



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

TOM SMITH  
SINCE 1847



THE HOME OF *Christmas* 2025 CATERING CRACKERS

## **TOM SMITH – A GREAT BRITISH TRADITION SINCE 1847**

Tom Smith, owned by IG Design Group UK Ltd, is a premium global brand in Christmas greetings products. For 177 years, Christmas crackers have been at the heart of festive celebrations. Our rich heritage dates back to 1847, when Tom Smith invented the Christmas cracker—a legacy that continues today as we design and supply crackers to customers worldwide.

Granted our first Royal Warrant in 1906, we are proud to still hold a Royal Warrant of Appointment to His Majesty The King as Suppliers of Christmas Crackers and Wrapping Paper.

As the world's largest Christmas cracker brand, Tom Smith is held in the highest regard within the industry—renowned for quality, craftsmanship, and tradition.

### **TOM SMITH CATERING CRACKERS**

Designed exclusively for the hospitality industry, our Tom Smith catering range seamlessly blends classic festive tradition with modern, trend-led designs. Thoughtfully crafted for 2025, each cracker delivers a memorable experience for guests.

With a variety of styles to suit every setting, our collection ensures businesses can celebrate the season with a touch of timeless British tradition.







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We are equally passionate about making a positive impact beyond the festivities. Tom Smith is continuing to partner with Trussell, an anti-poverty charity and community of food banks who work together to ensure no one in the UK needs a food bank to survive while providing emergency food and practical support for people left without enough money to live on. To date we have donated over £354,000. Trussell is the operating name of The Trussell Trust a registered charity in England & Wales (1110522) and Scotland (SC044246). Registered Limited Company in England & Wales (5434524).

We are committed to sustainability through our ongoing partnership with the Woodland Trust, supporting woodland creation. Through the Woodland Trust's Woodland Carbon scheme, we actively invest in reducing our environmental impact. A registered charity in England & Wales no. 294344, and in Scotland no. SC038885.

Join us as we celebrate this season of giving with timeless designs. Whether you're looking for classic charm or contemporary flair, the Tom Smith collection is here to make your Christmas as special as ever.





A festive Christmas dinner table setting. In the center is a white plate with six colorful, character-shaped cookies tied with red string. The cookies are shaped like Santa Claus, reindeer, and snow globes. The table is decorated with pinecones, greenery, and silverware. There are two forks on the left, a knife and spoon on the right, and a glass of water. The background is a light gray textured surface.





## Trussell

Designed on recycled kraft board, our Trussell trio include a contribution towards Trussell's campaign for the future, where no one needs to use a food bank to get by. All crackers include a kraft decoration, as well as a paper hat and a joke.



## Trussell Crackers



**XTOMCCC5A029**

50 x 11" Trussell Kraft Red Foliage

**XTOMCCC5A030**

50 x 12" Trussell Kraft Brown Foliage

**XTOMCCC5A031**

25 x 14" Trussell Kraft Stag

## CRACKER CONTENTS

**11" Crackers**  
contain 2D tree  
decoration



**14" Crackers**  
contain 3D tree  
decoration



**12" Crackers** contain 3D tree decoration







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### Deluxe

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Celebrate the season in style with our Deluxe 14" Christmas Crackers. These beautifully crafted crackers are perfect for adding sophistication and a little extra sparkle to any festive table. All crackers are made from recycled board.



## Deluxe Crackers

These 14" Deluxe Christmas Crackers have been introduced with a change of contents to bring even more festive joy to celebrations.



NEW  
ADDITION FOR  
2025

**XTOMCCC5A027**

25 x 14" Silver & Navy Bauble



NEW DESIGN  
FOR 2025



**XTOMCCC5A028**

25 x 14" Deluxe White &  
Silver Damask Crackers

## CRACKER CONTENTS

14" Crackers contents:  
Wood and metal content mix



NEW  
CONTENT FOR  
2025



## Deluxe Crackers

These 14" Deluxe Christmas Crackers return with the same contents that made them a festive favourite last year

14"



