

The Fabric Paint, Dye & Screen Ink Experts!

FOR IMMEDIATE RELEASE

Contact: Customer Service
Jacquard Products/Rupert, Gibbon & Spider, Inc.
1.800.442.0455
service@jacquardproducts.com

Warm Up with NEW Colors from Jacquard!

Trendy "Rose Gold" & "Fluorescent Red" Now Available

Healdsburg, CA (October 11, 2016)

The popularity of any given color is known to wax and wane. But occasionally a maverick color comes along that trends above all the others and remains a popular staple. This Spring, Jacquard launched two such colors: Rose Gold and Fluorescent Red.

Rose Gold

Rose Gold is a color we developed at the request of calligraphers (many, many of them!) for our incredibly popular [Metallic Calligraphy Set](#), which launched last year. As the demand for this super-trending color continues to climb, we decided to offer it open-stock.

Rose Gold is now available in our [Pearl Ex](#) pigment and [Lumiere](#) paint lines. It is an indispensable color, especially for calligraphers, and for any project relating to weddings.

Fluorescent Red

Jacquard is also on the forefront of another major trend: [custom sneaker painting](#). Our Lumiere, Neopaque and Jacquard Airbrush Colors are known all over the world as the premiere paints for custom footwear. (This has been such an area of growth for Jacquard that we now sponsor two professional teams of celebrity sneaker painters--[@jacquardusa](#) and [@jacquardteameuofficial](#).)

The most popular sneaker to customize is the Nike Air Jordan, and the most popular Jordan color is the iconic [Infra-red](#). Sneaker painters call us every day asking for this color. That is why we launched the new **Fluorescent Red** in our Airbrush Colors

line, so this sought-after color can be applied to any custom project. This is the same wildly fluorescent, true red that we offer in our Textile Colors line.

The Fluorescent Red Airbrush Color is the first of an extensive new pallet of "sneaker colors," coming soon from Jacquard.

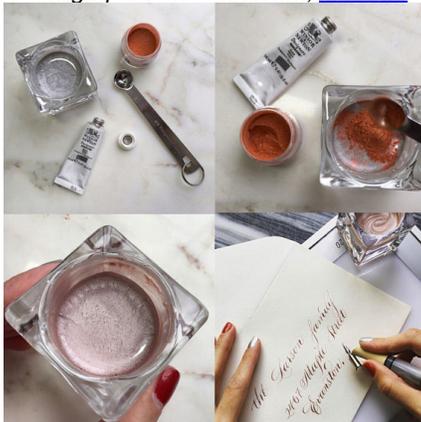
Pearl Ex - Rose Gold



3 g (Item JPXU694) - \$2.99 MSRP
1/2 oz/14 g (Item JPX1694) - \$5.99 MSRP
4 oz/113 g (Item JPX2694*) - \$13.99 MSRP
Note: larger sizes available - call for pricing

Our most versatile product yet, Pearl Ex Powdered Pigments may be used any time a metallic or pearlescent effect is desired: mix them into acrylics, oils, printing inks, encaustics, alcohol inks, epoxy, glues, casting resins, clay, varnishes...the list goes on!

Rose Gold was developed in collaboration with calligrapher extraordinaire, [Joi Hunt](#)



See how Pearl Ex is used by Calligraphers in the video below:



Lumiere - Rose Gold

2.25 fl oz/66.5 ml (Item JAC1533) - \$5.99 MSRP
8 fl oz/0.24 L (Item JAC2533) - \$16.99 MSRP
1 gal/3.79 L (Item JAC4533) - \$123.49 MSRP

Lumiere colors are lightfast and weather resistant and their high pigmentation provides excellent coverage, even on dark grounds.

Highly flexible and durable, they are popular for any pliable surface, including fabric, leather, shoes, sneakers and more.



Airbrush Color - Fluorescent Red

4 fl oz/118 ml (Item JAB2408) - \$5.99 *MSRP*

A vibrant new color, Fluorescent Red #408, has joined the fluorescent line of our Airbrush Colors! It is formulated with a truly fluorescent red pigment.

- Excellent adhesion on many surfaces such as: canvas, vinyl, leather, plastic, rubber and fabric
- Soft to the touch and exceptionally washfast
- Formulated for easy spraying right out of the bottle
- Odorless, non-toxic and water-based
- Performs well even at low pressures
- Minimal tip-dry or clogging
- Highly flexible and durable
- Popular for any pliable surface, including: fabric, leather, shoes, sneakers and more



VIDEO: Custom Nike Airforce 1 Star Trek Spock Kingofsneakers Tutorial with Jacquard Airbrush Colors



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.

Jacquard Products, P.O. Box 425, Healdsburg, CA 95448

[SafeUnsubscribe™ holly@jacquardproducts.com](mailto:SafeUnsubscribe%20holly@jacquardproducts.com)

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