



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
SUPPLIERS OF CHRISTMAS  
CRACKERS AND WRAPPING PAPER  
TOM SMITH GROUP  
WALES

# TOM SMITH

S I N C E 1 8 4 7



THE HOME OF

*Christmas*

2024

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CATERING CRACKERS

# HISTORY OF TOM SMITH

**TOM SMITH**  
SINCE 1847

In 1841 Tom Smith discovered the 'bon bon' sugared almond, wrapped in a twist of tissue paper. Seven years later this simple idea evolved into what we know now as the Christmas Cracker.

By placing a small love motto in the tissue paper and being inspired by the crackling sound of logs on the fire, followed a lot of hard work and experimentation he came up with a crackling mechanism that created a pop as the bon bon wrapping was broken. This became the snap and the cracker was born.

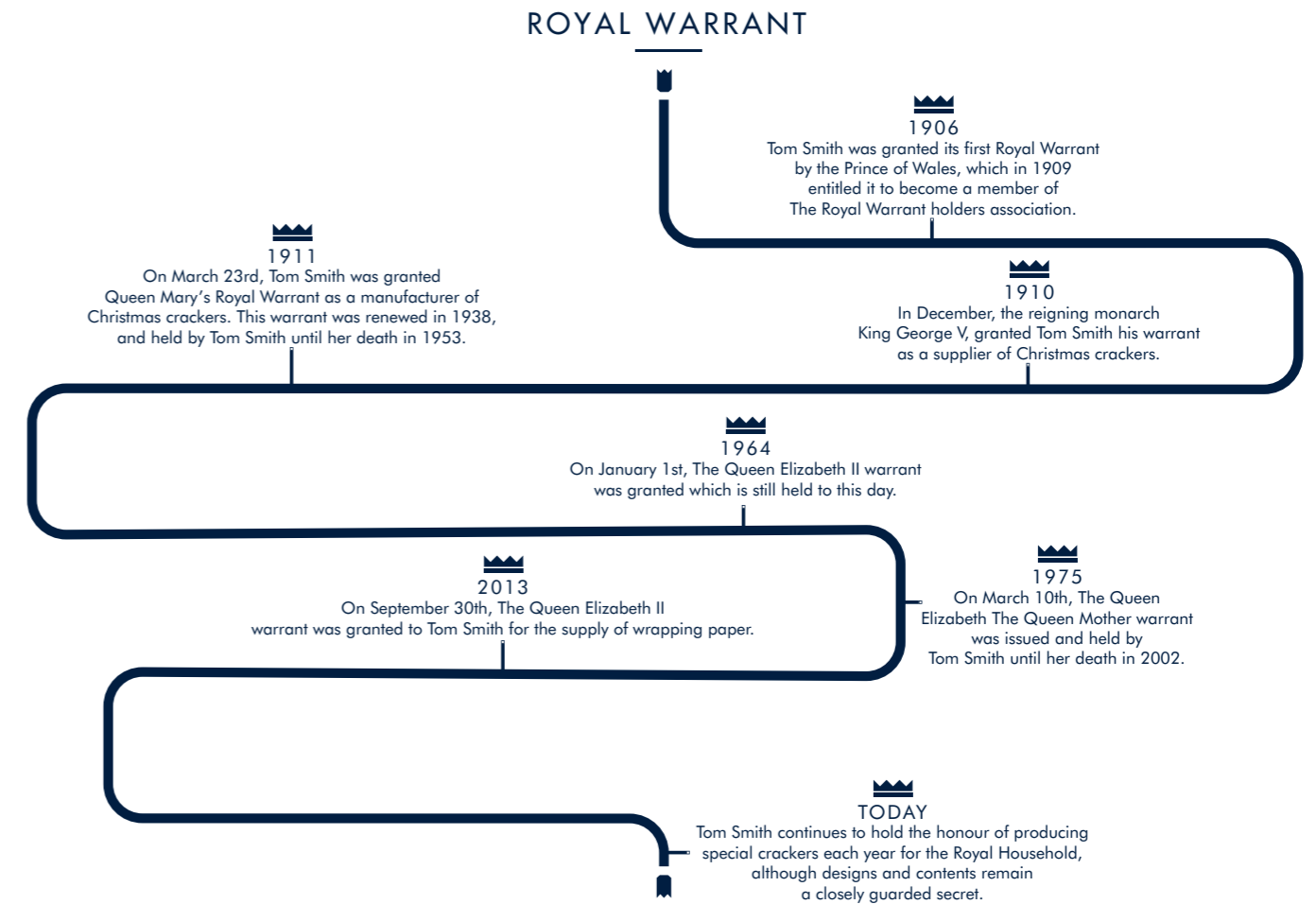
As the world's largest brand of Christmas Crackers, Tom Smith are proud to lead market innovation and design, focussed on sustainability while ensuring the finest product experience.

