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## **Roll With It: Back to School Ideas with Scotch Tape** with Courtney Cerruti

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### **Chapter 1 - Roll With It**

#### Overview

- Hi I'm Courtney, I'm an artist, an author and set designer here at Creativebug which means I need things that work efficiently and well because I'm always trouble shooting and looking for things to help me on the set when I'm making my crafts. That's why I use Scotch Brand Tape for almost everything here in the studio. There are five core tapes that you may already have in your house and you may not know all of the great things that they can do. All of these tapes are great for everyday uses, we'll start by talking about the Magic Tape, which is maybe the favorite tape of all. It's the one that's been around the longest and it has a lot of great household uses. We'll talk about some specialty tapes, like the new Super Hold Tape that has 50% more sticky and works really well for those textured items. Double Sided Tape is one of my favorite go-tos, you can use it on fabric and paper and I'll share some ideas for that. The new Wall Safe Tape uses Post-It technology and allows you to safely put up kids artwork and other fun things on the wall and then remove it with ease. And finally maybe one of my favorite's is the Gift Wrap Tape, which is nice and transparent when wrapping packages throughout the year. You might take tape for granted but it's actually the perfect thing to go to when you're in a pinch, whether it be getting your kids back to school, repairing something at home or using something for a craft project. I'm gonna share these five core Scotch Brand Tapes with you and their best uses. (upbeat music)

#### Magic Tape

- You may be most familiar with the Scotch brand Magic Tape. This is the tape that's been around for over 75 years. It's probably in your kitchen junk drawer. It's the thing that you always go to. And I've been using it forever, but there's some things that I didn't realize that you could do with it. So I want to share some of those ideas with you. What I love that Scotch has done is, that they've color coded all of their household tapes. So the Magic Tape is always going to be in this green packaging. It comes in two sizes. The 3/4 inch is the one you're probably most familiar with. It also comes in 1/2 inch which is great for those skinny spaces. And if you look at the packaging, it actually tells you and reminds you what it's great for, which is writing on. And this is the thing that I love about it. Because it's perfect for labeling any of your household items. You can write on it with ballpoint, micron, pencil, a sharpie or other favorite permanent marker. You can also see that it comes in these two widths. The 1/2 inch and the standard 3/4 inch. Which I love. I have a piece of freezer paper here, which is great for crafting. It allows me to add some Scotch Tape that then I can remove. So if I want to make custom labels, like lunch, snack, maybe just have a good day. These are great things that you can add to little lunchboxes, or maybe an envelope to tuck into a loved one's bag. You can put it on the freezer paper and save your labels, and then use them whenever you're ready. So that's another thing that I love about the Scotch Tape is that you can remove it off the freezer paper. And it goes on almost any surface. At home, we use and reuse our Ziploc bags. So I don't want to write in here, because then I can reuse this bag just by rinsing it out, and Scotch Tape is great for that. So I can use my Magic Tape to put down some labels, like chocolate chip cookies for the road, love mom. Or you can do things like label foods, this is veggie chili, I put the date and the instructions in case you're leaving a little care package or meal for somebody. And you can easily remove this tape (tape ripping) and put new tape to relabel your Ziploc bags and reuse them over and over. In

addition to adding your Magic Tape to Ziploc bags, you can also use it on glass, to label bulk goods. In this case I put both, what this is, black tea, and the instructions for steeping. You can use it on Bento Boxes or in kids lunchboxes. This is great for showing kids what the object is or what the food item is, and then how to spell it. So I think it's nice that you can add peaches, grapes, and in this case the child's name and their room number. And again, this is easily removable, as opposed to writing directly on your Bento Box. You can change out the label everyday. If your teaching children about pet care, for example, how to feed a fish, you can actually add it to the glass jar, so that you don't lose the instructions of how much food to use and when to feed them. In addition to using Magic Tape in the kitchen, you can also use it in your home office and for school. This is one of those binders that have lots of little flaps and folders. And after awhile the little tabs that go in here are really difficult to get in and out. And so just using Scotch Tape on the tabs themselves and then writing with a permanent marker or paint pen works really well to easily switch out your subjects. Magic Tape is definitely one of the things you should have around the house. It has so many different uses, both in the kitchen, the home office, for school, and anywhere around the house. It has over a hundred uses. These are just a few to get you started.

