



The Fabric Paint, Dye & Screen Ink Experts!

FOR IMMEDIATE RELEASE

Contact: Customer Service
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NEW iDye Fixative! *Get More Mileage out of iDye Natural*

Healdsburg, CA (December 2012) -

Dyeing has never been easier than with the iDye washing machine method. The new iDye Fixative, available in iDye sleeves, makes it just as easy to [fix](#) your dye for increased longevity and washability!

iDye is one of Jacquard's most successful products to date, largely because it makes dyeing so simple, easy and straightforward. With the addition of the iDye Fixative, the product line now allows dyers to achieve professional-quality, long lasting results with the ease of the iDye washing machine method. Use iDye Fixative for items that will be frequently washed or have particularly intense colors, in order to retain color intensity over time. The fixative will also reduce the risk of backstaining when laundered.



The new iDye Fixative sleeves will be replacing iDye Sun Blocker on the iDye rack. While the Sun Blocker will continue to be available, we expect the Fixative to be a much better seller. So, with that said, all dealers and distributors have the option to return any Sun Blocker sleeves still on the shelf to Jacquard. We will be glad to exchange each unit with the iDye Fixative.

iDye Fixative is conveniently packaged, easy to use and we expect it to fortify the entire line of iDye Natural. We are proud to be offering this product and feel confident it will provide added mileage to iDye users world wide!

iDye Fixative

Item JID1301 ▪ .49 oz/14 g ▪ \$3.59 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 or call Customer Service at 1-800-442-0455.

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