



9299 W Olive Ave  
Peoria, AZ 85345  
888 • 547 • 0400  
602 • 385 • 7700  
Fax: 1 • 602 • 385 • 7711  
www.spellbinders.us  
e-mail: info@spellbinders.us

**Contact:** Amy Romano  
**Phone:** 480.577.9989  
**Email:** amyandcompany@cox.net

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

## **Spellbinders Partners with Industry Leaders to Offer 30+ Project Ideas to Help Get Consumers Crafting!**

**Peoria, AZ, July 2008** – Spellbinders, in conjunction with *Scrapbook Business Magazine* and featuring product from Spellbinders, Glue Arts, SEI and Fiskars brands Cloud 9 Design, Li'l Davis and Heidi Grace, sponsored the Product and Project Parade at the Summer Craft & Hobby Show in Rosemont, IL. is offering consumers more than 30 complete project sheets featuring cards, scrapbook pages, home décor, kids craft and entertaining projects.

Each of the 30+ projects uses some of the latest introductions & most popular products from the industry's most in-demand brands.

Projects are offered in seven categories:

- Card Making
- Scrapbooking
- Back to School & Fashion
- Holiday
- Home Décor
- Gift Giving

and each project offers a complete supplies list and instructions and range from quick & easy 10-minute projects to more advanced projects in all areas.

Featured products include:

- From Spellbinders
  - Abstract Mosaic and Puzzle Dies from the Megabilities™ Collection
  - Cameo and Brooch Dies from the Fashion Collection
  - Extra Large Embellishment Pad (for embossing with oversize dies – up to 5" x 7")
- From Fiskars
  - Li'l Davis Secret Garden Epoxy Brads, Secret Garden Seedling Paper and Secret Garden Invisible Blossoms
  - Cloud 9 Design Max's Backyard Epoxy Brands and Paisley Paper
  - Heidi Grace Décor Ribbon and Day Dream Believer Paper
- From Glue Arts
  - Crop n' Glue
  - Vellum Adhesive
  - GlueRings
  - Ribbon Adhesive
- From SEI
  - Paper from the new Poppy Collection
  - Paper from the Morning Meadow Line
  - Morning Meadow Beaded Stickers

- 4x6 Yellow Preservation Album

CHA Spokesperson, crafting icon and host of ATerriOShow.com, Terri O ([www.aterrioshow.com](http://www.aterrioshow.com)) as well as some of the freshest new designers in the industry were tapped to create these projects. The **Product and Project Parade** design team included: Terri Ouellette, Jessica Barnett, designer for Scrap City, Jewish-Scrapbooking.com EBB creations and others; Whitney Harmening, designer for Xyron and I Remember When; Elizabeth Bracco, designer for Glue Arts; and Kris Mazy Fullmer, designer for myacrylicalbum.com and secrestscrapper.com.

**EDITORIAL NOTES:** Hi-resolution images of the projects, participant logos and 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; and *Shapeabilities*™ *Nested Sets* – incrementally sized shaped dies.