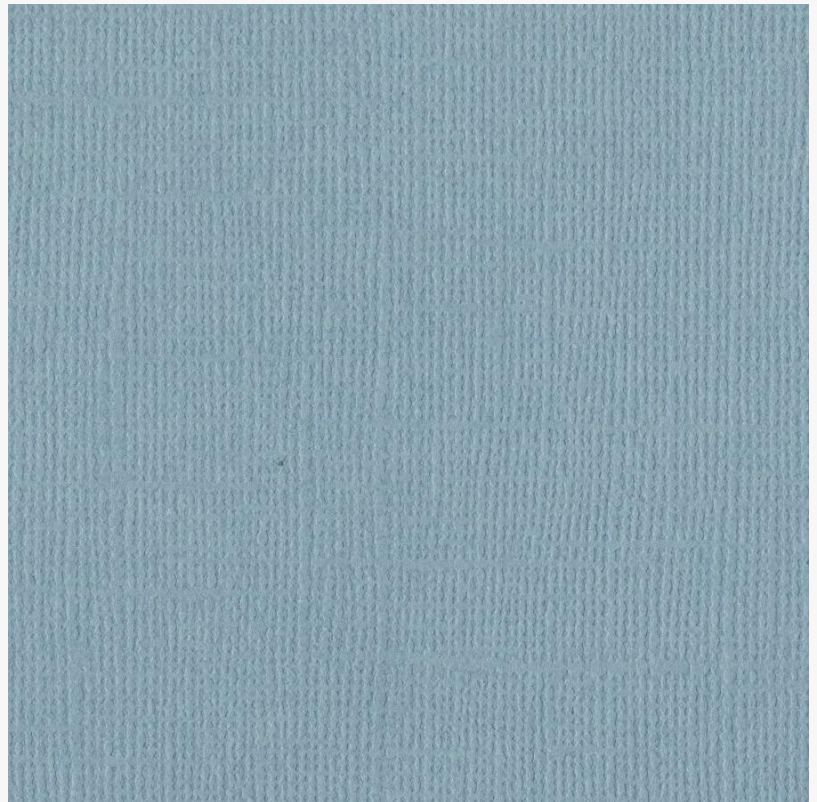


12x12 Cardstock Shop Unveils Eco-Friendly Scrapbook Paper Trends for Summer 2025

12x12 Cardstock Shop launches eco-friendly scrapbook paper for Summer 2025, featuring recycled materials, nature themes, and sustainable packaging.

PROVO, UT, UNITED STATES, June 23, 2025 /EINPresswire.com/ -- 12x12 [Cardstock](#) Shop Unveils Eco-Friendly [Scrapbook Paper](#) Trends for Summer 2025

12x12 Cardstock Shop has announced the launch of its summer 2025 scrapbook paper collection, highlighting a shift toward environmentally conscious crafting. The new release emphasizes sustainability without compromising on quality or visual appeal, offering a range of [scrapbook supplies](#) that cater to both seasonal trends and eco-awareness.



COASTAL – Bazzill Mono 12x12 Cardstock

This year's summer collection places a clear focus on recycled materials, low-impact production, and reusable packaging. The initiative responds to growing interest in earth-friendly crafting practices, especially among hobbyists seeking creative outlets that align with personal and environmental values.

Seasonal Trends Meet Sustainability

The 2025 collection introduces a wide selection of double-sided scrapbook paper made with post-consumer waste materials. Designs reflect popular summer motifs such as botanicals, oceanside themes, picnic patterns, and neutral textures, offering versatility for a variety of projects including journals, cards, memory albums, and seasonal decor.

Popular color palettes in the collection include natural greens, sandy beiges, faded corals, and soft blues — colors drawn from nature and outdoor summer scenes. The collection also includes patterned and textured cardstock that meets the needs of layering, die-cutting, and embellishment, common techniques used in paper crafting.

Each sheet of scrapbook paper is produced using environmentally certified processes, ensuring compliance with eco-printing standards. Water-based inks and chlorine-free bleaching methods are used to reduce production impact.

