



Swantex

Swan Mill Paper Company Ltd



ASCOT
WHOLESALE

Christmas 2026

NEW!

Bespoke Service

Turn every festive table into a branded experience



Choose colours, add your own branding and messaging!



Offer your guests something truly special this Christmas with **bespoke branded crackers**, designed just for you. Simply share your brief with us – whether it's a *colour theme*, *seasonal concept*, or *your corporate brand identity* – and our *in-house dedicated design team* will create the perfect cracker to match your vision.

Using your brand colours, logos and messaging, our talented team will design crackers that bring personality, fun and festive theatre to every table.

Each custom Christmas cracker can include:

- ★ A traditional Christmas hat
- ★ A novelty
- ★ A joke or motto
- ★ The option to include a bespoke voucher or personalised coupon

**Perfect for: Restaurants • Hotels • Bars
Corporate Venues • Christmas Parties**

Choose from our range of sizes, finishes and materials, all tailored to complement

your brand or festive theme. Our bespoke crackers don't just decorate the table – they *create memorable moments your guests will remember long after their meal. Make this Christmas unforgettable!*

We also offer bespoke design services across a *full range* of party essentials, including *branded napkins*, *party boxes*, and other *festive accessories*.

Contact us for quote and secure your order for the festive season.

Welcome to our Christmas catalogue 2026.

With over **35 years of experience** in creating catering crackers and coordinating tableware, we are once again proud of the collections our design team has developed.

We believe this catalogue offers **everything you need for your cracker, tableware and party product requirements**, with an industry-leading range of designs, styles and price points to enhance every Christmas event – whatever your theme or budget.

As a **UK-based tableware manufacturer**, we are uniquely positioned to understand the importance of a fantastic coordinated table setting to enhance the occasion, and it is our pleasure to offer the full package – all from one source.

We have discussed our range extensively with our customers. As a result, **for 2026** we are introducing crackers in new colour themes, launching new **great-value wide barrel crackers (as featured on page 24)**, and have conducted an extensive refresh of our 13 and 14” ranges. This is in addition to our best-selling ranges, which our customers look to us for every year.

We also recognise that reducing the **environmental impact** of our products is essential to us all. As a result, **all of our crackers are fully recyclable**, and we have removed all plastic content from our crackers. All of our tableware, and many of our crackers, are **FSC® certified**.

So please take a browse through our 2026 collection and get in touch – one of our specialist sales team will be delighted to discuss your requirements.



Swantex

Swan Mill Paper Company Ltd

Contents

Collections

‘Tis The Season	4-5
Aspen	6-7
Merry & Bright	8-9
Midnight Sparkle	10-11
Jolly Holly	12-13
Gold & Silver Celebration	14-15

Christmas Essentials	16-18
----------------------	-------

Crackers & Content	19
--------------------	----

Party Crackers	20-21
Enviro Crackers	22
12” Party Crackers	23
Premium Crackers	24-25
12” Mix & Match & 13” Deluxe	25
Deluxe Crackers	26

Accessories	27
-------------	----

Novelty Headwear & Selfie Kits	28
Party Boxes & Party Hats	29
Party Extras	30

Tableware Reference Chart	31
---------------------------	----

'Tis The Season

Strong, stylish, and always popular – this cream and gold collection brings contemporary flair to any festive setting.





'Tis The Season



X63-TTN
40cm 3 Ply Napkins
Pack: 6x100



SFT-TTN
40cm Swansoft Napkins
Pack: 10x50



SFT-SC-TTN
90cm Swansoft
Slipcovers
Pack: 4x25



SFT-TC-TTN
120cm Swansoft
Tablecovers
Pack: 5x10



SFT-BR-TTN
120cm x 40m Swansoft
Banqueting Roll
Pack: 1



TABRUN-CWF*
38cm x 12m
Swansoft Table Runner
Pack: 1x6



50 Pack: **C501-TSO-C**
100 Pack: **C1001TSO-C**
11" Crackers
'Tis The Season



C502-TTN-N
12" Crackers
'Tis The Season
Pack: 1x50



C502-GWU-N
12" Crackers
Gold Wish Upon A Star
Pack: 1x50



C244-GCE-X
14" Crackers
Grace
Pack: 1x24

* All table runners are perforated every 120cm - 10 pieces per roll

Aspen

Subtle Christmas elegance. A perfect alternative to linen, Aspen coordinates effortlessly with our silver crackers and party accessories for a sophisticated, festive table setting.





