

**PUFF**  
pre-rolls



**JEROME BAKER**  
DESIGNS

# THE ONLY PRE-ROLL THEY'LL STILL HAVE NEXT CHRISTMAS

A hand-blown Jerome Baker tube for the Puff one-gram – the wordmark up the side – one holiday drop, in a piece they keep using long after the joint is gone.

CONCEPT PACK

CALIFORNIA + NEW YORK

HOLIDAY 2026



## THE IDEA

# TWENTY MILLION THROWN AWAY. TWENTY THOUSAND KEPT FOREVER.

Twenty million pre-rolls have gone out, and twenty million tubes have gone in the bin with them. That is the volume, and it is exactly why the opposite of it is worth doing once a year.

Twenty thousand pieces that nobody throws away. From the day it is opened it is where they keep a joint - any joint, one of yours, one from somewhere else, one they rolled themselves - and every time they take one out, they are holding your name.

**You paid for that placement once, at Christmas, and it keeps working all year.**

**20M+**

sold, and binned with their  
tubes

**20,000**

in the drop, and kept

**3-4**

drops a year the same piece  
carries

THE PIECE · JBD-JT-124

# THE JOINT TUBE

Hand-blown, heavy in the hand, and finished the way a piece of glass is finished. It takes a one-gram cone with room to shake it back out, it stands on a counter, and it will not roll off a table.



|                |                               |
|----------------|-------------------------------|
| Overall height | 124 mm                        |
| Body           | 24 mm OD, 4.5 mm wall         |
| Bore           | 15 mm – takes a 1 g cone      |
| Base           | 7 mm, flat and closed         |
| Glass          | approx. 79 g, boro 3.3        |
| Finish         | Puff Blue, silver fumed       |
| Closure        | tapered natural cork, 24 mm   |
| Print          | 50 mm label band, up the axis |

## PUFF BLUE

Your blue in the body, silver fumed so it flashes as the piece turns rather than sitting flat on it.

## GOLD DRIPS

A band of gold laid on at the rim and let go. It runs, thins, and beads where it stopped. No two are the same.

## PINK AND GOLD WIG WAG

Stringers walked round the base while they are run up and down, stacked into chevrons. Pulled by hand.

## WHY NOW

# THE TIMING IS THE WHOLE THING.

You have the reach and the doors. We have been blowing glass since the nineties and a name people collect - which is what makes somebody keep the piece instead of the pack, and buy the second one with no joint in it at all.

Put those together in the one week of the year when people are buying an object instead of a price, and it is not a hard sell to anybody. Small, finite, and easy to walk away from if it is not for you.

## THE REACH

Twenty million pre-rolls and the doors that go with them. Nothing we do gets in front of that many people on its own.

## THE MOMENTUM

Jerome Baker is opening doors in New York quickly right now. A drop across both states rides that in one of the two markets you are already in.

## THE WINDOW

Holiday is the one stretch of the year when the question is what to give somebody, not what something costs. That is the whole reason this piece works.

## THE BOX

# RIGID BOARD, HINGED LID, MAGNETIC CLASP.

The lid is hinged full height and closes onto two disc magnets. It opens with a click, and it is the kind of box people keep things in afterwards rather than flatten and bin.

|           |                                    |
|-----------|------------------------------------|
| Outside   | <b>44 x 48 x 157 mm</b>            |
| Board     | <b>3.5 mm rigid, wrapped</b>       |
| Clasp     | <b>2 x 9 mm disc magnets</b>       |
| Inside    | <b>tissue wrap, sticker seal</b>   |
| No insert | <b>the box is cut to the piece</b> |

No insert and no foam. The box is cut to the piece, the piece is wrapped in branded tissue and closed with a seal, and a box that fits does not need anything holding the thing still.



## WHAT CHANGES

# ONE BOX. ANY STRAIN.

Nothing that changes is printed on the glass or the box. Two pieces of paper carry all of it, which is the cheapest packaging decision in the whole programme.

### ONE BOX, PRINTED ONCE



### THREE SLEEVES



#### THE BOX

Printed once. No strain on it, no batch, no potency – so one run of board covers every drop there will ever be.

#### THE SLEEVE

Slips over it. The strain and its colour, and the only thing that has to be reprinted to make a new drop.

#### THE STICKER

Strain and potency. Printed the week it is packed rather than the quarter before.

## THE DROP

# A HOLIDAY DROP, NOT A PACKAGING CHANGE.

|             |                                                                |
|-------------|----------------------------------------------------------------|
| When        | holiday - on shelf for the gifting weeks                       |
| Markets     | California and New York                                        |
| Volume      | 10,000 units per state - 20,000 in total                       |
| The piece   | one finish - Puff Blue, silver fumed                           |
| Paired with | whatever strain the drop is - it is on the card                |
| Allocation  | by door count, into doors that already carry Puff              |
| After it    | same piece, new card - a drop a quarter if the first one lands |

**A limited piece with a strain on it is a reason to come in during gifting week.**

Holiday drop

**10,000 / state**

Strain drops

**10,000 / state**

A year of it

**3 - 4 drops**



## TIMING

# HOLIDAY ONLY HAPPENS ONCE.

To be on shelf for the gifting weeks the glass has to be on the bench in September. That is the whole constraint – everything after it is ordinary lead time, and none of it can be compressed by wanting it more.



**Every piece is worked by hand, so no two are the same – which is the reason it is worth owning and the reason the calendar is not negotiable.**

Capacity is not the question. The line is in place and twenty thousand for a holiday window is a normal run. The date is.

**PUFF** × **JEROME BAKER**  
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# SAY GO, AND YOU HOLD ONE IN THREE WEEKS.

You already know the work, so there is nothing here to prove on paper. Strain, finish, artwork – you will want changes, and they are easier to make with the piece in your hand than in a meeting about it.

**Nothing to specify to start. Say go.**

**JEROME BAKER DESIGNS**  
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Puff wordmark used as supplied.