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PRESSRELEASE 'Cardle. A spark of inspiration'

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A SPARK OF INSPIRATION

In 2011, architect Yvette Scheltema was looking for a way to construct a candle holder from a simple sheet of paper in order to create a special way of sending a message with a little something extra, a way to convey emotions beyond words.

BIRTH OF AN IDEA

The idea for the Cardle originates with the premature birth of her daughter. The uncertainty surrounding her future prompted their decision to delay sending a birth announcement until they were certain they could bring her home in good health. Once they had brought her home with them, they sent out a 'welcome home' announcement for her. This announcement gradually developed into the Cardle. A card and a candle in one.

A CLEVER CARD WITH AN INNER GLOW

The Cardle is a unique greeting card. The sender simply writes their message on the Cardle, then folds it to fit into the matching envelope which contains folding and safety instructions. Upon folding the Cardle, the recipient will have a beautiful, personalized decorative candle holder. A warm and original greeting, simply through the mail slot.

CARDLE SERIES

The first series, MovingShadows, is now available in select stores in the Netherlands as well as in our webshop at cardlestore.com. In addition, the new Cardle series will be available from April, with designs to suit many different occasions. Each series consists of a collection of three designs in a bio-plastic sleeve including envelopes and an information leaflet. Guest illustrators will be invited to design their own series and discover the Cardle as their canvas.

CARDLE BOASTS THE FOLLOWING FEATURES:

- The Cardle is a flat card which has been cut to fold easily into a candleholder. It comes with a matching envelope which contains folding and safety instructions. Card and envelope together weigh less than 20 grams, making the Cardle suitable for sending via regular mail.
 - The Cardle has a patented folding system. Transforming it into a candleholder does not require scissors or glue. Once the Cardle has been folded, the candle fits snugly and securely into the holding construction at the centre of the Cardle, eliminating the need for a separate candle holder.
 - The Cardle is made out of flame-retardant paper. The paper is processed using salts to achieve flame-retardant standard Euro class B (Germany B1; France M1; UK 0/1). Because of this process, the Cardle comes with a five-year flame-retardant guarantee which is printed on each individual Cardle.
 - The Cardle is an environmentally friendly product: salts are used instead of chemicals to achieve flame-retardancy. The Cardles, envelopes and instruction leaflets are printed using bio-ink and are fully recyclable. The bio-plastic sleeves are made of corn starch and are fully biodegradable.
 - The Cardle is available in two varieties: with cut-outs and without cut-outs. The Cardle without cut-outs is a beautifully decorated greeting card which folds into a candle holder. Once a candle has been lit inside the Cardle, the illustration on the outside of the Cardle lights up. The Cardle with cut-outs features illustrations which are lifted out of the card upon folding. These partly cut out silhouettes create a play of shadow and light once the candle is lit inside the cardle.
 - After use, the Cardle can be folded flat and stored for later use.
 - The Cardle can be used as a promotional item. Its size and illustrations can be made to order. Due to its practical, multifunctional design, the Cardle may be used as a Christmas card or a promotional gift, but it also fits easily as an insert in magazines: every message gets placed in the spotlight.
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