X63-ASN
40cm 3 Ply Napkins
 Pack: 6x100



SFT-ASN
40cm Swansoft Napkins
 Pack: 10x50



*Check out our
 silver party hats
 on page 29!*



SFT-TC-ASN
120cm Swansilk
Slipcovers
 Pack: 5x10



C502-ASN-N
12 inch Crackers
Aspen
 Pack: 1x50



C502-SWU-N
12 inch Crackers
Silver Wish Upon a Star
 Pack: 1x50



C503-WAL-O
13 inch Crackers
White Alpine
 Pack: 1x50



C244-SBL-X
14 inch Crackers
Silver Blenheim
 Pack: 1x24



Merry & Bright

Every Christmas needs a classic, and this timeless festive design is perfect for the season. We also offer a wide range of crackers and accessories to coordinate beautifully.





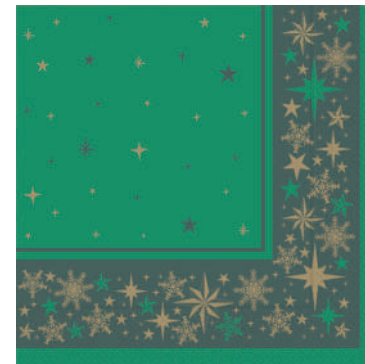
X32-MYB-R
33cm 2 Ply Napkins
Pack: 10x100



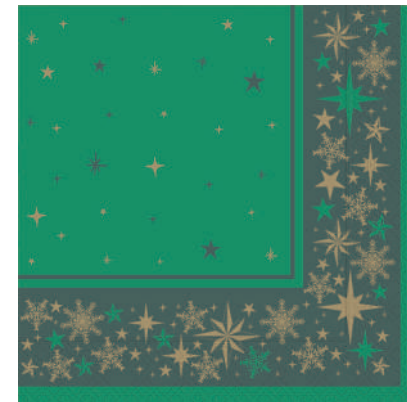
X63-MYB-R
40cm 3 Ply Napkins
Pack: 6x100



SFT-MYB-R
40cm Swansoft Napkins
Pack: 10x50



X32-MYB-MP
33cm 2 Ply Napkins
Pack: 10x100



X63-MYB-MP
40cm 3 Ply Napkins
Pack: 6x100



SLKTCMYB-R
120cm Swansilk
Tablecovers
Pack: 5x10



SLKBRMYB-R
120cm x 40m
Swansilk Banqueting Roll
Pack: 1



50 Pack: **C501-MRB-C**
100 Pack: **C1001MRB-C**
11" Crackers
Merry & Bright



C502-MYB-C
12" Crackers
Merry & Bright
Pack: 1x50

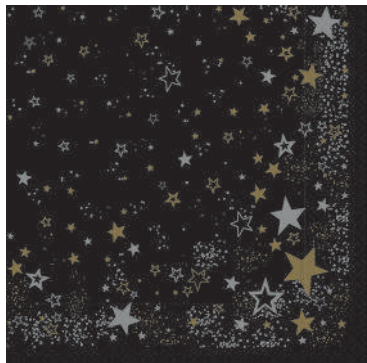


C244-KTN-X
14" Crackers
Kensington
Pack: 1x24

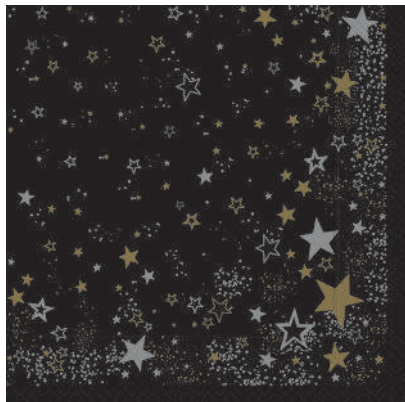
Midnight Sparkle

Perfect for party nights,
New Year's Eve, and celebrations
that call for a touch of glamour.
Make your celebrations sparkle!

