



Merry CONTROVERSA



lamiascatolacontroversa



YOUR CHRISTMAS DREAM

Merry Controversa is our proposal for Christmas 2024: two brand new illustrated Controversa, a selection of colors that draw from nature, gift ideas, and many suggestions to enhance brands and products.

For each box we have provided matching tissue paper, a brown paper bag perfect for shipping, and a card with assembly instructions: in other words, the perfect kit for the perfect gift.

The second part of the price list is dedicated to Controversa Pot, Controversa Drink and Controversa Eat.

THE MORE CONTROVERSA YOU BUY THE MORE YOU CAN CUSTOMIZE THEM

**50
TO 99**
CONTROVERSA

WHAT YOU CAN HAVE

- **EXTERNAL BROWN CARDBOARD BOX** with internal print of your choice from those offered
- Coordinated **TISSUE PAPER**
- Brown **PAPER BAG** suitable for shipping

Attention! Ordering quantities from 50 to 99 pieces does NOT include external logo customization.

**100
AND
MORE**
CONTROVERSA

WHAT YOU CAN HAVE

- **EXTERNAL BROWN CARDBOARD BOX** with internal print of your choice from those offered
- Coordinated **TISSUE PAPER**
- Brown **PAPER BAG** suitable for shipping
- One-color, hot-stamped or screen-printed **LOGO PRINTING** (Printing setup cost to be calculated at final cost)
- Personalized **STICKERS**

Your logo printed on the box will be your signature!
Again: coordinating tissue and shipping bag are included.



DISCOVER THE SELECTION ➡



THE ILLUSTRATIONS OF CONTROVERSA

CONTROVERSA CHRISTMAS POEM

Imagine a soft, soothing voice telling of a quiet place of bright colors, serenity and clear air. In this place, warmly colored houses dot the snowy mantle that covers the meadows, and the surface of the frozen ponds becomes an embroidery woven by the tracks of skaters.

It is to this village that we bring you this year, to breathe together, deeply, a Christmas of quiet and harmony, immersed in the little things, in the joy of a decorated tree, in the beauty of slow time, in our Christmas Poetry.

THE ILLUSTRATOR

LUCIA DE MARCO

@lucy_inthe_papersky

Lucia de Marco is an Italian illustrator based in Milan. She studied illustration at Mimaster, and currently works as a freelance illustrator for publishing houses and brands. She loves autumn, Paris, Jazz music and old-fashioned illustrated albums.

FEATURES

Controversa Christmas Poetry is printed on Fedrigoni Arena® Natural Rough a natural paper made of FSC®-certified pure E.C.F. pulp. The “Natural” white is achieved without the use of optical brighteners (OBA Free). The elegant velvety touch surface makes it suitable for any graphic design project. **Controversa Christmas Poetry** is made by gluing FSC® certified brown microwave cardboard and paper.

Matching tissue paper: *white*

Dimensions	50/99 pcs	100 pcs	200 pcs	300 pcs	500 pcs
SMALL 16x16 cm - h 6 cm	€ 3,00	€ 2,90	€ 2,60	€ 2,20	€ 1,80
MEDIUM 22x22 cm - h 6,5 cm	€ 3,10	€ 3,00	€ 2,70	€ 2,30	€ 1,90
LARGE 34x24 cm - h 7 cm	€ 4,00	€ 4,00	€ 3,70	€ 3,20	€ 2,70
TALL 22x15 cm - h 10 cm	€ 4,00	€ 4,00	€ 3,70	€ 3,20	€ 2,70
EXTRALARGE 29,8x34 cm - h 9,6 cm	€ 4,20	€ 4,10	€ 3,80	€ 3,30	€ 2,90

All prices listed are exclusive of VAT.



CONTROVERSA BREATH OF CHRISTMAS

Close your eyes and blow. Blow colorful bubbles that turn into landscapes, objects, and moments of life. Blow wishes, and the wishes become beauty.

Breath of Christmas is the wonder that takes shape, the breath that molds, it is the delicacy, the importance, and the value of creative thinking. Breath of Christmas is a reminder in the shape of a box: it reminds us that fantasy, imagination, and dreams are extraordinary seeds and tools through which we can harvest joy.

THE ILLUSTRATOR
LORENZO DUINA

📸 [lorenzoduina](#)

Lorenzo Duina is a Milanese illustrator who collaborates with Italian and international brands, newspapers and magazines. His aesthetic is characterized by strong contrasts between light and shadow and a use of color designed to convey complex emotions in a simple way. His works have repeatedly been the subject of awards and exhibitions.