This year our Tom Smith 2024 catering range has three core market messages;

1. No single use plastics on or in our catering 2024 range.
2. No glitter to enhance recyclability.
3. Enhanced charity donation in conjunction with our charity partner Trussell Trust.



## ROYAL WARRANT TIMELINE







# Contents



Follow the index below  
to find the products  
that are right for you!

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ECO

## 11" ECO-CHARITY CRACKERS

**XIGDC3964**

RED & KRAFT TREE  
CHARITY CRACKER  
CASE: 50 X 11"



MADE  
FROM  
RECYCLED  
BOARD

RECYCLABLE

CONTAINS 2D TREE DECORATION



ALSO CONTAINS A PAPER HAT AND A JOKE



The Trussell Trust supports a nationwide network of food banks to provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK. More than 14 million people are living in poverty in the UK - including 4.5 million children. Tom Smith are proud to be supporting the Trussell Trust in their work and will be giving £2 per case from sales of our catering eco range of Christmas crackers.



Reg charity in England & Wales  
(1110522) and Scotland (SC044246)  
Reg. Ltd. Co. in England & Wales (5434524)  
[www.trusselltrust.org](http://www.trusselltrust.org)



ECO

# 12" ECO-CHARITY CRACKERS

**XIGDC3965**

RED & KRAFT ROBIN  
CHARITY CRACKER  
CASE: 50 X 12"



CONTAINS 3D TREE DECORATION



ALSO CONTAINS A PAPER HAT AND A JOKE

The Trussell Trust supports a nationwide network of food banks to provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK. More than 14 million people are living in poverty in the UK - including 4.5 million children. Tom Smith are proud to be supporting the Trussell Trust in their work and will be giving £2 per case from sales of our catering eco range of Christmas crackers.



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ECO

# 14" ECO-CHARITY CRACKERS

**XIGDC3966**

RED & KRAFT FOLIAGE  
CHARITY CRACKER  
CASE: 25 X 14"



