



## **The Fabric Paint, Dye & Screen Ink Experts!**

FOR IMMEDIATE RELEASE

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## **Amazing Airbrush! *Re-formulated Airbrush Colors Makes a Splash***



Healdsburg, CA (March 2013) -New Formula and New Look for Airbrush Colors paint line!

[Jacquard](#) is extremely excited to announce the launch of a completely reformulated, newly envisioned line of [Airbrush Colors](#). This is it: we spent an entire year developing this new paint, and we are extremely proud of the product we came out with. We are more than confident that we are now offering a top-quality line of airbrush paints.

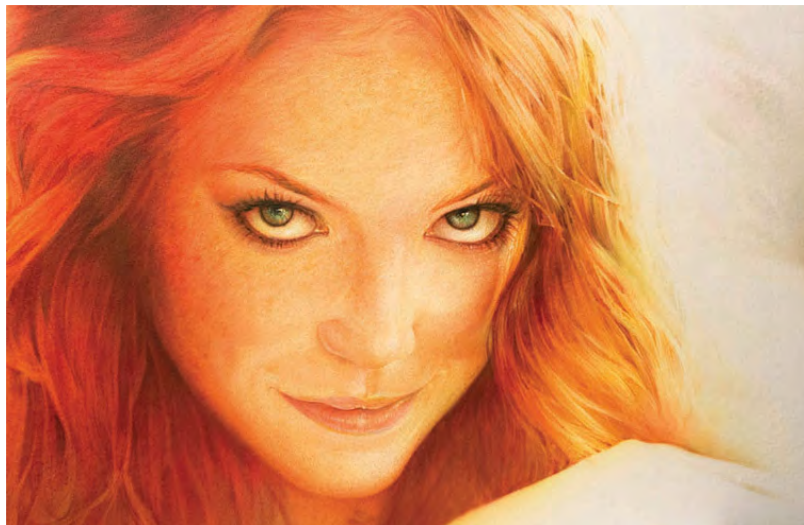
Jacquard's new Airbrush Colors have been formulated for superior performance. The paints spray beautifully, with absolutely minimal tip drying, even at low psi. And the colors are incredibly intense and luscious! Our Opaque and Metallic colors offer unprecedented coverage, without sacrificing spraying performance, and our

Transparent, Bright, Fluorescent and Iridescent colors are perhaps the most electric on the market.

[Troy Pierce](#), one of the most highly regarded airbrush artists in this county, recently issued the following statement about the new Jacquard Airbrush Colors:

*"Jacquard airbrush paints have changed the way I think about fabric art. Almost immediately, I noticed their thinner consistency and rich hues.*

*Wonderful for detail and custom airbrushing. The portrait of Emma Stone featured in this month's issue of Airbrush Action Magazine proves Jacquard is an incredible product. The paint has passed the test with flying colours! Metallics that don't clog, beautiful fluorescents, and a super dark black. My line work is on target and lettering fabric has never been more fun. Super silky smooth finish. In my 30 years of experience, I've never used a more transparent paint than with Jacquard! Super vibrant! Superior colour fastness. A different animal!"*



*Portrait of Emma Stone, by Troy Pierce. Jacquard Airbrush Colors on fabric, 30" x 20". This gorgeous portrait will be featured in the April, 2013 issue of Airbrush Action Magazine.*

The paint works well on a variety of surfaces, including many hard, non-porous surfaces. On fabric, the paints are soft and permanent.

In addition to reformulating the colors, we have given them a fresh look and included color data prominently on the labels (*Color Index Numbers* and *Lightfastness Ratings*). This is part of a broader initiative we are taking to supply artists with the color data they require for making informed palette decisions. Moving forward, Jacquard will be including pigment names, color index numbers and lightfastness ratings on ALL new labels.



*Happy spraying from everyone at Jacquard!*

**Jacquard Airbrush Colors - Available in 48 Colors and 3 Sizes:**

**Sizes:**

- 4 fl oz/118 ml (Item JAB2)
- 8 fl oz/ .24 L (Item JAB3)\*
- 16 fl oz/.47 L (Item JAB4)\*
- \*blacks and whites only*

Also available:

**Airbrush Clear Varnish**

- 4 fl oz/118 ml (Item JAB2000)
- 16 fl oz/.47 L (Item JAB3000)

- *Used as a topcoat (on non-porous surfaces) for added durability.*

**About Jacquard Products**

Rupert, Gibbon & Spider, Inc., manufacturers of Jacquard Products, has been producing high-quality textile art supplies for over 30 years. Jacquard's product lines include: fabric paints, dyes, screen inks, pigment powders, fabric art markers, chemicals, waxes and superior-quality craft kits. All of Jacquard Products' dyes and paints are made in the U.S.A.

For more information, visit [www.jacquardproducts.com](http://www.jacquardproducts.com) or call Customer Service at 1-800-442-0455.

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