japanese Dream Series EAN8734823319545



## #03 *Indian Summer*

Warm shades in matching tones of pink, red and orange combining into attractive colour features.



Design: MAYVES®

Home Indian Summer Series EAN8734866974626



Note: Cardle® is named Cardlight in the UK

**B'lumen®**

# Packaging & Cardle® PR



Gift- / Home decoration concept - front and back view



Greeting card concept - front and back view



Creative canvas concept - back view

**Cardle®** is available in 3 packaging concepts. Every concept includes an instruction leaflet with clear communication about the product on the outside for the consumer; the inside contains the folding- and safety instructions in pictograms and text: En, Fr, De, NL.

## 1. gift / home decoration concept

This transparent sleeve contains 3 cards and an instruction leaflet. The special series contain 3 similar designs, the Cardle® collection contains 3 different designs.  
dim. flat: 15 x 28.5 x 0.3 cm

## 2. greeting card concept

This transparent sleeve contains 1 card folded to a square dimension, 1 matching envelope and 1 instruction leaflet. Write your message on the card or on the leaflet.  
dim. flat: 15 x 15.5 x 0.3 cm

## 3. creative canvas concept

This transparent sleeve contains 5 blank cards and an instruction leaflet.  
dim. flat: 15 x 28.5 x 0.3 cm

All **B'lumen®** series are available in the gift / home decoration concept; the series Champagne is also available as a greeting card.

## Cardle® PR: your message in the Spot Light !

Ideal for promotional gifts, direct mailings, inlays in magazines. In general we offer the following packaging concepts (other concepts and prices on request).

### Promotional gift

1x Cardle + 1x information leaflet in plastic sleeve  
or  
3x Cardle + 1x information leaflet in plastic sleeve

### Direct mailing

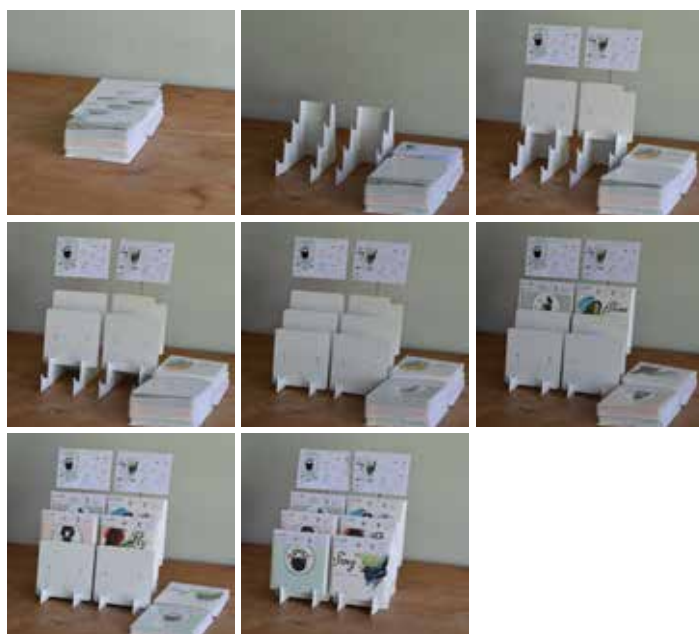
1x Cardle + 1x envelope + 1x information leaflet  
all items delivered separately, packaging on request

### Inlay in a magazine

1x Cardle - instructions to be printed inside the magazine



# Display



## POS Waterfall Display

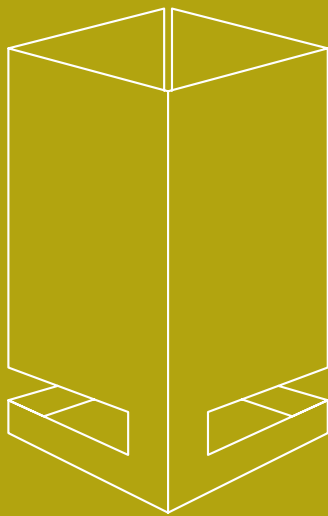
Compact and easy.  
The display is made up of 4 cardboard elements and is easy to assemble into a waterfall display. It's able to display  
3 x 10 sleeves "Greeting Card"  
3 x 12 sleeves "Gift / Home Decoration"  
3 x 10 sleeves "Creative"  
A topcard fixed to an aluminium Wobbler gives the finishing touch.

Dim. flat: 16 x 29 x 0.8 cm  
Dim. assy. : 15 x 19.5 x 22.5 cm

Design: MAYVES®

Note: Cardle® is named Cardlight in the UK

Display



Cardle®



B'lumen®

## CONTACT

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Visit [Mayves.com](http://Mayves.com)

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