CONTAINS 3D TREE DECORATION



ALSO CONTAINS A PAPER HAT AND A JOKE

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DELUXE

# 14" DELUXE CRACKERS

**XIGDC0635**  
WHITE AND SILVER SNOWFLAKE  
CRACKERS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE



DELUXE

# 14" DELUXE CRACKERS

**XIGDC0640**  
GOLD ACORN  
CRACKERS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE



**XIGDC3970**  
WHITE & GOLD MERRY  
CHRISTMAS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE



**XIGDC0643**  
SILVER ACORN  
CRACKERS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE





DELUXE

# 14" DELUXE CRACKERS

**XIGDC0636**  
CREAM & GOLD  
ART DECO CRACKERS  
CASE: 25 X 14"



DELUXE

# 14" DELUXE CRACKERS

**XIGDC3967**  
WHITE AND RED SEASONS  
GREETINGS  
CASE: 25 X 14"





DELUXE

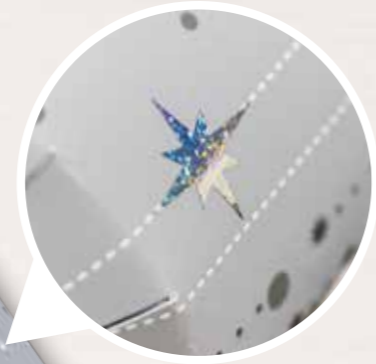
# 14" DELUXE CRACKERS

**XIGDC4003**  
SILVER STAR  
CRACKER  
CASE: 25 X 14"

NEW FOR  
2024



ALSO CONTAINS A HAT AND A JOKE



FOIL BOARD

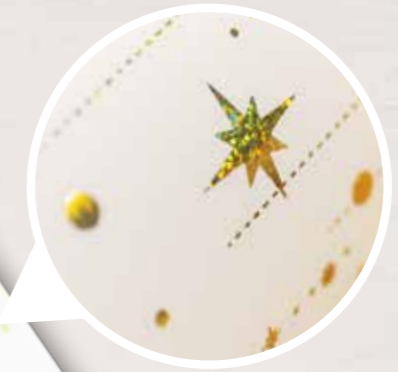
# 14" DELUXE CRACKERS

**XIGDC4004**  
GOLD STAR  
CRACKER  
CASE: 25 X 14"

NEW FOR  
2024



ALSO CONTAINS A HAT AND A JOKE





# 14" DELUXE CRACKERS

**XIGDC3971**  
BURGUNDY & GOLD  
MERRY CHRISTMAS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE







RECYCLABLE  
WHERE  
FACILITIES  
EXIST

**XIGDC0656**  
WB SILVER SHIMMER  
CRACKERS  
CASE: 50 X 12"

**XIGDC0622**  
GOLD & BLACK  
CELEBRATION CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE  
WHERE  
FACILITIES  
EXIST



12" FOIL CRACKERS



**XIGDC2863**  
SILVER SNOWFLAKE  
CRACKER  
CASE: 50 X 12"

ALSO CONTAINS A HAT AND A JOKE



**XIGDC2862**  
GOLD SNOWFLAKE  
CRACKER  
CASE: 50 X 12"

ALSO CONTAINS A HAT AND A JOKE

12" FOIL CRACKERS

**XIGDC4002**  
BLUE & SILVER  
TREE CRACKERS  
CASE: 50 X 12"



RECYCLABLE  
WHERE  
FACILITIES  
EXIST

ALSO CONTAINS A HAT AND A JOKE



FOIL BOARD

12" FOIL CRACKERS

**XIGDC0620**  
RED & CREAM  
TREE CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE

FOIL BOARD

12" FOIL CRACKERS

**XIGDC0626**  
SILVER & WHITE STAR  
CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE

RECYCLABLE  
WHERE  
FACILITIES  
EXIST



NON-FOIL BOARD

12" NON-FOIL CRACKERS

**XIGDC0615**  
CREAM & GOLD  
STAG CRACKERS  
CASE: 50 X 12"



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NON-FOIL BOARD

12" NON-FOIL CRACKERS

**XIGDC3969**  
GREEN & KRAFT FOLIAGE  
CRACKERS  
CASE: 50 X 12"





# 12" CRACKERS

**XIGDC0616**  
SILVER & WHITE  
SNOWFLAKE CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



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# 11" FOIL CRACKERS

**XIGDC0648**  
CLASSIC TARTAN  
CRACKERS  
CASE: 50 X 11"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE  
WHERE  
FACILITIES  
EXIST



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FOIL BOARD

11" FOIL CRACKERS

**XIGDC0614**  
SILVER & WHITE  
SCRIPT CRACKERS  
CASE: 50 X 11"



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[www.trusselltrust.org](http://www.trusselltrust.org)



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE  
WHERE  
FACILITIES  
EXIST

FOIL BOARD

11" FOIL CRACKERS

**XIGDC0613**  
CREAM & GOLD  
STARBURST CRACKERS  
CASE: 50 X 11"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE  
WHERE  
FACILITIES  
EXIST



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**XIGDC2860**  
CREAM & RED  
SCRIPT CRACKERS  
CASE: 50 X 11"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE  
WHERE  
FACILITIES  
EXIST



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**XIGDC4001**  
RED AND GOLD STAG  
CRACKERS  
CASE: 100 X 11"

NEW FOR  
2024



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



Reg charity in England & Wales  
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NON-FOIL BOARD

# 10" CRACKERS

**XIGDC3968**  
CREAM & GOLD  
SCRIPT CRACKERS  
CASE: 100 X 10"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD

In aid of  
**the trussell trust**  
Shop UK Partner  
Reg charity in England & Wales  
(1110522) and Scotland (SC044246)  
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[www.trusselltrust.org](http://www.trusselltrust.org)

