



BASICGREY®

# for immediate release

CONTACT/ BasicGrey, LLC  
801.544.1116  
www.basicgrey.com  
info@basicgrey.com

BasicGrey: All the Things You Love with the new BasicGrey Winter Release!

[November, 2009] Is there anything better than being in love? The happy feelings, the smiles, the knowing looks? We feel the same way about our new winter product release! Fall in love with our two new collections, new additions, exclusive limited edition Delta stamps, new Bling and Opaline designs, and much, much more!

Pucker up and prepare for Sugar Rush™, a double-sided paper-crafting collection of bubblegum pink and zesty orange with delicate and decadent blue and green icing. Add your own ingredients for a burst of savory style. Tasty treats. Sophisticated sprinkles. There's nothing sugar-free here.

Origins™ is a naturally unique blend of enticing colors that are basically, purely beautiful. Good-for-you greens meet lively lemon yellow and artful, earthy browns in this double-sided paper collection that incites happiness and comfort. A healthy back-to-basics dose of creativity never hurts!

Both collections contain favorites like chipboard, brads, buttons, rub-ons, stamps, Woolies, Canvas, Pops, Epoxies and more (including some new items... read on below!)! Each paper collection contains eighteen double-sided papers.

Ready to get attached to something new? Don't be embarrassed to show off the new Bloomers! Fabric meets flower with these modern, stitched and buttoned, ready-to-add embellishments for your next project.

Got Writer's Block? You'll want some because our Writer's Block is a journaling set with two temporary-adhesive note pads, two stacks of die-cuts and a mini-note pad, the perfect combination to help anyone journal soft-hearted sentiments.

Why go with boring office-supply embellishments? Our new Clips are decorative coordinating paper clips that come in all types of unique epoxy finishes, perfectly matched to our newest collections.

Don't fall to Pieces just yet... Because our Pieces collection will leave you breathless. This set of seventeen die-cuts for journaling, titles, or decorating fun may be more than your heart can take...

Endlessly-useful, unique and fun to play with, new Varnish stickers are pink-tinted transparent stickers coordinating with Sugar Rush in swirl and heart shapes—perfect for layering over patterned papers, titles, and photos for a sweet and subtle spot of color.

You'll be passionate about our new Page Kits! Available in new Origins and Sugar Rush, these time-saving, purely-professional looking creations are ready to go. Each kit includes die-cuts, rub-ons, chip shapes, stickers and detailed easy-to-assemble instructions to make one double-page and two one-page layouts. These kits will leave you with plenty of extras leftover to play with as well.

Our rub-ons have been favorites for a reason... so let's add a twist this season! How about some sparkle! We're rolling out our new Sparkling Rub-ons, your favorite rub-ons now with self-adhesive rhinestones taking your creativity to the next level.



Could we possibly include more to love? Of course! How about our new \$1.50 6x12 Mini-monograms and Micro Monograms! Yes, for just \$1.50 retail, you can add our fun new fonts and new teeny tiny ½” micros to any layout. Good things come in small packages!

Since Valentine’s is just around the corner, how about a sweet treat? We’ve developed some lovable creations like our new Lover’s Coupon Book and Love Notes – eight mini note cards with envelopes, perfect for sending a quick “I love you” to someone special.

What can you get for \$1.80 retail? More than you can imagine (and everything you always wanted) with the new Bling It, Opaline, and Bling It On creations. Bling is the thing – self-adhesive rhinestones in favorite charming shapes like flowers, hearts and doves. For a little more pizzazz, try Bling It On – a rub-on/rhinestone blend. Or go for the adorable Opaline, half-pearls in shapes like hearts, flowers and stylish free forms.

Another \$1.80 retail deal? How about our Limited Edition Delta series stamps? All three of our previous collections sold out in record time, so you’ll want to grab these lovable collections FAST! Perfect mini-sized stamps equal large sentiments on your next project.

You can check out all of these new products and much, much more at our website, [www.basicgrey.com](http://www.basicgrey.com). BasicGrey prides itself on creating innovative, value-driven, high-quality product. Simply the best – that’s BasicGrey.