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CONTACT: Sue Stover
800-442-0455 x105
sue@jacquardproducts.com



WANT A SHIRT TO DYE FOR? TIE ONE ON WITH GROOVY KITS BY JACQUARD

Tie Dye & Funky Groovy Tie Dye Kits Let Kids Create Art to Wear

Healdsburg, CA (April 27, 2009) – The phrase *groovy* may have been uttered by the brothers of Joseph who envied his coat of many colors in the Biblical story of Joseph, made famous by the musical *Joseph and the Amazing Technicolor Dreamcoat*. It was a work of art and probably tie dyed! The *art* of tie dye, so prevalent in the hippie days of the ‘60s and ‘70s, is actually an ancient craft. It’s lucky for today’s generation that tie dyeing a simple white shirt can have eye-popping results, especially when using a do-it-yourself kit. For close to 30 years, textile artists and siblings alike have sought out Jacquard Products, makers of professional-quality textile paint and dyes at the best value.

Two of Jacquard’s most popular kits for families are *Tie Dye Kit* and *Funky Groovy Tie Dye Kit*. The do-it-yourself arts and crafts products wowed the judges at Parents’ Choice Foundation -- who annually identify the very best products for children of different ages and backgrounds -- and earned their prestigious Seal of Approval. The dyes included with both kits are Procion MX which allow the most outstanding results available to home tie dyers and fine artists alike.



“Finding arts and crafts activities to keep the attention of children of all ages is never an easy task,” writes website kidazy.com, “however, tie dye crafts have always been a great way to entertain children and adults of all ages. The great part about tie dye is that even adolescents, who really hate family activities, come together to see what kind of artsy color combinations they can put together.”



“With our kits, the art of tie dye couldn’t be easier,” explains Michael Katz, President of Jacquard Products. “And with the fine quality of our dyes, everyone can get stunning results.”

To tie dye a white cotton t-shirt (or anything else) takes just three steps: (1) wet garment and tie with rubber bands; (2) soak in soda ash and mix the dyes with tap water; then (3) apply dye, wait 24 hours, rinse, wash, dry and enjoy!



At Jacquard Product's website (www.jacquardproducts.com) there's even an online forum to answer any concerns. There's no such thing as a dumb question as, incredibly, hundreds of viewers read and respond to the urgent message of the hour from a college student's task of creating 150 event shirts to a mom's dilemma on using the dryer versus waiting to air dry a table full of 6-year-olds' colorful tee shirts.

Choose the Jacquard product based on the quantity of shirts to be tied and dyed:

Jacquard Funky Groovy Tie Dye Kit • \$11.95

Perfect for ages 5 & up (with adult supervision) this kit is a delightful introduction to the art of tie dye! The kit includes everything a parent needs to supervise the creation of up to 5 adult t-shirts. Get professional results in just 3 easy steps. The kit includes pre-measured dye in red, blue and yellow plus 1/3 lb Dye Fixer, 3 Squirt (mixing) bottles, a pair of rubber gloves, a bunch of rubber bands and easy-to-follow instructions with suggested tying patterns.



Jacquard Tie Dye Kit • \$19.95



Great for sleepovers or a teen gathering, this award-winning kit is big and includes enough dye for up to 15 cotton shirts. Each kit includes pre-measured Procion MX dyes in red, blue, and yellow, 4 squirt (mixing) bottles, 1/3 lb. dye fixer, set of rubber gloves, rubber bands plus complete instructions including tying patterns!

Once a budding artist masters the basic white t-shirt, the tie dyeing possibilities are endless – consider coloring pillows, white canvas sneakers, handkerchiefs, white shorts, socks, tank tops and so much more! Create a wardrobe to *dye* for

that's priceless, completely unique and fashionable (yet so affordable)!

About Jacquard Products

Jacquard Products has been producing professional-quality textile paint and dyes at the best value for surface designers, textile artists, fine artists, hobbyists, and crafters. It has almost 20 color lines, available in standard and bulk sizes, sets, and in easy-to-use kits. Offering the highest quality of dyes and inks that hold fast and color deeply, do-it-yourselfers can bring professional creativity to their home, school, patio or anywhere they wish to create wearable art.