NON-FOIL BOARD

# 10" CRACKERS

**XIGDC0607**  
WHITE & SILVER  
TREE & PRESENT CRACKERS  
CASE: 100 X 10"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD

In aid of  
**the trussell trust**  
Shop UK Partner  
Reg charity in England & Wales  
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NON-FOIL BOARD

# 10" CRACKERS

**XIGDC0608**  
RED & WHITE  
HOLLY CRACKERS  
CASE: 100 X 10"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD

In aid of  
**the trussell trust**  
Ship UK Flagship  
Reg charity in England & Wales  
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NON-FOIL BOARD

# 9" CRACKERS

**XIGDC0603**  
RED & GREEN  
SNOWFLAKE CRACKERS  
CASE: 100 X 9"



ALSO CONTAINS A HAT AND A JOKE

RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



In aid of  
**the trussell trust**  
Ship UK Flagship  
Reg charity in England & Wales  
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7" FUN ACTIVITY CRACKERS

**XIGDC4000**  
FUN ACTIVITY  
CRACKERS  
CASE: 50 X 7"

NEW FOR  
2024

RECYCLABLE

NO SNAP  
CRACKERS

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



STICKER CONTENT IN CRACKERS  
ALSO CONTAINS A HAT AND A JOKE



**XIGDC4000**  
7" Fun Activity  
Cracker 50  
Contents: Children's Stickers

**XIGDC0603**  
10" Cream Snowflake  
Cracker 100  
Scroll Content

**XIGDC3968**  
10" Cream & Gold Scroll  
Cracker 100  
Scroll Content

**XIGDC0607**  
10" White & Silver Tree/Princess  
Cracker 100  
Scroll Content

**XIGDC0608**  
10" Red & White Holly  
Cracker 100  
Scroll Content

**XIGDC0609**  
11" Cream Scene  
Cracker 100  
Scroll Content

**XIGDC2860**  
11" Red & Cream Scroll  
Cracker 50  
Scroll Content

**XIGDC4001**  
11" Red & Gold Ring  
Cracker 100  
Scroll Content

**XIGDC0613**  
11" Cream & Gold Starburst  
Cracker 50  
Scroll Content

**XIGDC3964**  
11" Cream & Gold Cracker  
Cracker 50  
Contents: 2D Hanging Deck

**XIGDC0648**  
11" Classic Tarnish  
Cracker 50  
Scroll Content

**XIGDC0614**  
11" Silver & White Scroll  
Cracker 50  
Scroll Content

**XIGDC0615**  
12" Cream & Gold Star  
Cracker 50  
Scroll Content

**XIGDC0616**  
12" Silver & White  
Cracker 50  
Party Content

**XIGDC2863**  
12" Silver & White Snowflake  
Cracker 50  
Scroll Content

**XIGDC2862**  
12" Gold Snowflake  
Cracker 50  
Party Content

**XIGDC0620**  
12" Red & Cream Tree  
Cracker 50  
Party Content

**XIGDC0626**  
12" Gold & White Star  
Cracker 50  
Party Content

**XIGDC0622**  
12" Gold & Black Celebration  
Cracker 50  
Party Content

**XIGDC4002**  
12" Blue & Silver Tree  
Cracker 50  
3D Hanging Deck

**XIGDC3965**  
12" 11 Inch Robin  
Cracker 50  
3D Hanging Deck



**XIGDC3969**  
12" Silver & Gold Foliage  
Cracker 50  
Green Hanging Deck

**XIGDC0656**  
12" White & Red Skimmer  
Cracker 50  
3D Tree Decorations

**XIGDC0657**  
12" Cream & Gold Skimmer  
Cracker 50  
3D Tree Decorations

**XIGDC3967**  
12" White & Red Seasons  
Cracking  
Cracker 25  
Wooden Tree Decorations

**XIGDC0636**  
12" Red & Gold Merry  
Cracker 25  
Wooden Tree Decorations

**XIGDC0635**  
12" Silver & White Snowflake  
Cracker 25  
Wooden Tree Decorations

**XIGDC3970**  
12" Red & Gold Merry  
Cracker 25  
Wooden Tree Decorations

**XIGDC4003**  
12" Silver Star  
Cracker 25  
Wooden Tree Decorations

**XIGDC4003**  
12" Silver Star  