**XIGDC4003**

25 x 14" Deluxe Silver  
Star Cracker



**XIGDC4004**

25 x 14" Deluxe Gold  
Star Cracker



**XIGDC3967**

25 x 14" White & Red  
Seasons Greetings



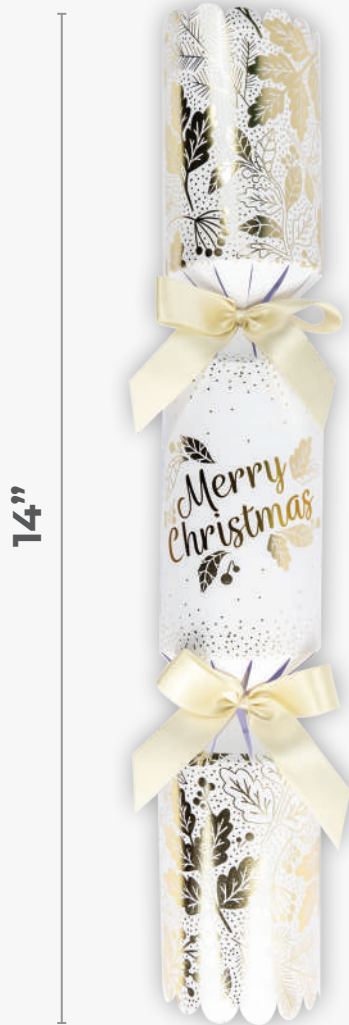
## CRACKER CONTENTS

14" Crackers contents:  
Wooden hanging decorations



## Deluxe Crackers

These 14" Deluxe Christmas Crackers return with the same contents that made them a festive favourite last year



**XIGDC3970**

25 x 14" White & Gold  
Merry Christmas



**XIGDC3971**

25 x 14" Burgundy &  
Gold Merry Christmas



## CRACKER CONTENTS

14" Crackers contents:  
Wooden hanging decorations







## Wide Barrel

Introducing our classic Silver and Gold wide-barrelled Christmas crackers, a timeless holiday tradition with a stylish twist. Each cracker is packed with refreshed contents for 2025, offering a fun and festive surprise for everyone at your table. Every cracker includes a hat and a joke.



## Wide Barrel

12"



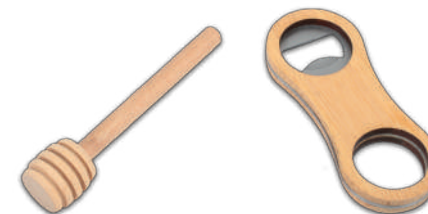
**XTOMCCC5A010**  
50 x 12" WB Luxury Silver  
Shimmer Crackers

**XTOMCCC5A011**  
50 x 12" WB Luxury Gold  
Shimmer Crackers



## CRACKER CONTENTS

12" Crackers contents:  
Wooden content mix



NEW  
CONTENT FOR  
2025





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### 12" Crackers

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Celebrate the season with our 12" Christmas crackers, featuring a delightful mix of classic festive charm. With designs to suit every style, these crackers are the perfect finishing touch for your Christmas party table, bringing joy and surprises to all your guests. All crackers contain a hat and a joke.



## 12" Crackers



REFRESHED  
DESIGN FOR  
2025

**XTOMCCC5A026**

50 x 12" Silver

Snowflake Cracker

**XTOMCCC5A025**

50 x 12" Gold

Snowflake Cracker



**XTOMCCC5A024**

50 x 12" Red & Cream

Tree Crackers



**XTOMCCC5A023**

50 x 12" Navy & White

Stag Crackers

### CRACKER CONTENTS

**12" Cracker contents:**

Party content.

No single use plastic



Contents and colours may vary from those illustrated.

NEW DESIGN  
FOR 2025



## 12" Crackers



REFRESHED  
DESIGN FOR  
2025

**XTOMCCC5A008**  
50 x 12" Gold & Black  
Celebration Crackers



**XTOMCCC5A007**  
50 x 12" Silver And White  
Star Crackers



**XTOMCCC5A006**  
50 x 12" Blue & Silver  
Tree Cracker

### CRACKER CONTENTS

12" Cracker contents:  
Party content.  
No single use plastic



Contents and colours may vary from those illustrated.



