



BASICGREY®

for immediate release

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BasicGrey: Everything's in Season!

A panorama of savory summer designs, June Bug™ is a walk through a wildflower garden of color. This newest double-sided collection is where eclectic, energetic shades merge in quilted patterns of rich, seasonal colors. Like wildflowers, June Bug is a bit untamed and a tad unruly, but a gorgeous addition to any creative project. Spot this June Bug in your next design.

Who wants Lemonade?™ Parched for something to quench your summer scrapbooking thirst? Try some Lemonade—the refreshing, revitalizing elixir of cool color that is the newest collection. Brightly tart and sensationally tangy—beat the heat with a glass or two of Lemonade.

Each of our newest lines includes your BasicGrey favorites like 18 incredible papers (note: June Bug is double-sided), collection packs, 6x6 pads, and mono, mini mono, alpha and element stickers. We've also included favorites in the chip department: chip sticker alphas and shapes. There are two bitsy clear acrylic stamps and one regular acrylic stamp, followed by oodles of loved items—brads, glazed brads, buttons, two single-sheet designer rub-ons, and a five-page Olio rub-on book, plus the popular card kit. Phew—that's a lot to drink in!

Warning: reading the following may cause uncontrollable bursts of happiness (but we knew you were craving more!) Welcome our newest additions to the BasicGrey arsenal of creativity: Woolies,™ Pops,™ Take Note,™ cardstock stickers, Doilies™ and Do Me A Favor™ box kits!

No more self-accessorizing felt (or trying to find an adhesive that holds). Woolies are self-adhesive, layered felt stickers that include all the embellishments, from wire to stitching to ritzy rhinestone accents. No additional work necessary—just pick and stick!

You've gotta have some Pops! A pop of color, a burst of pizzazz, Pops are layered cardstock stickers that add an intricate dimensional look to projects. Rhinestone accents adorn these Pops-of-perfect-color that match our newest lines—June Bug and Lemonade collections.

You'll want to Take Note. That's why we are launching Take Note—beautiful journaling blocks with coordinating printed transparencies that can be stacked and used together or separately. Take Note journaling spots are perfectly mini-sized spaces to note the important moments, jot down a few thoughts and simplify journaling into effortless, beautifully brief notes.

Try our new 6x12 cardstock stickers! These extra large, super intricate stickers are available in designer solid colors. Use an entire design or cut, crop and break down these stickers to adorn photos, pages and more.

These aren't grandma's doilies! No offense to grandma, but we've put a modern twist on a timeless creation. Our Doilies are intricately-cut papers in detailed designs, available in many patterns and colors. Border your page or photo, trim to suit your style and add a distinct accent to your next treasured page.

Do Me a Favor? The Do-Me-A-Favor party favor box kits will have guests at your next party oohing-and-aahing with delight and wondering, "How did she do that?" 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.



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Economy taking a chunk out of your scrapbooking budget? We're rolling out a new line of value product for the low price of \$1.80 each! These include our popular designer Bling It™ creations—rhinestone patterns in shapes like flowers, lady bugs and owls. Bling—it's the new thing! Or try the new designer Opaline™ half-pearls in swirls and floral designs. Both are easy, ready-to-stick accent embellishments. Diamonds and pearls, both on a budget. What more could a girl ask for?

Stamp your way into creativity with the new Gamma Series stamps—a limited edition 2½" x 2½" doodle-designed stamp collection that compliments your favorite Beta series. Each Gamma collection has six of each lovable design. Hurry, the Beta collection sold out fast and the Gamma series won't last!

Long-awaited and finally available are our new Designer Cardstock packs. These packs of 24 double-sided solids (four each of six colors) are just what BasicGrey lovers have yearned for. Never run out of your favorite cardstock colors again. Use as a backdrop for your favorite BasicGrey patterned papers, create cards and altered items. Why use boring cardstock when double-sided, designer-distressed papers are at your fingertips? Give your next page a fabulous look with our new designer cardstock.

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