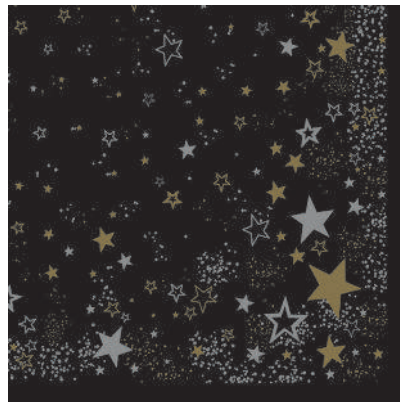




X32-MIN
33cm 2 Ply Napkins
 Pack: 10x100



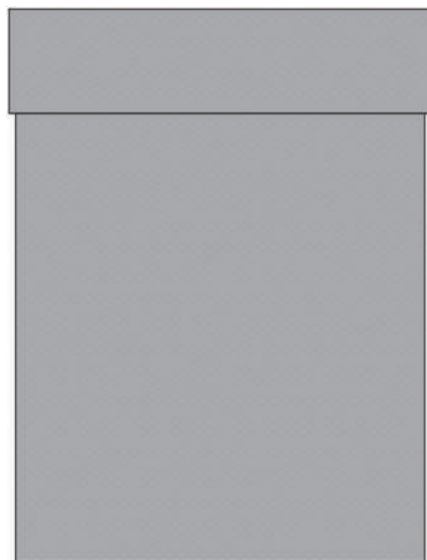
X63-MIN
40cm 3 Ply Napkins
 Pack: 6x100



SFT-MIN
40cm Swansoft Napkins
 Pack: 10x50



SLKSCMIN
90cm Swansilk
Slipcovers
 Pack: 4x25



TABRUN-SIL*
38cm x 12m
Swansoft Table Runner
 Pack: 1x6



50 Pack: **C501-MSE-C**
 100 Pack: **C1001MSE-C**
11" Crackers
Midnight Sparkle



C502-MIN-N
12" Crackers
Midnight Sparkle
 Pack: 1x50



C244-GVE-X
14" Crackers
Gold Versailles
 Pack: 1x24



* All table runners are perforated every 120cm - 10 pieces per roll

Jolly Holly

Our popular and extensive Jolly Holly range is designed with value in mind, providing a complete, simple and effective Christmas solution.

