We study Kauffman’s model of a folded ribbon knot: a knot made from a thin strip of paper folded flat in the plane. The folded ribbon length is the length to width ratio of such a ribbon, and it turns out the way a ribbon is folded influences the ribbon length. We give upper bounds on ribbon length for several different families of knots. We also relate the ribbon length of a knot to the crossing number of the knot, again giving bounds for several different families of knots. This is joint work with undergraduate students. (Received September 20, 2018)