FEATURES

Controversa Breath of Christmas is printed on Fedrigoni Arena® Natural Rough a natural paper made of pure E.C.F. certified FSC® cellulose. The “Natural” white is obtained without the use of optical brighteners (OBA Free). The elegant velvety touch surface makes it suitable for any graphic design.

Controversa Breath of Christmas is made by gluing FSC® certified brown microwave cardboard and paper.

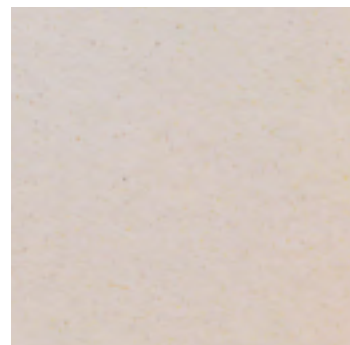
Matching tissue paper: *white with white polka dots*

Dimensions	50/99 pcs	100 pcs	200 pcs	300 pcs	500 pcs
SMALL 16x16 cm - h 6 cm	€ 3,00	€ 2,90	€ 2,60	€ 2,20	€ 1,80
MEDIUM 22x22 cm - h 6,5 cm	€ 3,10	€ 3,00	€ 2,70	€ 2,30	€ 1,90
LARGE 34x24 cm - h 7 cm	€ 4,00	€ 4,00	€ 3,70	€ 3,20	€ 2,70
TALL 22x15 cm - h 10 cm	€ 4,00	€ 4,00	€ 3,70	€ 3,20	€ 2,70
EXTRALARGE 29,8x34 cm - h 9,6 cm	€ 4,20	€ 4,10	€ 3,80	€ 3,30	€ 2,90

All prices listed are exclusive of VAT.