### Gift Wrap Tape

- Giving gifts is one of my favorite things to do, and the packing of the gift is my favorite part of it. It doesn't have to be hard or difficult to give beautifully wrapped gifts, and Scotch actually makes a tape for this. It is the Satin Finish GiftWrap Tape. It comes with the purple packaging. It's really easy to remember what tape is what when you're searching through the drawer, just by these colors, and I love that they've color-coded everything. This is a sheet of paper with the Magic Tape and the GiftWrap Tape, and you can see how the GiftWrap Tape has a more satin finish and becomes a little bit more translucent or transparent on a colored sheet of paper. These tapes also work really well for things like repairing Crayola crayons. This is something, if you have a lot of kids in your house, that the tape will work really nicely. And this is the Magic Tape versus the GiftWrap Tape, and I love its satin finish. To get ready for all those birthday parties you might have in the year, you can buy a large pad of drawing paper and allow your kids to draw on it, and then you're ready to have gift wrap for the whole year. This is a sheet that I had some children scribble on. Super cute, and it looks really good wrapped up. (paper ripping) I love these titanium, no-stick Scotch scissors because I can actually cut through tape, and they won't stick. (scissors snipping) There's no buildup of adhesive. Just gonna trim this down, so it fits my box. I'll use my satin GiftWrap Tape. During the holidays, keep an eye out for the wristlet because that's really handy. You can just pop tape out as well. The sketch paper has a nice weight to it, looks great with marker pens, crayons, or colored pencils. (fingers rubbing) Crease in your sides. You can see how clean this is. For a thicker paper like this, I like to just run my finger along all the edges. And it's fun how a sketch or scribble can become this abstract kind of color palette. I love it. And you can use a bit of extra paper to create a belly band, and I'm gonna show you a really fun technique, using the tape and some glitter. This is our belly band. It's gonna go over the middle of our package. I'm gonna fold it down, so it's not quite as wide. I'll tape this into place, still using my satin GiftWrap Tape. If you're working with anything thicker, you can use the super strong hold, which I'll talk about a little bit later. Then we're gonna actually use this to create a glitter tape. So take a length about six to eight inches or whatever size you like, and you're going to lay it down on the table face up, so sticky side up, which can be tricky to get the first time. And I've got a little bit of confetti here, but you can also use glitter or paper confetti. You want to sprinkle some of this onto the sticky side of the tape. You don't want to cover

it entirely because you need the sticky to attach it to the gift. And then just for a little bit of glitter, can place this right in the center. And you can increase it with multiple strips of tape, like I did in this one. This one's really fun because it's rainbow, and it feels like a pot of gold. The satin GiftWrap Tape is definitely my go-to tape whenever I'm gift wrapping. Get yourself prepared for the year because, if you have kids, then you're likely at a birthday party almost every single weekend. Wrapping a beautiful gift doesn't have to be hard, as long as you have the right tools on hand.

