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FOR IMMEDIATE PRESS RELEASE

RE: JACQUARD'S **NEW** INDIGO DYE KIT -
BRINGING ANCIENT CRAFT TO CONTEMPORARY FASHION

Rupert, Gibbon & Spider Inc., manufacturers of Jacquard Products, introduces the **Indigo Dye Kit**, the latest among the company's popular fabric dyeing kits. Indigo dye, which comes from a plant, is one of the oldest dyes used for coloring fabrics and the one still used today to color blue jeans. This natural dye process has long been used in many cultures around the world. The unique characteristics of indigo dyeing make it easy to create wonderful resist patterns on fabric. This kit brings the ancient art of indigo dyeing to the home dyer in a user friendly formulation. With a resurgence of interest in indigo and ethnic patterning in the fashion world, this kit is sure to be a winner!

A unique feature of this kit is that it is not a one time dyeing experience. The dye vat can keep up to several weeks and dye more than 15 yards or 5 pounds of fabric or 15 shirts. This allows the dyer several sessions to experiment and discover the magic of indigo! Indigo is for use with natural fabrics and clothing.

Each kit contains:

- Jacquard's Pre-Reduced Indigo
- Reducing Agent
- Gloves
- Rubber bands
- 2 wood blocks
- Quick start instructions
- Instruction booklet with dye patterns and historical and cultural overview of indigo

The item number for the **Indigo Dye Kit** is # **JAC9400**

and the **suggested retail price is \$19.95**. See our website www.jacquardproducts.com for information on all of our products.

