



GOOD BUY

It's a wrap

If you really want to be a keen recycler, you have to do more than sort your rubbish. You have to put your money where your mouth is and buy recycled products, closing that all-important recycling loop. A thriving market for recycled products equals a buoyant recycling industry.

Naturally, this theory is easier to follow when the cool kids join in and make stuff you really want. Fortunately, designers are finally engaging with the pre-loved materials scene through the Inspired Recycling initiative (www.inspiredrecycling.org). Evidence will be on show in the (re)design arm of next week's London Design Festival, but for now I've singled out 100 per cent recycled wrapping

paper, hot off an east London press, designed by Lisa Jones. It will also be sold through outlets with genuine cool cachet, including Tatty Devine shops.

We're a nation of wrapping paper enthusiasts – each Christmas, we get through enough to giftwrap Guernsey. Arguably, we should take a deep-green approach and wrap our gifts in newspaper with potato-print motif, but this lacks a certain aesthetic appeal. Go the recycled wrap route and you can maintain the celebratory vibe.



Recycled wrapping paper, from £1.10 per sheet, from Tatty Devine, Magma Design Bookshop, www.londonremade.com and www.greenshop.co.uk