THE COLORS OF CONTROVERSA





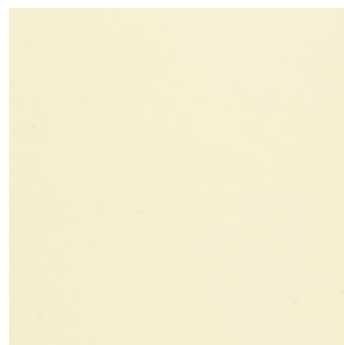
GRAPE

CODE CFUVA



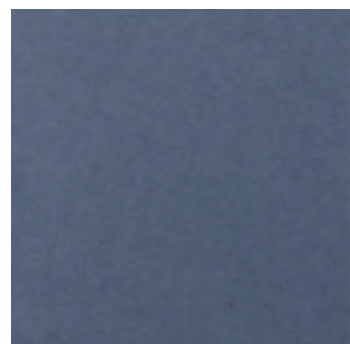
WATER

CODE CFACQUA



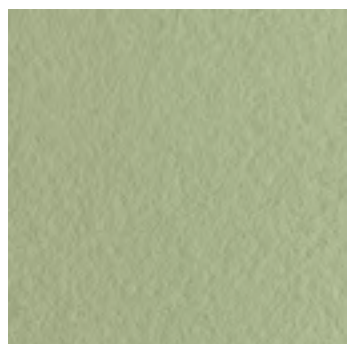
BIRCH WOODSTOCK

CODE CFBETULLA



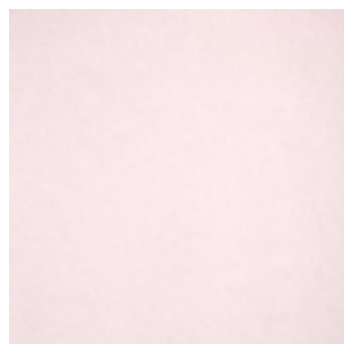
LAVENDER

CODE CFLAVANDA



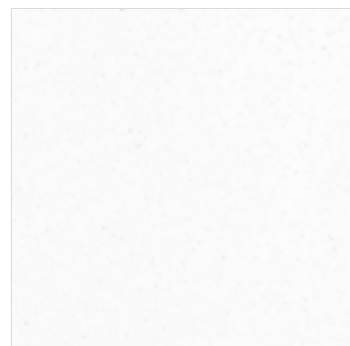
VERDIGRIS

CODE CFVERDIGRIS



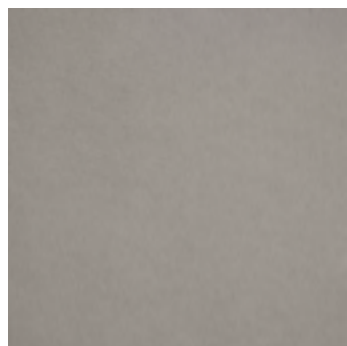
SIRIO NUDE

CODE CFROSANUDE



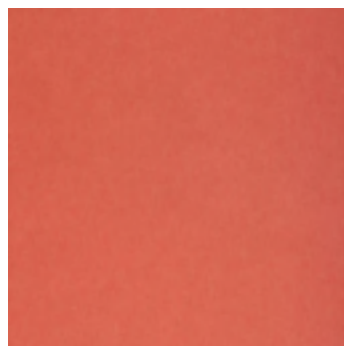
ALGA PAPER

CODE CFAIGA



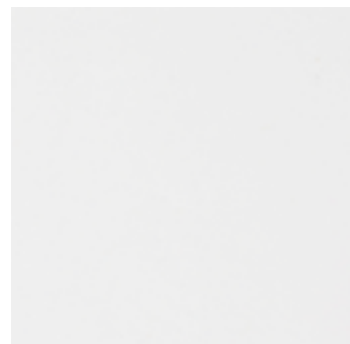
CLAY

CODE CFCLAY



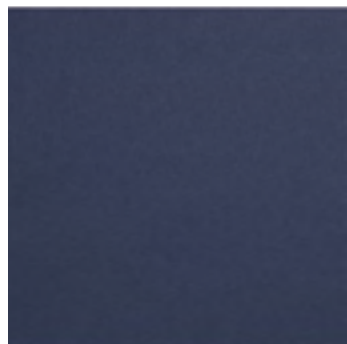
SIRIO FLAMINGO

CODE CFFLAMINGO



RECYCO

CODE CFRECYCO



COBALTO

CODE CFCOBALTO

GAIA CONTROVERSA

Gaia, in Greek mythology, is the personification of the Earth, and **our proposal draws precisely from Nature to tell the soul of Controversa.**

The papers we use are made from grape residue, lavender, seaweed and recycled fibers; exclusive textures and colors give your packaging a refined and elegant look.

Choose from Crush Grape and Crush Lavender, Algae Paper, Recyco, Sirio Nude and Flamingo, Birch Woodstock and the Materica: Water, Verdigris, Clay, Cobalt.

You can browse our online Gaia Controversa [price list](#) and discover all the papers and colors in the selection, thanks to the QR CODE below.

SCAN THE QR CODE
TO DISCOVER

**ALL THE COLORS OF
GAIA CONTROVERSA**



Dimensions	50/99 pcs	100 pcs	200 pcs	300 pcs	500 pcs
SMALL 16x16 cm - h 6 cm	€ 2,90	€ 2,90	€ 2,60	€ 2,20	€ 1,70
MEDIUM 22x22 cm - h 6,5 cm	€ 3,00	€ 3,00	€ 2,70	€ 2,30	€ 1,80
TALL 22x15 cm - h 10 cm	€ 3,90	€ 3,90	€ 3,60	€ 3,10	€ 2,60
LARGE 34x24 cm - h 7 cm	€ 3,90	€ 3,90	€ 3,60	€ 3,10	€ 2,60
EXTRALARGE 30x34,5x cm - h 9,5 cm	€ 4,10	€ 4,10	€ 3,80	€ 3,30	€ 2,80

All prices listed are exclusive of VAT.



CONTROVERSA HOLIDAY



CONTROVERSA POT

Choose **Controversa Pot** or **Controversa Pot with Kit**.
This is a Controversa that becomes a pot holder.
If you choose the Kit there is also the biodegradable pot, peat and seeds provided by Piccolo Seeds.

Controversa Pot is always customizable: you can choose from the colors found in the Gaia Controversa price list, or, if you want something special, the Illustrations by Lucia De Marco and Lorenzo Duina.

Beyond one hundred pieces you can personalize Controversa Pot with your logo. A card with instructions is always included.

Controversa Pot is the perfect business present, original and absolutely not predictable! Surprise your clients and collaborators.

Each Controversa Pot is sold with a paper shipping bag; stickers are also included with all orders.

FEATURES

Controversa Pot is made by gluing FSC® certified brown microwave cardboard and paper.