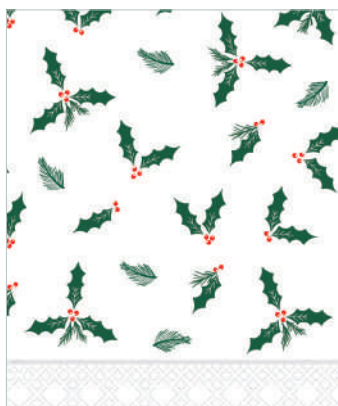




X32-JLL
33cm 2 Ply Napkins
Pack: 20x100



X32-KJH
33cm 2 Ply Napkins
Kraft
Pack: 20x100



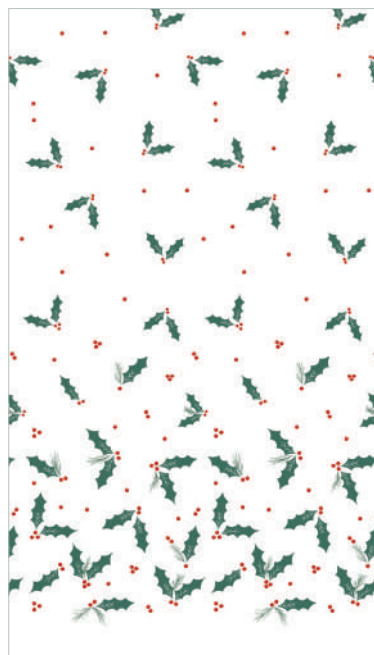
X62-JLL
40cm 2 Ply Napkins
Pack: 16x125



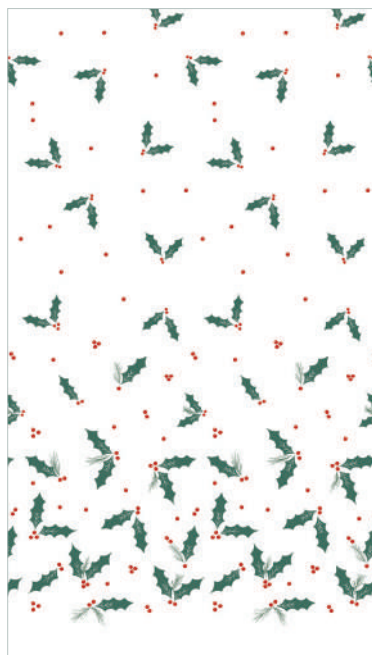
X63-JLL
40cm 3 Ply Napkins
Pack: 10x100



PPM-JLL
36.5cm x 25cm Place Mats
Pack: 5x200



SC36-JLL
88cm Paper Slipcovers
Pack: 10x25



BR25-JLL
118cm x 25m Embossed
Paper Banqueting Roll
Pack: 2



50 Pack: **C500-JLL-1**
100 Pack: **C1000JLL-1**
10" Crackers
Jolly Holly



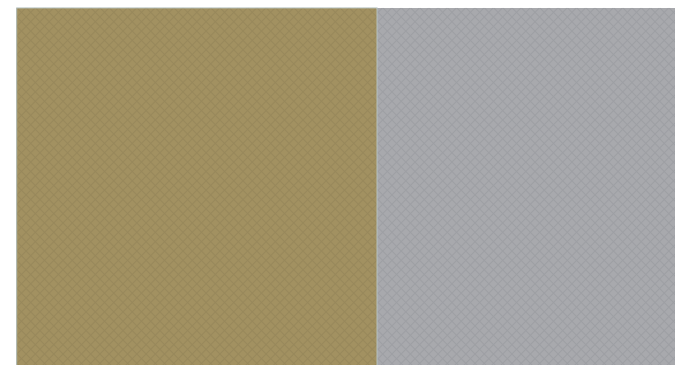
50 Pack: **C500-KJH-1**
100 Pack: **C1000KJH-1**
10" Crackers
Jolly Holly Kraft



C502-MML-N
12" Crackers
Merry Melody
Pack: 1x50

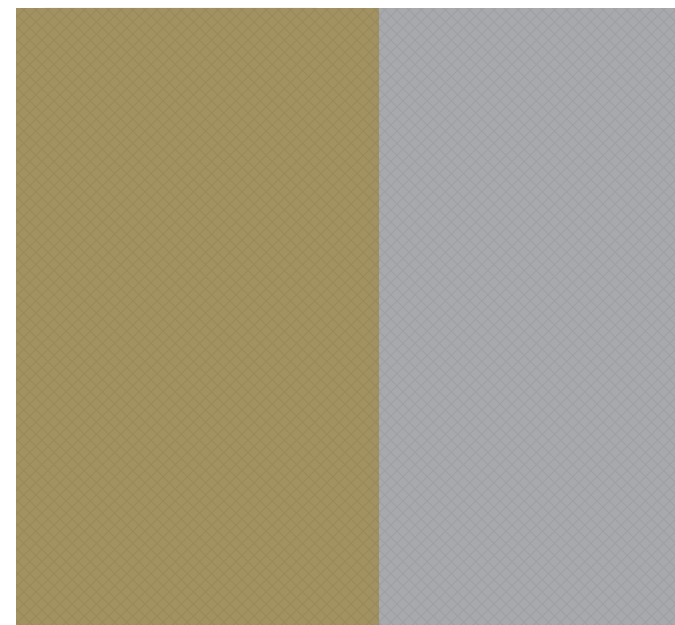
Gold & Silver Celebration

Timeless gold and silver tableware,
perfectly paired with stylish crackers,
hats, and party accessories.