### Double Sided Tape

- One of my absolute favorite things is double sided tape. The permanent double sided tape that Scotch makes comes with this yellow packaging, so you can easily find it in your kitchen drawer. It's a half inch wide, which makes it really great for all of your paper crafting. And you can even use it with fabric to paper applications. I like to use it just on my planner. With little printout photos of what's happened during my week. Super easy to use. And if you have any overlap, you can also use these great non stick scissors to cut away any of the double sided tape. And it's awesome, because it doesn't build up on these blades. And when you start to use a lot of this tape, you'll see how handy that is. It lays really flat, and it's so clean. It's great for quick card making, and adding some fun photos to your planner. You can also use it to make this really fun fabric tape. With your scraps of fabric, you can place a little bit of your double sided tape right onto the fabric. This is where those titanium scissors come in handy, because you can cut right up to the edge, to prevent any fraying, without gumming up your scissor blades. If you're a scrapbooker, or a paper crafter of any kind, this is gonna be the perfect duo for your craft kit. Look how cute that is. So now I have fabric on this side, and double sided tape. And what I love about using the double sided tape, is there's no moisture added. I don't have to worry about glue sticks, or any wet glue. The double sided tape I can just throw into my bag, or into my crafting kit, and it's always ready for me. I made a little easy thank you card. Put a little photo and some scrapbook paper, all using the double sided tape. You can actually make your own envelope liner, also attaching it with the permanent double sided tape. Let me show you how to do that. I've got a text weight scrapbook paper here. I'm gonna flip it over to the wrong side, and I'm just gonna trace the lapel. That's what this part of the envelope is called. Every envelope has a different style of lapel. Using pencil, in case I make any mistakes, I can erase them easily. And then we're actually gonna cut about a half inch inside of this line I just drew. You actually don't need your paper to go all the way to the bottom of the envelope, so you can save a lot of paper this way. And you can just freehand this. It does not have to be perfect. When people open the envelope, they're just gonna see that pop of pattern or color, and be so delighted. And like I said, you don't need to have any adhesive, which makes this so easy to use. Let's give that a little test to make sure it looks good. Remember you don't wanna cover up the envelope adhesive, so you just wanna roughly place that. And then with your hand just hold it in place, and fold this over. And that crease is gonna help you remember where this goes. Use a couple pieces of the permanent double sided tape. And it doesn't even have to be perfect. You don't have to do every edge if you don't want. You'll see how easy this is. And then it just stays in place, and you can slip your card right inside. If you have fabric scraps left over from a project, you can also use these to adhere to cardstock. I love all these little fabric scraps. I didn't wanna toss them, I couldn't part with them. And then I actually turned them into a memory game, which is really fun to do with kids. You can use these photo self laminating sheets. One side is clear and the other side is adhesive. You can easily remove this backing. Slip inside your card. Make sure it goes all the way to the bottom. And then gently press down. You can remove any air bubbles just with your finger, or bone folder, and then

using your scissors, you can trim away the excess. Be sure to round your corners if little kids are playing with this. I cannot say enough about this double sided tape. It's one of my favorite things to craft and work with. It takes away all the messiness, and all the worry of a spilled glue bottle, or sticky fingers. Using the double sided tape, along with the titanium scissors, makes it really easy to pull out all of your crafting supplies and do a quick project, even when you think you have very little time.

### Super-Hold Tape

- If you're finding that you need some tape that's a little stronger for your needs, then you need to use the super-hold tape. This works really nice with textured papers and anything that need a little bit more stick. It has 50% more stick or adhesive than your average tape. I love to use it for giftwrap, when I'm using any kind of textured papers, things like glitter. This is a paper painted using an orizomegami technique which you can see is folded and then dip-dyed. The paper itself also has really long fibers, and so the super hold tape is the perfect thing to wrap a package. It's also the perfect tape for making book covers, which is necessary when everyone goes back to school. I'm gonna show you how to make a book cover that's really fun using grocery bags and it actually creates a pocket. What you'll need is : two grocery bags cut down one can be larger or smaller than the other that's fine. You do want to make sure that it at least covers your book. With about an inch and a half to two inches overhang. And this is gonna be where we tuck this into the book itself. So as long as it's that large, and as far as the height you need something that's about an inch on either side. So we'll cut this down. Let's take a look and see. And the second page is going to be our pocket, and that can be shorter. So if we remove this, just keep our book. If we want our pocket to come maybe halfway up, leave yourself about a two inch margin on either side cause we're actually gonna fold down a lip to reinforce the pocket. (Scissors cutting paper) You can maybe save this for smaller books. So this is the side of the grocery bag that I want hidden, and I'm gonna fold about an inch or an inch and a half lip. This will be the top of my pocket. You have the wrong side to the right side. So this is kinda what our pocket is gonna look like on our book when we're finished. You wanna line up the bottom edges, And let's see how this all looks. So if we leave a little bit of a border here, we're gonna need to fold down the top and let's see where our pocket is hitting. Just doing a lot of eyeballing right now. I think that's a perfect pocket, it's about 2/3 high on the book. Place your book roughly in the middle, and on this top sheet of paper you're actually just gonna fold it up and make a little crease. And same thing on the bottom. These will be folded away to create your edges. Line it up as best you can, you can also adjust it once it's on the book. You wanna do really nice creases because this paper is very textured which is why we're going to need the super hold tape. This will be the spine. Then on the edges you're just gonna fold over, because we have the multiple layers, we're gonna use our tape to hold everything in place. You wanna leave enough play so that the book can open and close easily. And then use your super hold tape. You're not actually going to be taping the book. You're just going to be taping from one side of the grocery bag to the front. You're gonna do that on both the front and back cover. And I love this pocket technique, it's actually something I also used in my gift-wrap challenge, so you can do a pocket like this also on a present. But using the grocery bag is really nice because it makes sure that your book cover is very durable over the school year. And you can tuck something inside. Here's a larger textbook we did, I wrote the name of the class, the schedule, and then I decorated my grocery bag with washy tape and masking tape which is really fun. You can see that the pocket is very robust, and you can slip in a notebook and even a pencil. The super hold tape is my favorite to use on set if I have anything that

