



CiLi *in* Papers

**Cicci Jöckert**

Gothenburg, Sweden

[www.ciliinpapers.se](http://www.ciliinpapers.se)

Opened on February 20, 2009

**1. We would love to hear your background story! What made you start a paper crafting business?**

We couldn't find any storage for our scrapbooking supplies in Sweden and therefore decided to do something about it. I and my friend Lise-Lotte started CiLi in Papers (Ci is for Cicci and Li for Lise-Lotte). Lise-Lotte left the company in 2011 (for an advancement at AB Volvo) but still support us as a friend and customer.

**2. How long have you been in the business and how many team members are there currently?**

We started in a little room at my other business in February 2009 and since then we have grown into a business with almost 17,000 items. Today, we are both retailers and distributors. We have three full-time and three part-time employees to run the store, webshop, and warehouse.

**3. Do you have a business motto or a mission statement you live by?**

Scrapbooking should be fun and it should give you energy. Nothing is wrong, just your way to do it!

**4. What brought you to Altenew and made you carry our products in your store?**

We discovered Altenew in 2015 and noticed the company especially for its beautiful layering stamps.

**5. If you can choose, what is the biggest joy you have in running the business?**

It's so much joy to get to know all these wonderful people in this business, customers, producers and not to forget all our wonderful and talented design team members.

**6. This is just for fun, please share your all-time favorite Altenew product with us!**

If I have to choose only one Altenew product, it has to be the [Dancing in the Rain Stamp Set](#).