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

FOR IMMEDIATE RELEASE

Contact: Customer Service  
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**Tie Dye - Personalized and No Mess!**  
*Customize Garments with New Color Magnet Dye Kits™*

Healdsburg, CA (April 2013) - Tie dyed shirts are like summer's snowflakes, "no two are alike." Did you ever want to personalize your tie dye with your team's name or a jersey number? Did you ever wish you could create a unique message or symbol on your T-shirt? With Jacquard's new [Color Magnet Dye Kits™](#), you can! Tie dyeing just got personal.

[Color Magnet™](#) is an amazing product that magically attracts more dye wherever it is applied. Easily customize garments using the Color Magnet™ Pen and stencils (included), free hand your design or use your own stencils. After Color Magnet™ dries, simply wash the garment along with the dissolveable, washer-safe dye packet in your washing machine! After dyeing, a darker shade of the dye color will magically appear wherever Color Magnet™ was applied. If desired, you can use the rubber bands (included) to achieve beautiful immersion tie dyed effects.

Tie dyeing is usually done with squirt bottles: you put on gloves, start squirting and try not to make a mess. But now you can tie dye in your washing machine, mess free with the Color Magnet Dye Kits™! Immersion tie dyeing is becoming extremely popular right now ([NY Fashion Week anyone?](#)). With Jacquard's new Color Magnet Dye Kits™, you can bring immersion tie dyeing designs to the next level. You will be making a distinct and sophisticated fashion statement! Unlike traditional tie dyeing, which often produces loud and "psychedelic" color patterns, immersion tie dyeing allows you to achieve beautiful, solid colors with more subtle and schematic resist patterns. Anywhere you make a tie will act as a resist and keep color out.

Pair the ease and sophistication of immersion tie dyeing with Color Magnet™, and you've got a dye kit for the 21st century!

The best part is the final product. You'll have a customized message, or symbol, on your shirt AND the fabric will stay perfectly soft!



Available in **THREE**, two-color kits.  
Kits dye 8-10 shirts each. Ages 8+.

**Color Magnet Dye Kit™**

**Pink & Yellow base color dyes**

JAC9200 • \$12.99  
MSRP



**Color Magnet Dye Kit™**

**Green & Purple base color dyes**

JAC9201 • \$12.99  
MSRP



**Color Magnet Dye Kit™**

**Red & Turquoise base color dyes**

JAC9202 • \$12.99  
MSRP



**Included in each kit:**

- Color Magnet™ Pen
- Stencil Sheets  
(Letters, Numbers and Symbols)
- Rubber Bands
- Instructions
- Two Packets of Base Color Dye

*NOTE: Kits do not include fabric.*

**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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**2 Simple Steps!**



1. CUSTOMIZE with your own designs, or with the stencils (included), using the Color Magnet™ Pen.



2. ADD COLOR by washing your garment with the washer safe dye packet (included).

The image will appear magically darker where Color Magnet™ was applied.