CONTROVERSA POT	50/99 pcs	100 pcs	200 pcs	300 pcs	500 pcs
POT CHRISTMAS POEM POT BREATH OF CHRISTMAS 11x10 cm - h 10 cm	€ 3.00	€ 2.90	€ 2.60	€ 2.20	€ 1.80
POT with GAIA CONTROVERSA COLORS 11x10 cm - h 10 cm	€ 2.60	€ 2.50	€ 2.20	€ 1.80	€ 1.40
POT with WITH CUSTOM GRAPHICS 11x10 cm - h 10 cm	/	€ 3.90	€ 3.60	€ 3.00	€ 2.40

CONTROVERSA POT + KIT	50/99 pcs	100 pcs	200 pcs	300 pcs	500 pcs
POT CHRISTMAS POEM POT BREATH OF CHRISTMAS 11x10 cm - h 10 cm	€ 4.35	€ 4.25	€ 3.95	€ 3.55	€ 3.15
POT with GAIA CONTROVERSA COLORS 11x10 cm - h 10 cm	€ 3.95	€ 3.85	€ 3.55	€ 3.15	€ 2.75
POT with WITH CUSTOM GRAPHICS 11x10 cm - h 10 cm	/	€ 5.25	€ 4.95	€ 4.35	€ 3.75

All prices listed are exclusive of VAT.

DRINK CONTROVERSA

Ready for a Toast?

Controversa is a box that, thanks to special compartments, allows you to ship bottles safely. Basically, you ship them, Controversa protects them, they don't break, and the recipient is happy!
Fully customizable, clearly reversible-Controversa is Bottle Friendly.

Each box is designed to hold one or two bottles with internal compartment and space to insert a complementary product or gadget.

CUSTOMIZED DRINK WITH POT CHRISTMAS POEM OR BREATH OF CHRISTMAS

Dimensions	100 pcs	200 pcs	300 pcs	500 pcs	1000 pcs
SMALL 33,4x9,3 - h 9,5 cm contains one bottle	€ 3,10	€ 3,00	€ 2,70	€ 2,30	€ 1,90
MEDIUM 21,2x32 cm - h 10 cm contains two bottles	€ 4,80	€ 4,20	€ 3,70	€ 3,30	€ 2,90
LARGE 28x31,4 cm - h 10 cm contains three bottles	€ 4,90	€ 4,40	€ 3,80	€ 3,40	€ 3,00

CUSTOMIZED DRINK WITH COLORS OF GAIA CONTROVERSA

Dimensions	100 pcs	200 pcs	300 pcs	500 pcs	1000 pcs
SMALL 33,4x9,3 - h 9,5 cm contains one bottle	€ 3,00	€ 2,90	€ 2,60	€ 2,20	€ 1,80
MEDIUM 21,2x32 cm - h 10 cm contains two bottles	€ 4,60	€ 4,10	€ 3,60	€ 3,20	€ 2,80
LARGE 28x31,4 cm - h 10 cm contains three bottles	€ 4,70	€ 4,20	€ 3,70	€ 3,30	€ 2,90

CUSTOMIZATION WITH YOUR OWN GRAPHICS

Dimensions	100 pcs	200 pcs	300 pcs	500 pcs	1000 pcs
SMALL 33,4x9,3 - h 9,5 cm contains one bottle	/	€ 3,80	€ 3,30	€ 2,80	€ 2,40
MEDIUM 21,2x32 cm - h 10 cm contains two bottles	/	€ 5,20	€ 4,60	€ 3,70	€ 3,40
LARGE 28x31,4 cm - h 10 cm contains three bottles	/	€ 5,30	€ 4,70	€ 3,80	€ 3,50

Prices shown include:
- external customization with hot stamped or one color silkscreen printed logo
- internal customization (price varies depending on the proposal chosen)

Prices are exclusive of VAT and exclusive of any shipping costs.
Bundles on page 3 are not applicable to Controversa Eat and Drink.





EAT CONTROVERSA

Designed for the food world: it is the box in a special format, perfect for containing typical Christmas sweets. Pandoro and panettone in an original pack because the box is also part of the gift.

A box designed for anyone who chooses a classic gift to be combined with a special unboxing experience: the box is stored by the recipient, this reinforces the memory as well as the idea of the brand.

Eat pandoro or panettone, Enjoy Controversa.

Each box is designed to hold a 1 kg panettone or pandoro or other typical cakes.

CUSTOMIZED DRINK WITH **POT CHRISTMAS POEM** OR **BREATH OF CHRISTMAS**

Dimensions	100 pcs	200 pcs	300 pcs	500 pcs	1000 pcs
23x23 cm - h 23 cm	€ 4,80	€ 4,30	€ 3,80	€ 3,30	€ 3,10

CUSTOMIZED DRINK WITH **COLORS OF GAIA CONTROVERSA**

Dimensions	100 pcs	200 pcs	300 pcs	500 pcs	1000 pcs
23x23 cm - h 23 cm	€ 4,70	€ 4,20	€ 3,70	€ 3,20	€ 3,00

CUSTOMIZATION WITH **YOUR OWN GRAPHICS**

Dimensions	100 pcs	200 pz pcs	300 pcs	500 pcs	1000 pcs
23x23 cm - h 23 cm	/	€ 5,30	€ 4,90	€ 4,00	€ 3,50

Prices shown include:
- external customization with hot stamped or one color silkscreen printed logo
- internal customization (price varies depending on the proposal chosen)

Prices are exclusive of VAT and exclusive of any shipping costs.
Bundles on page 3 are not applicable to Controversa Eat and Drink.

