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**\*\*FOR IMMEDIATE RELEASE \*\***

## **Spellbinders Announces New Product Releases For Summer CHA**

*A new and improved Wizard die cutting machine and 26 new die offerings will be unveiled at Spellbinders booth #3909 at the Summer Craft & Hobby Show*

**Peoria, AZ – July 2008** – At the Summer Craft & Hobby Associate Show in Rosemont, Illinois, July 18-20, 2008, Spellbinders will debut the new Wizard® Universal Craft Tool and release 26 new, universal die sets. The new die releases range from line extensions for the extraordinarily popular Nestabilities™ Collection to the introduction of four entirely new die categories. Craft & Hobby Show attendees are invited to preview the new introductions at the Spellbinders booth, #3909.

### **The Wizard**

The new **Wizard Universal Craft Tool** debuts at Summer CHA with a new, raspberry color, a stronger ratchet handle, more than 3,000 pounds of cutting and embossing pressure, and a new lower price. A truly universal machine, the Wizard offers a complete die cutting and embossing solution for consumers who don't want their cutting and embossing options limited. Most every die, embossing folder, texture template or brass stencil available today can be used to produce beautiful results with the Spellbinders Wizard®. MSRP for the Wizard is \$99.99.

### **Die Releases**

The 26 new die releases include six (6) much-anticipated additions to the popular **Nestabilities™** Collection as well as three (3) new additions to the **Shapeabilities™** line and one (1) new offering in each of the **Edgeabilities™**, and **Frameabilities™** Collections.

The five (5) completely new die categories from Spellbinders include: **Borderabilities™ Grand**, **Borderabilities™ Petite**, **Pierceabilities™**, **Mega-Nestabilities™**, **Shapeabilities™ Nested Sets**.

- **Borderabilities™** Dies were developed to offer customized die-cut and embossing options that enhance card and scrapbooker borders. There are three (3) debut offerings in the **Borderabilities™ Petite** Collection and four (4) unique dies in the **Borderabilities™ Grand** Collection.
- **Pierceabilities™** dies offer the same 3-in-1 functionality – cut, emboss, stencil – as traditional Spellbinders dies, but also offer the fourth function of paper piercing via use of the included, coordinated paper piercing template.

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- The new **Mega-Nestabilities™** die set is a larger version of the much sought-after Nestabilities dies, perfect for a wider range of paper crafting projects.
- The three (3) inaugural designs in the **Shapeabilities™ Nested Sets** Collection combine the flexibility of the Shapeabilities free-form dies with the perfectly measured incremental sizing of the Nestabilities Collection. The result is the ability to produce graduated die cut embellishments perfect for layering, to show a growth or size progression, or simply to add a variety of depth and dimension to almost any project.

Suggested Retail Pricing for Spellbinders' Summer CHA Die Releases range from \$19.99-\$24.99.

**EDITORIAL NOTES:** Hi-resolution images of the new dies and projects created with them, as well as review samples of Spellbinders product can be requested by contacting Amy Romano at 480-577-9989 or by email at [amyandcompany@cox.net](mailto:amyandcompany@cox.net).

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### About Spellbinders

Spellbinders Paper Arts entered the craft and hobby market in 2003 with the introduction of the Wizard® Universal Craft Tool and a unique, patented collection of dies unlike any introduced before - or since. Spellbinders Paper Arts manufactures, markets and sells the Wizard, and more than 250 patented and patent-pending products under the following trade names: *Nestabilities™* - nested dies offering cutting and embossing capability in ¼" and 1/8" increments; *Edgeabilities™* - window and charm cutting dies; *Shapeabilities™* - the first free-formed shape dies, offering the ability to cut or emboss in the center of cards and in any orientation; *Megabilities™* - extra large dies; *Poseabilities™* - offering poseable dies; *Spirellabilities™* - spiral wrapping dies, and *Impressabilities™* red and clear rubber stamps. In 2008, the Spellbinders family of dies expanded to include *Pierceabilities™* - dies and coordinated templates for paper piercing; *Borderabilities™ Petite* - 5 ½" card making dies featuring one-cut edges and elegant embossing detail; *Borderabilities™ Grand* - 12" scrapbooking dies to create full-page borders; *Mega-Nestabilities™* - larger sized Nestabilities™ die sets, great for larger paper crafting projects; and *Shapeabilities™ Nested Sets* - incrementally sized shaped dies.