Responding to Market Preferences

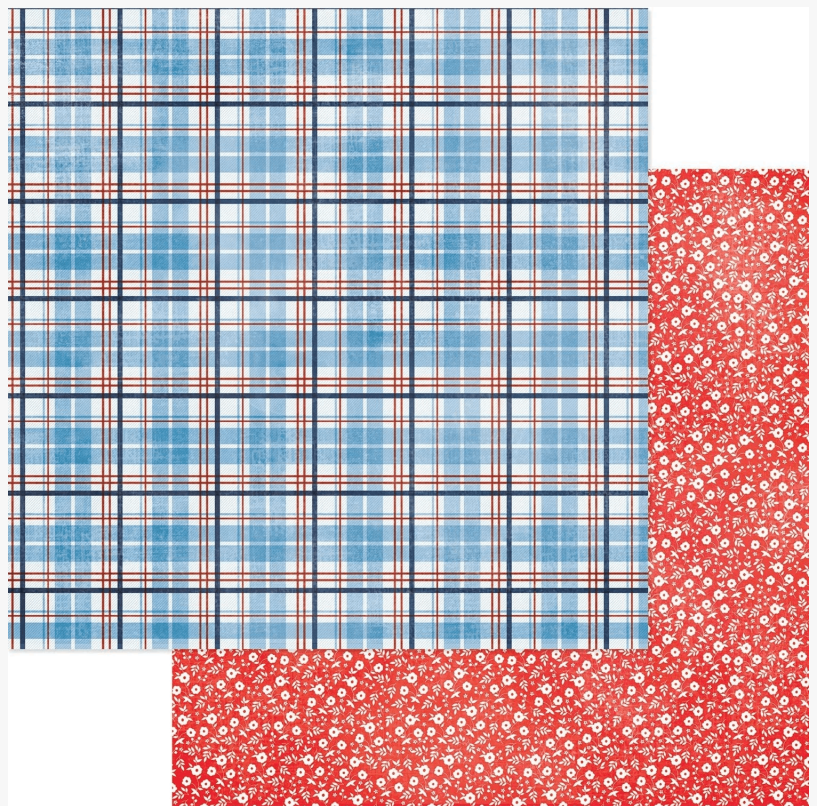
As the paper crafting industry continues to evolve, sustainability has emerged as a key factor in purchasing decisions. Consumers are not only looking for aesthetic appeal but also for environmentally sound materials that reduce waste.

The 12x12 Cardstock Shop's summer range reflects a growing demand for ethical scrapbook supplies without reducing design variety or product durability. The collection includes both solid color cardstock and patterned paper packs, carefully curated to meet the expectations of modern crafters.

"The shift toward sustainability is no longer optional in the world of paper crafts," said a product development spokesperson from 12x12 Cardstock Shop. "This summer's release brings in recycled fiber-based



MY GARDEN - 12x12 Double-Sided Patterned Paper



BACKYARD BBQ - 12x12 Double-Sided Patterned Cardstock

papers and FSC-certified sources, ensuring quality materials that align with today's values in creativity and environmental care."

Innovation in Eco-Packaging

In addition to the paper itself, the new summer line introduces packaging innovations designed to reduce waste. Instead of single-use plastic wraps, the cardstock and scrapbook paper packs are bundled in recyclable paper sleeves and kraft-style packaging. Labels are printed with soy-based inks, and minimal packaging is used wherever possible.

Bulk orders and sampler kits now arrive in cardboard mailers made with 100% post-consumer recycled content. These adjustments reflect an industry-wide push toward low-impact retail and shipping practices.



Product Highlights for Summer 2025

The collection features the following standout product lines:

- "Coastal Calm" Scrapbook Paper Pack – A blend of ocean tones, sand textures, and wave patterns suitable for summer vacation albums and beach-themed projects.
- "Urban Garden" Cardstock Set – A set of muted green, clay, and terracotta-colored cardstock sheets, ideal for botanical pages and plant-themed crafts.
- "BBQ Backyard" Patterned Paper Duo – Featuring classic checkered designs, food icons, and picnic themes in bold reds and yellows.
- "Neutral Nature" Kraft Cardstock Pack – A recycled kraft paper collection designed for natural tone layering and rustic-style scrapbooking.

Each set includes 12x12 inch sheets that can be easily trimmed, layered, or used with cutting machines. Textures range from linen and woodgrain to smooth matte finishes, supporting a variety of styles from modern minimalist to country chic.

Supporting Sustainable Craft Habits

In conjunction with the launch, 12x12 Cardstock Shop is releasing a downloadable guide on sustainable paper crafting. The guide includes tips on reusing scrap paper, choosing adhesives with less environmental impact, and organizing supplies in waste-reducing ways.

Workshops and craft challenges are also scheduled throughout the summer season to encourage mindful crafting habits among the paper craft community. These virtual sessions focus on using scraps efficiently, creating with limited supplies, and upcycling existing materials.

Availability and Distribution

The Summer 2025 Eco-Friendly Scrapbook Paper Collection is available for immediate purchase on the 12x12 Cardstock Shop website. The range will also be distributed through select U.S.-based craft supply retailers, with an emphasis on stores that support sustainable and independent crafting brands.

Retail partners are encouraged to adopt the same eco-friendly practices in merchandising and shipping to maintain the integrity of the initiative.

Wholesale options are available for small businesses, local stationery shops, and crafting studios seeking to integrate environmentally conscious paper products into their offerings.

About 12x12 Cardstock Shop

12x12 Cardstock Shop is a leading online retailer specializing in scrapbook paper, cardstock, and crafting essentials. Known for its wide variety of colors, textures, and patterns, the shop serves crafters, artists, and hobbyists across the United States. The company regularly introduces seasonal trends and product innovations to meet changing consumer needs, with a focus on quality, accessibility, and creativity.

This summer's focus on sustainability is part of an ongoing effort to reduce the environmental impact of crafting materials and promote better practices in the industry.

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