



for immediate release

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

BasicGrey: Embrace Your Authentic Style

[January 25, 2009] Is your artistic spirit eccentric and quirky? Does your style reflect a graceful elegance? Do you have a passion for bold and daring colors? Introducing Marrakech, Porcelain, Wisteria and Lime Rickey. Intensely rich designs, delicate flights of fancy, elaborate, charming florals and whimsical birds of a feather. All this and more awaits your innovative touch.

As intricate as life itself, Marrakech™ is a visually arresting collection of Moroccan-inspired patterns and prints. Fiery crimson, fresh basil, patina green, curry yellow and peacock blues burst to life in a spicy anthology of robust colors.

Unpretentious. Charming. Delicate. Inspiring. Porcelain™ blends a refined palette of delicate lace and floral motifs in watercolor-inspired hues of sunset yellow, spring greens, soft corals and espresso brown.

Like a day at the spa, a walk after the rain, or a crisp set of cool sheets, let Wisteria™ ease you away to a peaceful, creative terrace of veranda-inspired florals. Our garden blooms in summer shades of sky blue, mint green, deep plum and delicate golds.

Like a sweet sip of iced cold soda, Lime Rickey™ is a refreshing collection of bright funky colors, perfect for tantalizing your creativity! Dazzling, lollipop colors like cherry soda red, candy apple green, lemon-drop yellow and blue raspberry sweeten this kaleidoscope of yummy patterns.

Each collection includes 18 designer papers and all the beloved favorites, including collection packs, 6x6 pads, element stickers, alpha stickers, self-adhesive monograms and mini monograms, five-page rub-on olio books, designer rub-on sheets, buttons, brads, glazed brads, chip sticker shapes, chip sticker ABC's and three sets of stamps.

New at this show is the dazzling introduction of a fabulous assortment of bling! Rhinestones and pearls join our embellishment line-up at a very fashionable MSRP price of \$1.80. This fantastically affordable debut features four new collections:

- Bling It™ Rhinestones are individual gems that come in seven two-tone colors of dots and squares. Each sparkling jewel is self-adhesive with five different dot sizes and two square shapes.
- Bling It™ Designer Rhinestones are intricately designed shapes in your choice of two-tone and multi-colors. Choose from nine patterns in an array of twinkling colors.
- Opaline™ are shimmering half-pearls, individually self-adhesive in two-tone packages. Choose from seven pairs of colors featuring five dome-shaped pearls.
- Bling It On™ is a beautiful, limited edition collection of designer rub-on patterns with rhinestone accents. The set includes 12 elaborate designs in black, white and brown with coordinating diamond and nutmeg gems.*

To compliment the rhinestone and pearl series, we are also offering a limited edition collection of 2½" x 2½" mini stamps. Twelve delightful, hand-doodled designs are sure to be a popular item in your store, also priced at \$1.80.*

Finally, we are excited to introduce BasicGrey's two most recent fabric collections—Sultry and Figgy Pudding. Distributed by Moda,™ each 100% cotton collection features 40 gorgeous patterns and designs. You will receive a Figgy Pudding fabric sample with your order at the show. For additional ordering information, we invite you to visit www.modafabrics.com (search on "Sultry" or "Figgy Pudding") for a peek at these textile beauties!



We had such a great response to our staggered shipping program CHA last July that we decided to do it again! Marrakech and Porcelain will begin shipping in the beginning of February, and Wisteria, Lime Rickey and all of the New Value Items (Bling, Bling It On, Opaline and Stamps) will begin shipping the first part of April.

As of November 2008, BasicGrey has brought order fulfillment in-house. The entire product collection for the first round of CHAW shipments is already in stock and ready to ship complete the minute we get back from the show! This means orders should begin shipping out within two to three weeks from when we return from the show. Because of our increased shipping capacity and order processing speed, we will not be giving out wristbands at this show. Orders placed by Page-of-the-Month participants will be shipped first, and all other orders will be shipped by geographical location.

Crafted with your diverse artistry in mind, the BasicGrey 2009 winter collections are ready to energize your authentic style. We invite you to stop by our CHAW booth (#3181) and let us show you all that is new with genuine, authentic BasicGrey.

** Please note that the Bling It On™ and stamp collections are sold as limited-edition, full programs. Once they're gone, they're gone for good!*

#