

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

FOR IMMEDIATE RELEASE

Contact: Customer Service  
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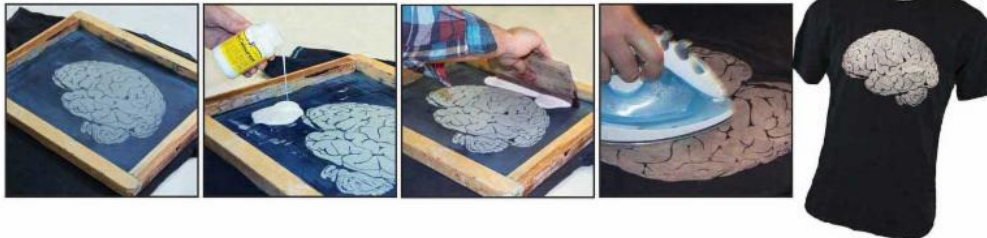
## deColourant & NEW deColourant Mist

*Color-removing products from Jacquard!*

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# deColourant

formerly "Discharge Paste"



*Our customers didn't like the name...so we changed it!*

Healdsburg, CA (May 31, 2016)

*At Jacquard, we take your feedback seriously. Over the years, many customers commented that, while they love the product, the name "Discharge Paste" is unpleasant. While "discharge" is the technical term for removing color from dyed fabric, and a thickened color remover is an essential tool for any surface designer, we understand that the word may have negative connotations outside the world of textiles. So when Harbor Sales offered to sell us the name of their discharge product, we jumped at the chance. "deColourant" is more descriptive: it is a gel that*

*de-colors! We think the new name has a nice ring to it.*

[deColourant](#) is a ready-to-use printing paste for removing areas of color from dyed fabrics such as cotton, linen, silk and wool. Unlike bleach, deColourant removes color without jeopardizing the integrity of the fiber. Great for screen printing, stamping, stenciling, brushing and drawing. Once applied, activate with heat from an iron, heat gun or heat press. The color only disappears where heat is applied. After color removal, wash fabric to return to natural softness.



VIDEO - deColourant™ from Jacquard Products

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**NEW**

## deColourant Mist

liquid color remover in a mister bottle



[deColourant Mist](#) is a liquid, non-bleach color remover in a pump-action mister bottle for creating sprayed designs on dyed fabrics such as cotton, linen, silk and wool. Unlike bleach, deColourant Mist removes color without jeopardizing the integrity of the fiber. Create designs by misting through a stencil or around a found

object. Once applied, activate with heat from an iron, heat gun or heat press. The color only disappears where heat is applied. After color removal, wash fabric to return to natural softness.



VIDEO - deColourant Mist™ from Jacquard Products

Have a question about deColourant or deColourant Mist?

[Click here](#) to view the FAQ.

## deColourant

(formerly "Discharge Paste")

- 8 fl oz/0.24 L (Item# CHM1330) - \$6.99 MSRP
- 1 qt/0.95 L (Item# CHM2330) - \$16.99 MSRP
- 1 gal/3.79 L (Item# CHM3330) - \$32.99 Net MSRP



## deColourant Mist

4 fl oz/0.24 L

(Item# CHM0330) - \$7.99 MSRP

### **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.