Cracker 25  
Wooden Tree Decorations

**XIGDC3966**  
12" Red & Gold Merry  
Cracker 25  
Contents: 3D Hanging Deck

**XIGDC0640**  
12" Silver Star  
Cracker 25  
Wooden Tree Decorations

**XIGDC0643**  
12" Red Merry  
Cracker 25  
Wooden Tree Decorations

**XIGDC3971**  
12" Red & Gold Merry  
Cracker 25  
Wooden Tree Decorations



ALL CRACKERS ALSO INCLUDE A PAPER HAT AND A JOKE

GREEN KRAFT CONTENT



CONTENT FOR: XIGDC3969

SCROLL CONTENT



CONTENT FOR: XIGDC0615, XIGDC0616, XIGDC0648, XIGDC0614, XIGDC0613, XIGDC2860, XIGDC0609, XIGDC3968, XIGDC0607, XIGDC0608, XIGDC0603

PARTY CONTENT



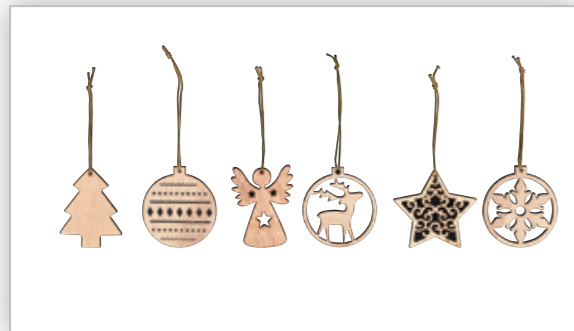
CONTENT FOR: XIGDC0622, XIGDC2863, XIGDC2862, XIGDC0625, XIGDC0620, XIGDC0626

SILVER & GOLD STAR DECORATIONS



CONTENT FOR: XIGDC0656, XIGDC0657

WOODEN TREE DECORATIONS



CONTENT FOR: XIGDC0635, XIGDC3971, XIGDC0640, XIGDC0643, XIGDC0636, XIGDC3967, XIGDC0638, XIGDC0637, XIGDC0639, XIGDC3971

CONTENT FOR ECO 1



CONTENT FOR: XIGDC3964

CONTENT FOR ECO 2



CONTENT FOR: XIGDC3965

CONTENT FOR ECO 3



CONTENT FOR: XIGDC3966

OUR FOCUS ON THE ENVIRONMENT

We are committed to being a sustainable and environmentally conscious business working collaboratively with our supply chain, customers, employees and community.



Design Group and the Environment

IG Design Group UK is committed to a holistic approach to building a truly sustainable business model. We are achieving this by creating a sustainable organisation of like-minded colleagues who truly believe in using methods that do not harm the environment and so contribute to securing natural resources and quality of life for future generations.

Concern for the environment is an integral and fundamental part of our operations. We minimise our impact by using our scale and people to influence and drive positive and proactive change. We design with the environment in mind and create products that remove unnecessary materials and packaging. We invest in state-of-the-art, efficient manufacturing processes to reduce waste in our transformation process. We only use responsibly sourced materials from our compliant supply chain, including an increasing amount of recycled materials and materials that can be fully recycled.

Our Environmental & Sustainability Policy, in line with our ISO14001 certification, is designed to integrate a philosophy of sustainable development into all the organisation's activities and to establish and promote sound environmental practice in our operations.

We invest in the Woodland Trust 'Woodland Carbon Project' to mitigate the impact of our business activities on the environment as part of our carbon management programme.

We are funding the planting of new native woodland in the UK to ensure that the CO2 emissions we create from our domestic sea freight are absorbed from the atmosphere and stored by the trees that are grown.



No single use plastics on or in our Tom Smith 2024







# POLARIS

by **design**group

Polaris by Design Group  
Howard House,  
Howard Way,  
Interchange Park,  
Newport Pagnell,  
Bucks,  
MK16 9PX

Tel: +44 (0)1908 211811  
Fax: +44 (0)1908 612612

[www.polaris-dguk.com](http://www.polaris-dguk.com)  
[www.tomsmith-crackers.com](http://www.tomsmith-crackers.com)  
[www.igdesigngroup.uk](http://www.igdesigngroup.uk)