

Gift wrap rolls are sized width x length. Width is the sheet you pull across the box; length follows the industry ream system.

The Ream System — Roll Lengths Decoded

Term	Length	Best for
Cutter box	100 ft	Countertop use, occasional wrapping
Quarter ream	208 ft	Trying a design, seasonal accent rolls
Half ream	417 ft	The standard retail roll — most stores start here
Full ream	833 ft	High-volume wrap counters

Wrapping Paper Widths — What Each Width Is For

Width	Trade shorthand	Best for
7 3/8"	Jeweler's roll	Ring and earring boxes, the smallest gifts
12"	Jewelry store roll	Necklace and bracelet boxes, small cartons
15"		Small gifts, accessories, candles
18"		Children's apparel boxes, books
20"		Mid-size gift boxes
24"	The retail standard	Apparel boxes, shirt and sweater sizes
26"		Department store all-rounder
30"		Giftware, housewares, larger boxes
36"		Toys, sporting goods, oversized boxes

Stock Roll Sizes

Roll	Best for
18" x 417' (half ream)	Children's apparel boxes, books
24" x 208' (quarter ream)	Trying a new design, seasonal accent rolls
24" x 417' (half ream)	The standard boutique wrap roll
24" x 833' (full ream)	High-volume apparel and boutique counters
26" x 417' (half ream)	The department store all-rounder
26" x 833' (full ream)	Volume counters wrapping a wide product mix
30" x 208' (quarter ream)	Larger boxes at lower volume, seasonal use
30" x 417' (half ream)	Giftware stores, bigger everyday boxes
30" x 833' (full ream)	Volume giftware operations

833 ft full-ream rolls are not compatible with vertical storage systems, including Lazy Susan-style racks — order 417 ft or 208 ft rolls for vertical racks.

Choosing for your store: jewelry — 7 3/8" and 12" rolls · boutique/apparel — 24" x 417' · gift shop — one 24" plus one 30" roll · department/giftware — 26" to 30" · toys — 36". Start with one all-occasion design and one seasonal in your typical box width.