## 12" Crackers

RECYCLABLE.  
MADE FROM  
RECYCLED BOARD

INCLUDES A  
DONATION TO  
TRUSSELL



REFRESHED  
DESIGN FOR  
2025



**XTOMCCC5A022**  
50 x 12" Cream & Gold  
Wreath Cracker



**XTOMCCC5A032**  
50 x 12" Silver & White  
Stag Cracker



**XTOMCCC5A009**  
50 x 12" Green & Kraft  
Foliage Crackers

## CRACKER CONTENTS

12" Cracker contents (XTOMCCC5A022 & 032)

Trivia scrolls and game card. Charitable donation to Trussell



## CRACKER CONTENTS

12" Cracker contents (XTOMCCC5A009)

Party content. No single use plastic







## 11" Crackers

Add a touch of festive flair with our 11" Christmas crackers, showcasing a beautiful blend of designs from traditional tartan to modern geo patterns and timeless Christmas classics. Perfect for adding variety and cheer to your holiday celebrations! All crackers contain a hat and a joke.



## 11" Crackers



**XTOMCCC5A005**  
50 x 11" Cream & Gold  
Starburst Crackers

**XTOMCCC5A021**  
50 x 11" Silver & White  
Geo Crackers

**XTOMCCC5A020**  
50 x 11" Classic Tartan  
Cracker

## CRACKER CONTENTS

### 11" Cracker contents:

Trivia scrolls and game card. Charitable donation to Trussell



REFRESHED  
DESIGN FOR  
2025

INCLUDES A  
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TRUSSELL





## 11" Crackers



**XTOMCCC5A004**  
50 x 11" Cream & Red  
Script Crackers



**XTOMCCC5A003**  
100 x 11" Red & White  
Stag Crackers



## CRACKER CONTENTS

### 11" Cracker contents:

Trivia scrolls and game card. Charitable donation to Trussell



REFRESHED  
DESIGN FOR  
2025

INCLUDES A  
DONATION TO  
TRUSSELL



NEW  
ADDITION TO  
CONTENTS FOR  
2025





### **10" Crackers**

Enhance your holiday festivities with our 10" Christmas crackers, featuring a charming mix of traditional and fun designs. Perfectly sized to suit any hospitality environment this Christmas. All crackers contain a hat and a joke.



## 10" Crackers



**XTOMCCC5A019**  
100 x 10" Red & White  
Foliage Crackers



**XTOMCCC5A018**  
100 x 10" Silver & White  
Bauble Crackers.



## CRACKER CONTENTS

### 10" Cracker contents:

Trivia scrolls and game card. Charitable donation to Trussell



REFRESHED  
DESIGN FOR  
2025

INCLUDES A  
DONATION TO  
TRUSSELL



NEW  
ADDITION TO  
CONTENTS FOR  
2025



## 10" Crackers



**XTOMCCC5A002**  
100 x 10" Cream & Gold  
Script Crackers



## CRACKER CONTENTS

### 10" Cracker contents:

Trivia scrolls and game card. Charitable donation to Trussell



INCLUDES A  
DONATION TO  
TRUSSELL



NEW  
ADDITION TO  
CONTENTS FOR  
2025





### **9" & Under Crackers**

Celebrate the season with our delightful Christmas crackers! One design features classic red and green for a timeless festive look, while our fun activity crackers bring joy with traditional Christmas characters like Santa and Snowman. Perfect for adding cheer and excitement to your Christmas party celebrations. All crackers contain a hat and a joke.



## 9" Crackers



**XTOMCCC5A017**  
100 x 9" Green & Red  
Snowburst Crackers.



## CRACKER CONTENTS

### 9" Cracker contents:

Trivia scrolls and game card. Charitable donation to Trussell



INCLUDES A  
DONATION TO  
TRUSSELL



REFRESHED  
DESIGN FOR  
2025



7" Crackers

NO SNAP  
CRACKER



**XTOMCCC5A001**  
50 x 7" Fun Activity  
Crackers - No Snap

CRACKER CONTENTS

7" Cracker contents:  
Fun paper stickers



RECYCLABLE

MADE  
FROM  
RECYCLED  
BOARD









## 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 ISO 14001 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.

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No single use plastics on or in our  
Tom Smith 2025

**design**group





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WALES

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