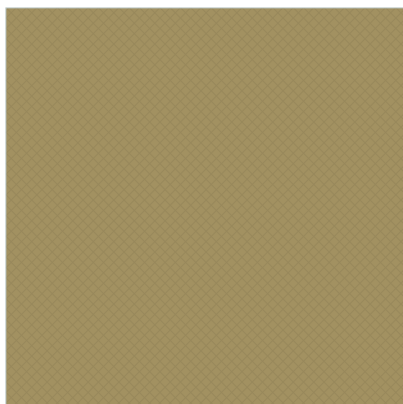
X33-GOL
33cm 3 Ply Napkins
Pack: 10x100

X33-SIL
33cm 3 Ply Napkins
Pack: 10x100

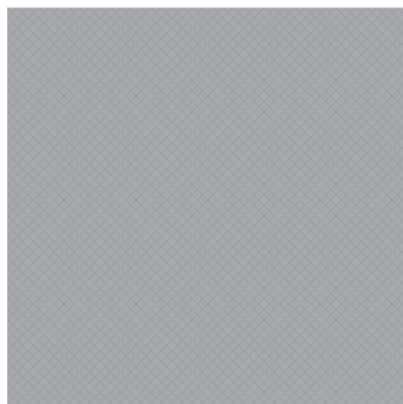


SLK-BR-GOL
**120cm x 40m Swansilk
Banqueting Roll**
Pack: 1

SLK-BR-SIL
**120cm x 40m Swansilk
Banqueting Roll**
Pack: 1



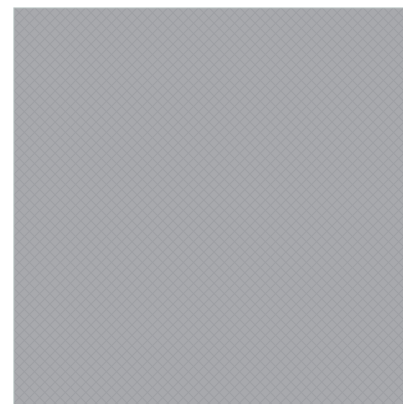
X63-GOL
40cm 3 Ply Napkins
Pack: 6x100



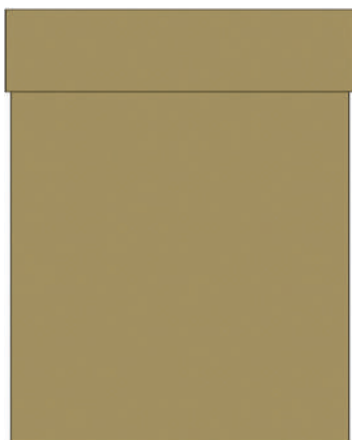
X63-SIL
40cm 3 Ply Napkins
Pack: 6x100



PSOFT-GOL
40cm Swansoft Napkins
Pack: 10x50



PSOFT-SIL
40cm Swansoft Napkins
Pack: 10x50



TABRUN-GOL*
38cm x 12m Swansoft Table Runner
Pack: 1x6



TABRUN-SIL*
38cm x 12m Swansoft Table Runner
Pack: 1x6



50 Pack: **C501-GMT-C**
100 Pack: **C1001GMT-C**
11" Crackers Gold Mistletoe



50 Pack: **C501-SSB-C**
100 Pack: **C1001SSB-C**
11" Crackers Silver Starburst



C242-GFL-O
12" Crackers Fleur De Lys
Pack: 1x24



C242-SVF-O
12" Crackers Fleur De Lys
Pack: 1x24

* All table runners are perforated every 120cm - 10 pieces per roll

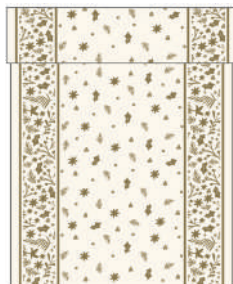
Christmas Essentials

Everything a restaurant or hotel needs for elegant Christmas dining – including Airlaid table runners, plus four classic tableware colourways.

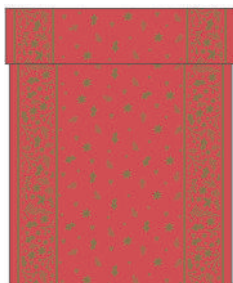




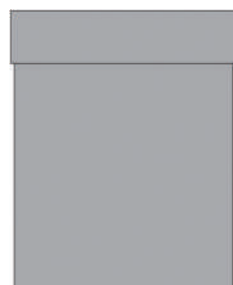
Airlaid Table Runners



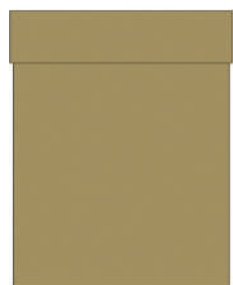
TABRUN-CWF
Cream Winter
Foliage
38cm x 12m
Pack: 1x6



TABRUN-RWF
Red Winter
Foliage
38cm x 12m
Pack: 1x6



TABRUN-SIL
Silver
38cm x 12m
Pack: 1x6



TABRUN-GOL
Gold
38cm x 12m
Pack: 1x6

* All table runners are perforated every 120cm – 10 pieces per roll

Tinsel



TINS26M-GL
6m Gold Tinsel Garland
Carton: 2x6m per Outer



TINS26M-SL
6m Silver Tinsel Garland
Carton: 2x6m per Outer



TINS26M-RD
6m Red Tinsel Garland
Carton: 2x6m per Outer

Manufactured at our factory in Wales, tinsel has had a renaissance in recent years. These long lengths of luxury tinsel are designed to look great as room décor for a large space, or on a big tree in a catering establishment.





Choose from four
classic colours

Classic Plain Tableware

Product	Case	Red	Mountain Pine	Burgundy	Devon Cream
33cm 2ply Lunch Napkins	2000 (20x100)	D32P-R	D32P-MP	D32P-BY	C32P-DC
40cm 2ply Dinner Napkins	2000 (16x125)	D62P-R	D62P-MP	D62P-BY	C62P-DC
40cm 2ply8-Fold Dinner Napkins	2000 (16x125)	RF-D62P-R	RF-D62P-MP	RFD62P-BY	RF-C62P-DC
40cm 3ply Dinner Napkins	1000 (10x100)	D63P-R	D63P-MP	D63P-BY	C63P-DC
40cm Swansoft Napkins	500 (10x50)	PSOFT-R	PSOFT-MP	PSOFT-BY	PSOFT-DC
40cm 8-Fold Swansoft Napkins	1000 (10x100)	RFPSOFT-R	DRFPSOFT-MP	RFPSOFT-BY	RFPSOFT-DC
90cm Swansoft Slipcover	100 (4x25)	SSOFT-SC-R	SSOFTSC-MP	SSOFTSC-BY	SSOFTSC-DC
120cm Swansoft Tablecover	50 (5x10)	SSOFT-TC-R	SSOFTTC-MP	SSOFTTC-BY	SSOFTTC-DC
120cm x 40m Swansoft Banqueting Roll	1	SSOFT-BR-R	SSOFTBR-MP	SSOFTBR-BY	SSOFTBR-DC
90cm Swansilk Slipcover	100 (4x25)	SLKSCPL-R	SLKSCPL-MP	SLKSCPL-BY	SLKSCPL-DC
120cm Swansilk Tablecover	50 (5x10)	SLKTCPL-R	SLKTCPL-MP	SLKTCPL-BY	SLKTCPL-DC
120xm x 40m Swansilk Banqueting Roll	1	SLKBRPL-R	SLKBRPL-MP	SLKBRPL-BY	SLKBRPL-DC



