



BASICGREY®

# for immediate release

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BasicGrey: Bringing it Home

[July 2009] Beauty is found close to home. Glance out the back window to view the vivid colors of fall. Listen to your child's laughter as you bake a batch of chocolate chip cookies in the kitchen. These are the beautiful moments of life that pass too quickly. That's the inspiration behind our CHA Summer release. Capture the every day in an extraordinary way with the new CHA Summer 2009 BasicGrey collections.

Search through our Nook & Pantry™ and we're sure you'll find something spectacular. Whip up some beautiful layouts by blending these delectable double-sided papers together into your own delicious creations. From experimental recipes to tried-and-true favorites, you'll stir together something fantastic with this new line. Mmmm ... smells like something's cookin'!

The last days before fall arrives, Indian Summer™ is in full bloom. Catch these dramatic hues as they flutter down to your next colorful project. Brilliant maple mixed with splashes of ember-orange (and a few acorns) make this the perfect line to capture your favorite autumn memories.

Did you hear that? Are the hairs standing up on the back of your neck? It's nothing to be afraid of, but there's definitely something Eerie™ in the air. Eerie, the double-sided, Halloween-inspired collection will put a jolt in your next fall creation. Playful enough for children's pages but still full of elegance and mystery for the adult-themed layouts, Eerie is a perfect collection of "frightening fun" and "terrifically terrifying."

Brrrr ... it's cold in here! But it's never too cold to share some Eskimo Kisses.™ This frosty, winter-inspired line will warm you with whimsy. Fun, playful accents of glacial blues mixed with peppermint red and pine green mingle in this double-sided, heart-warming collection.

Each of our newest lines includes your BasicGrey favorites, like 18 incredible papers (note: Eskimo Kisses, Eerie and Nook & Pantry are double-sided), collection packs, 6x6 pads, mono and mini mono stickers, and alpha and element stickers. We've also included your favorites in the chipboard department with chip sticker alphas and shapes. There are two Bitsy clear acrylic stamps and one regular acrylic stamp, followed by your favorite items—brads, glazed brads, buttons, two single-sheet designer rub-ons, and one five-page Olio rub-on book, plus our popular card kit.

Trick or treat? How about new embellishments (the ultimate treat!). BasicGrey is proud to introduce our new stitched brads. These embroidered brads, available in the Nook & Pantry and Eskimo Kisses collections, add the look of hand-crafted appeal to any page. We're also rolling out our new epoxy stickers with the Eerie and Eskimo Kisses lines. Shiny, soft, and ready to pop off the page, these epoxy stickers add charming character to any paper project.

In case you missed some of our other new additions (introduced in our Spring '09 release), we'd like to introduce you to Woolies,™ Pops,™ Take Note,™ Doilies™ and Do-Me-A-Favor™ box kits. Woolies are layered felt stickers that include all the embellishments, from wire to stitching to ritzy rhinestone accents. No additional work necessary. Just pick and stick! A pop of color, a burst of pizzazz, Pops are layered cardstock stickers that add an intricate dimensional, rhinestone-accented look to any project. Take Note transparencies and coordinating cardstock journaling spots are perfectly sized to note the important moments and simplify journaling into effortless, beautifully brief notes. Our Doilies are intricately-cut



papers in detailed designs available in many coordinating patterns and colors. Border a page or photo, trim to suit your style, decorate using Doilies. Do Me a Favor? Each kit contains six delightful ready-to-assemble favor boxes. Pack them with candy, notes or party trinkets for guests. Detailed step-by-step, illustrated instructions are included for easy assembly (note: available in all new lines except Indian Summer).

Keep all your future plans in tact with BasicGrey's new 2010 Calendar Kit. Using 13 of BasicGrey's favorite lines, this kit is a blast from the past and a cinch to put together.

We're also rolling out a new line of value products for the low retail price of \$1.80! These include our popular Designer Bling It™ creations—rhinestone patterns in unique shapes and Bling It On™—rub-ons with rhinestone accents (now sold individually). Or try the new Opaline™ self-adhesive half-pearls in swirls and floral designs.

Stamp your way into creativity with the new Alpha Series stamps—a limited edition 2½" x 2½" stamp collection. The Alpha collection has six of each lovable design. Hurry, these limited edition series have been selling out fast!

Long-awaited and finally available are our new Designer Cardstock packs—24 double-sided solids (four each of six colors). Never run out of your favorite cardstock colors again. Use them as a backdrop for your favorite BasicGrey patterned papers.

Who can pass up a good deal? We're offering a fantastic CHAS show special. For every \$250 spent at the show on new releases, BasicGrey will offer retailers \$25 in BG Rewards for use on future orders. The first 200 retailers to place an order will receive a FREE sample paper pack (one sheet of every new paper with instructions and embellishments needed to make sample layouts to display in your store). In addition, retailers who spend a minimum of \$1500 on new release products will be eligible to purchase one new release class kit at 50% off! Stop by our booth to see the new products and to take advantage of these fantastic show specials. Build excitement in your store and earn more than 10% in future savings.

New Release Online Special: Can't attend the show but want to buy online? For every \$200 a store spends online on new releases between July 28, 2009 and August 5, 2009, BasicGrey will offer \$10 in BG Rewards for use on future orders. Plus, the first 200 retailers to place an online order will receive a FREE sample paper pack containing one sheet of every new paper (along with instructions and embellishments for sample layouts). Retailers who spend a minimum of \$1500 on new release products will also be eligible to purchase a new release class kit at 50% off.

BasicGrey prides itself on creating innovative, value-driven, high-quality product. Simply the best—that's BasicGrey.