needs a little bit more adhesive. It works great on things like these grocery bag book covers But you can also use them on some heavy-duty gift wrap and around your house.

### Wall-Safe Tape

- You might not know it but you can also use Scotch brand tape in your home for inspiration and home decor. This is the Wall-Safe tape which comes with the blue packaging. It uses the Post-it technology which allows you to easily and safely remove it from your walls. We all like to create our own space and if you are a collector of art or even kids art then the Wall-Safe tape is the perfect thing to use, because you can easily display things without worrying about damaging your walls or other surfaces. We're gonna put together this little kids art gallery on this large table here, and then I'll show you how I also use it on set. On the wall. Let's do a little quick arrangement and you can see that the Wall-safe tape has kind of a frosted tone. It actually disappears into the wall very invisibly, which is so awesome. And you could pair you Wall-Safe tape with some Washi tape if you want to add some color. So using your Washi tape right on top of your Wall-Safe tape. And because it's easily removable, I can also re-arrange this configuration if I want to add or change something. And that flexibility is key, because if your an avid collector or if your kid is a prolific artist then your going to be changing and adding to this constantly. It's fun to overlap things and put things in different angles. It doesn't all have to be perfectly on a grid. I like that configuration. I think it looks great. But if I want to make any changes you can see how easily this peels away and leaves my surface nice and smooth and clean. At home I love to create inspiration walls and I'm confident that the tape will work both on my wall and on the original artwork I'm using and not damage either. I often use it on set as well. It's nice to re-create an Artist you do and give them a little bit of their own inspiration. We used it directly on our wallpaper and it worked perfectly fine because of the Post-it technology you can do paper to paper contact and be worry free. Another handy thing when hanging pictures is that you can use the Wall-Safe tape to actually tape up your nails so you have a little collection of nails on the wall ready to go so your not putting them at the top of the ladder or in a back pocket and then forgetting about them later. All of these tapes work really well for all of your household needs. Your crafting needs, your back-to-school needs, even in the kitchen. Remember to use the best tape for its purpose. Your Magic tape is your go-to most versatile tape. It's the thing that you should definitely have in your kitchen drawer whenever you need to repair something. The Gift Wrap tape is one of my favorites for perfectly wrapped packages every time. The Super strong hold tape is great for anything that is a little bit more textured and you need that stronger adhesive. The Double Sided tape is great for paper to paper and fabric to paper. It's one of my favorite things for all of my crafting needs. And of course the Wall-safe tape is keeping me inspired by allowing me to play with it for sets, inspiration walls, and decor. If you want more ideas on how to use your tape in creative and interesting ways, make sure that you check out our classes on gift wrapping. We have a daily challenge that gives you a gift wrap idea for every day of the month leading up to the holidays. Using the right tape for the job always makes things a little bit easier and who doesn't like that. Also, when your done with you're tape, you can actually refill each of the individual dispensers and they're also recyclable. Remember, when life gets hard you can definitely count on tape. You just have to roll with it.