Crackers & Content

We offer crackers in a variety of sizes and colourways to suit any event. From lively party nights to Christmas Day and New Year's Eve celebrations, each cracker is the perfect finishing touch for your table.

9" Party Crackers

SNAPLESS

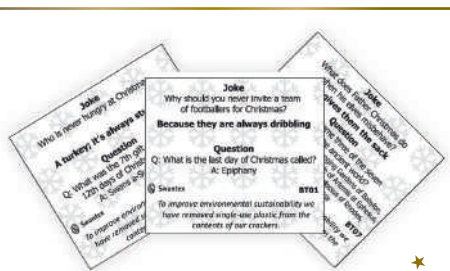


C109SLBST1
Snapless
Bright Stars
Case size: 100

C1009SWO-1
Star of
Wonder
Case size: 100

C1009NPM-1
North Pole
Magic
Case size: 100

Each cracker
contains a
fun motto and
party hat!



CONTENT 1
Contains motto and hat

CONTENT 1

10" Party Crackers

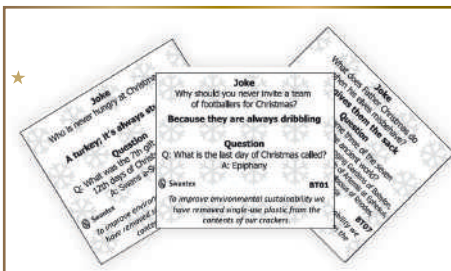


50: C500-JLL-1
100: C1000JLL-1
Jolly
Holly

50: C500-KJH-1
100: C1000KJH-1
Kraft
Jolly Holly

50: C500-GDZ-1
100: C1000GDZ-1
Gold
Dazzling Star

50: C500-SDZ-1
100: C1000SDZ-1
Silver
Dazzling Star



CONTENT 1
Contains motto and hat

CONTENT C

11" Party Crackers



50 Pack:
C501-MRB-C
100 Pack:
C1001MRB-C
Merry & Bright



50 Pack:
C501-FFI-C
100 Pack:
C1001FFI-C
Festive Fir



50 Pack:
C501-MSE-C
100 Pack:
C1001MSE-C
Midnight Sparkle



50 Pack:
C501-TSO-C
100 Pack:
C1001TSO-C
'Tis The Season



50 Pack:
C501-GMT-C
100 Pack:
C1001GMT-C
Gold Mistletoe



50 Pack:
C501-SSB-C
100 Pack:
C1001SSB-C
Silver Starburst



100 Pack:
C1001RWF-C
**Red & White
Foliage**

*Each cracker contains
a fun game card,
plus hat and motto!*



**CONTENT C
Contains
1 game card
plus hat and
motto**

**Available
in case
sizes of
50 or 100***

*C1001RWF-C Red & White Foliage available in case size of 100 only

CONTENT E1

11" FSC® Crackers



50 Pack: C501MTB-E1
100 Pack: C101MTB-E1
Mistletoe & Berry

50 Pack: C501RRB-E1
100 Pack: C101RRB-E1
Rockin' Robin

CONTENT E2

12" FSC® Crackers



C502CLG-E2
Calgary
Case size: 50 x 12"

C502HYB-E2
Holly Robin
Case size: 50 x 12"

CONTENT E3

13" FSC® Crackers



C503MCM-E3
Mistletoe Charm
Case size: 50 x 13"

Combining sustainability with elegant designs, our 100% FSC® certified plastic-free crackers are sure to give your guests some yuletide cheer.

All of our FSC® crackers have fun & colourful plastic-free content and, of course, we still include your festive hat and jokes!



