



The Fabric Paint, Dye & Screen Ink Experts!

FOR IMMEDIATE RELEASE

Contact: Customer Service
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SolarFast™ 2.0

Newly improved and odorless!



Healdsburg, CA (January 15, 2014) --

At Jacquard Products, we are committed to offering the highest quality products possible. That is one reason [your feedback](#) is so important to us.

After the release of [SolarFast](#) in August, your feedback was invaluable. Since then, we have made some significant improvements.

Here is what's different:

1. **SolarFast is now completely odorless!** The initial formula smelled strongly of ammonia. The new SolarFast has no smell whatsoever, and that means it is much nicer to work with! It's now kid-friendly and will not offend your nose, eyes or skin. (Testing for [CPSIA compliance](#) is currently pending, and we will let you know when it is official -- [GCC's](#) will be made available on our website soon.)
2. **Exposure times are much more consistent from color to color:** The recommended exposure times for all colors, including Black, is now 10-24 minutes.
3. **Black:** In addition to the shorter exposure time, SolarFast Black is now deeper and darker, and the gray scale is more neutral. We have eliminated the yellow component in the Black as well. The dye goes on colorless, and prints are much easier to wash, with significantly less back staining.
4. **Colors are brighter and cleaner:** Vibrancy and color purity of the dyes is much better, across the board.
5. **The stability and viscosity of SolarFast has also been improved:** The dyes will not bleed and are easier to apply because they are thicker. The viscosity of the product in the

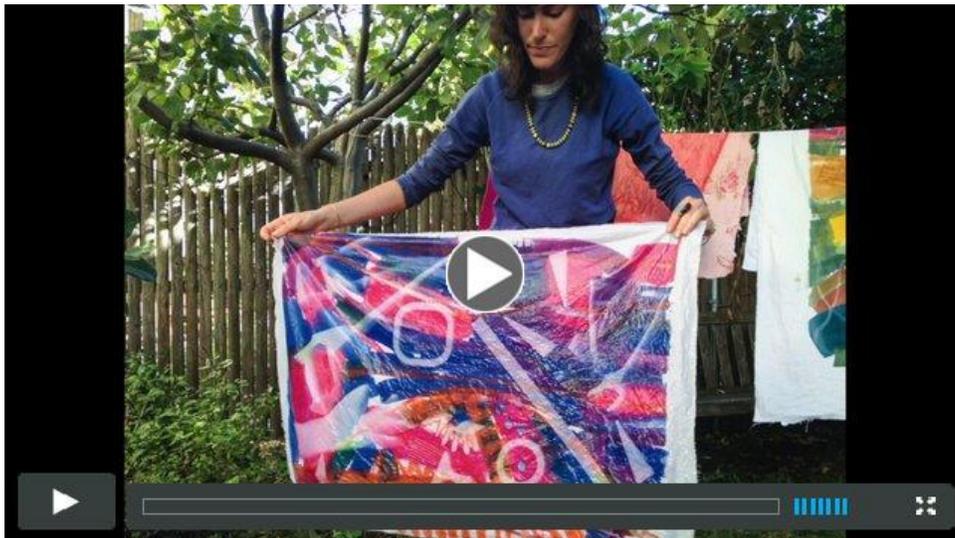
bottle remains very stable.

Thank you to everyone who offered their [feedback](#) after the SolarFast release and thank you for your patience as we reformulated it. Your continuing support means the world to us.

Dealers: If you currently have SolarFast on your shelves, we would be glad to swap it for the newly improved dyes. Please contact us at service@jacquardproducts.com or call 800-442-0455 with a complete list of your inventory. We will send you new dyes and only ask that you return your current stock to us in Healdsburg, CA. We will happily pay the shipping costs.

Changes to the rack display: We have decided to remove the SolarFast Thickener from the rack. Instead, there will now be two slots for the SolarFast Wash. We will be sending new rack strips to accommodate this change. (The thickener is still available; it is just no longer part of the display.) Please contact us at service@jacquardproducts.com to make sure we know to send you a new rack strip.

[SolarFast](#) is a growing line, and we will be in touch in the coming weeks with news about further [releases](#). We have kits, a Negative Generator website, mobile apps and a SolarFast Film Marker, all in the works and coming soon!



Backyard SolarFast Party, NYC

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.