BOOK - ADVENT CALENDAR

SPARKLING SNOW

Delicate golden snowflakes adorn the 24 slots of Sparkling Snow, the Book version of the 2024 Advent Calendar by Controversa, printed on Favini Crush Lavender paper.

Sparkling Snow: elegant, refined, and incredibly easy to fill thanks to its two fully removable paper trays, turning the wait into a magical story to uncover day by day.

Each Sparkling Snow Book Calendar comes in a Controversa box.

FEATURES

- **Product type:** Book Advent Calendar with 24 compartments
- **Calendar material:** Favini Crush Lavender paper, 350g
- **Printing:** Satin Gold screen printing
- **Container box:** Controversa, dimensions 30x34x10 cm
- **Minimum order:** 10 pieces
- **Filling:** 2 fully removable paper trays
- **Each unit consists of:** 1 two-doors Calendar, 1 Controversa box

Controversa is made by combining paper and FSC® certified corrugated cardboard.

SCAN THE QR CODE TO SEE HOW TO FILL THE CALENDAR



EACH UNIT INCLUDES

- 1 Assembled Calendar (just fill it) - dimensions: closed 28x33.5x9.5 cm - open 56.5x33.5x9.5 cm
- 1 Single-color Controversa box (random color selection) to hold the calendar - dimensions 30x34x10 cm

SPARKLING SNOW	10/30 pcs	31/50 pcs	da 51/100 pcs	more than 100 pcs
Dimensions: closed 28x33,5x9,5 cm open 56,5x33,5x9,5cm	€ 15,99	€ 13,99	€ 11,99	REQUEST A QUOTE

Prices are exclusive of VAT and exclusive of any shipping costs.
Bundles on page 3 are not applicable to Controversa Eat and Drink.



MINIATURE - ADVENT CALENDAR CHRISTMAS VILLAGE

We have decided to introduce a brand-new type of advent calendar: presenting Miniature, entirely to be assembled, with 12 cases that can be stored under the internal compartment and contained within a Controversa box.

This year’s Miniature calendar is called Christmas Village and it is illustrated by Lucia de Marco. Each house reveals delightful details, and the delicate watercolour brushstrokes invite you to get lost among the snow and carols.

FEATURES

- **Product type:** Miniature Advent Calendar with 12 cases
- **Calendar material:** Zenith Cardboard 270 gsm
- **Printing:** Offset
- **Container box:** Controversa, dimensions 41x30.5x7 cm
- **Minimum order:** 10 pieces
- **Filling:** cases
- **Each unit consists of:** 12 cases, 1 internal compartment, 1 Controversa box

Controversa and the tray are made by combining paper and FSC® certified corrugated cardboard.

EACH UNIT INCLUDES

- 12 Cases divided into 4 different formats
- 1 internal compartment for boxes
- 1 Controversa box to hold the calendar - dimensions 41x30.5x7cm
- Stickers with illustrated footprints to place as desired on the compartment

CHRISTMAS VILLAGE	10/30 pcs	31/50 pcs	51/100 pcs	more than 100 pcs
Box dimensions: 41x30,5x7 cm	€ 16,99	€ 14,99	€ 12,99	REQUEST A QUOTE



TERMS AND CONDITIONS OF SALE

CLICHÉ AND SCREEN-PRINTING FRAME

The cost of the cliché or the screen-printing frame is to be considered separately.
The tool will remain the property of the customer and can be stored at the Fustellificio
Vicentino warehouse at no additional cost.

LOGO

The logo **must be provided exclusively in vector-graphics format**
with the following extensions: **.ai, .eps, .pdf**.

SHIPPING COSTS

Deliveries are made throughout Italy by courier.
Shipping costs will be calculated based on the volume of the goods and the destination
and they will be at customer's expense.

INSTRUCTIONS

Controversa includes one complimentary postcard per box. The postcard explains
how to assemble and reassemble the box, which is designed to be reused.
The postcard can be customized at an additional cost.





lamiascatolacontroversa

Controversa is a brand of Fustellificio Vicentino s.r.l. - Viale dell'Industria 18 - 36100 Vicenza
Tel. 0444 288707 - **WhatsApp** +39 375 5513855 - ciao@controversa.it - www.controversa.it