CONTENT E1
Contains Stickers



CONTENT E2
2D Hanging Decorations



CONTENT E3
Large 3D Hanging Decorations



CONTENT C

12" Party Crackers



C502-MYB-C
**Merry
& Bright**

Case size: 50 x 12"

C502-SSL-C
**Silver
Starlight**

Case size: 50 x 12"

C502-GSL-C
**Gold
Starlight**

Case size: 50 x 12"

CONTENT N

12" Premium Crackers



C502-MIN-N
**Midnight
Sparkle**

Case size: 50 x 12"

C502-ASN-N
Aspen

Case size:
50 x 12"

C502-MML-N
Merry Melody

Case size:
50 x 12"

C502-YLT-N
Yuletide Sprig

Case size:
50 x 12"



CONTENT C
Contains
1 game card
plus hat and
motto



CONTENT N
Contains a
premium,
plastic-free
novelty, hat
and motto

*Each cracker
contains plastic-free
novelty, festive hat
and cheerful motto*

CONTENT N

12" Premium Crackers



C502-TRN-N
Tartan
Case size:
50 x 12"

C502-TTN-N
'Tis The Season
Case size:
50 x 12"

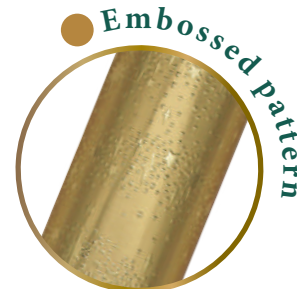
C502-GWU-N
Gold Wish
Upon a Star
Case size: 50 x 12"

C502-SWU-N
Silver Wish
Upon a Star
Case size: 50 x 12"

C502-TSF-N
Twilight Snowfall
Case size:
50 x 12"



CONTENT N
Contains a
premium,
plastic-free
novelty, hat
and motto



Embossed Pattern

CONTENT N

12" Wide Barrel



C502-EDN-N
Eden
Case size:
50 x 12"

C502-VPO-N
Vintage Port
Case size:
50 x 12"

↔
20% wider
than our
standard 12"
N Content
crackers!
↔

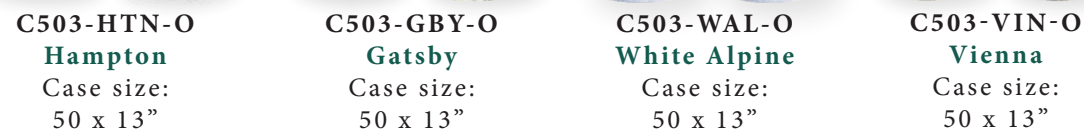


CONTENT N
Contains a
premium,
plastic-free
novelty, hat
and motto

12" Mix & Match



13" Deluxe Crackers



CONTENT E3
13" FSC®



C503MCM-E3
Mistletoe Charm
Case size:
50 x 13"



CONTENT E3
Large 3D Hanging
Decorations



C244-RVE-X
Red Versailles
Case size:
24 x 14"



C244-GVE-X
Gold Versailles
Case size:
24 x 14"



C244-SBL-X
Silver Blenheim
Case size:
24 x 14"



C244-KTN-X
Kensington
Case size:
24 x 14"



C244-GCE-X
Grace
Case size:
24 x 14"



Embossed pattern



CONTENT X
Contains
deluxe
novelty,
hat and
motto

Our extensive range of market-leading Deluxe Handmade Crackers have a superior finish, specially selected upmarket gifts, and even enhanced mottos – these crackers perfectly convey that sense of occasion and luxury that your guests are set to enjoy and remember!



Accessories

Everything needed to elevate festive events in style. From selfie kits and party boxes to poppers, streamers, and tinsel – our collection provides fun, vibrant touches for restaurants, hotels, and professional celebrations.

Christmas Glasses



XM-GLASSES
Christmas Glasses
Carton: 144

Approx. 12 of each design

Paper Hats



XM-PAPHATS
Christmas Adjustable Headband Hats
Carton: 144

Made with eco-friendly materials, these accessories are not only stylish but also fully recyclable – perfect for spreading holiday cheer while staying environmentally conscious. Get ready to celebrate in sustainable style!

Selfie Kits

Each set comes in a presentation box, and all items are fully recyclable.

SELFIEKIT8
Festive Selfie Kit
Carton: 8

Contains 24 photo props
pre-assembled with thick card sticks



NEYRSELFKT
New Year Selfie Kit
Carton: 8

Contains 18 foiled photo props
with thick card sticks.





XMASPPSGLD
Gold Party Box*
Carton: 50



XMASPPSRDG
Red & Green Stars Party Box*
Carton: 50



XMASPPSWG
Winter's Greeting Party Box*
Carton: 50



XMASPPSSVR
Silver Party Box
Carton: 50
*Contents: 1 Party Popper, 1 Foil Blowout
& 2 Foil Streamers*



XMASPPSMIN
Midnight Sparkle
Carton: 50

*Contents: 8 Assorted Crowns, 8 Party Poppers,
8 7" Balloons, 4 Foil Blowouts, 4 Foil Horns,
2 Rolls of Streamers*



NEWYRPTYGS
New Year's Eve Party Pack
Carton: 100
*Contents: 40 Foilboard Hats, 20 Foil Horns, 20 Foil
Blowouts, 20 x 9 Throws of Streamers.*



PREMGOLHAT
Premier Gold Adult Party Hats
Carton: 50



PREMSVRHAT
Premier Silver Adult Party Hats
Carton: 50



STARSHINE
Starshine Party Hats*
Carton: 144



PETITE
Petite Party Hats
Carton: 144



RIALTO
Rialto Adult Party Hats
Carton: 72



SLSNPRKIT8
**Silver Snowflakes
8 Person Party Kit****
Carton: 8

Age restrictions apply to these products



Luxury Foil Tooters
Carton: 144 **TOOTERS**
Carton: 576 **TOOTERS-4**



Luxury Foil Blow Outs
Carton: 144 **BLOWOUTS**
Carton: 576 **BLOWOUT-4**



STREAMERS
Streamers
Carton: 900 (18x50)



Party Poppers
Carton: 144 **POPPERS**
Carton: 1440 **POPPERS-10**



GOLDTOOT
Gold Foil Tooters
Carton: 144



GOLBLOWOUT
Gold Foil Blow Outs
Carton: 144



GOLMETSTRM
Gold Metallic Streamers
Carton: 618 (18x34)



GOLHOLCPOP
Gold Holographic Cone Party Poppers
Carton: 72



SILVTOOT
Silver Foil Tooters
Carton: 144



SILBLOWOUT
Silver Foil Blow Outs
Carton: 144



SILMETSTRM
Silver Metallic Streamers
Carton: 618 (18x34)



SILHOLCPOP
Silver Holographic Cone Party Poppers
Carton: 72

Age restrictions apply to these products



Description	Pack qty	Carton qty	Midnight Sparkle	Aspen	Merry and Bright Red	Merry and Bright Mountain Pine	Jolly Holly	Kraft Jolly Holly	Celebration Silver	Celebration Gold	Tis the Season	Cream Winter Foliage	Red Winter Foliage
33cm 2 Ply Napkin	20X100	2000					X32-JLL	X32-KJH					
33cm 2 Ply Napkin	10x100	1000	X32-MIN		X32-MYB-R	X32-MYB-MP							
33cm 3 Ply Napkin	10x100	1000							X33-SIL	X33-GOL			
40cm 2 Ply Napkin	16x125	2000					X62-JLL						
40cm 3 Ply Napkin	10x100	1000					X63-JLL						
40cm 3 Ply Napkin	6X100	600	X63-MIN	X63-ASN	X63-MYB-R	X63-MYB-MP			X63-SIL	X63-GOL	X63-TTN		
40cm Swansoft Napkin	10x50	500	SFT-MIN	SFT-ASN	SFT-MYB-R				PSOFT-SIL	PSOFT-GOL	SFT-TTN		
Paper Slipcover	10x25	250					SC36-JLL						
Swansilk Slipcover	4x25	100	SLKSCMIN						SLK-SC-SIL	SLK-SC-GOL			
Swansilk Tablecover	5x10	50			SLKTC-MYB-R				SLK-TC-SIL	SLK-TC-GOL			
Swansoft Slipcover	4x25	100									SFT-SC-TTN		
Swansoft Tablecover	5x10	50		SFT-TC-ASN							SFT-TC-TTN		
Embossed Paper Banquet Roll	1x2	2					BR25-JLL						
Swansilk Banqueting Roll	1	1			SLK-BRMYB-R				SLK-BR-SIL	SLK-BR-GOL			
Swansoft Banqueting Roll	1	1									SFT-BR-TTN		
Placemat	5x200	1000					PPM-JLL						
Table Runner	1x6	6							TABRUN-SIL	TABRUN-GOL		TABRUN-CWF	TABRUN-RWF
Please see page for more details			Pg 11	Pg 7	Pg 9	Pg 9	Pg 13	Pg 13	Pg 14	Pg 14	Pg 5	Pg 17	Pg 17



PLEASE NOTE: The Colours shown in this brochure are as correct as printing techniques allow. However, with the *Swan Mill* policy of continuous improvement, the Company reserves the right to make changes to specifications, ranges, designs, composition, packaging, pricing, cracker fill, contents and colours.

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