

PRESS RELEASE—For immediate release

Euro Chic Meets Antique

SPANISH FORK, Utah — February 12, 2005 — The vintage-reminiscent overtones in the Etcetera line give it a quaint, familiar feel while introducing revolutionary scrapbook and home décor elements. The all-inclusive line features coordinating paper packs, cardstock stickers, dimensional printed die cuts, metal tags, albums, stamps and more. Etcetera jumps off the page and into the realm of home décor with the chipboard shadowbox frames, freestanding pictures structures and faux metal sheets.

Forty-eight Etcetera paper patterns bring a new level of sophistication to scrapbooking, in four themed paper packs. Twelve themed sets of cardstock stickers, featuring graphics and alphabets, and twelve printed chipboard die cuts add myriad possibilities for designers.

As scrapbooking continues to gain popularity, more designers are venturing off the page with their designs. The structures, albums and frames introduced by Etcetera provide great formats for the adventures. The structures feature cathedral, arch and fan styles. The cathedral and arch styles are held closed with a black ribbon, adding a touch of elegance to complete the look. The matching albums come in cathedral and rectangle styles and also have a black ribbon closure. The shadowbox frames are available in 8" square and two sizes of rectangles. All of these elements feature a chic diamond and script print and are made of lightweight chipboard. For added versatility, these products can all be recovered and embellished to suit individual projects and preferences. These products truly bring scrapbooking to life.

Eight sets of coordinating Jemz Epoxy stickers add dimension and flair to any project. These can be used on a page using their adhesive backing or placed in the Bezel Metal Embellishments frames, for used on a page or as a personal charm. Your own family photos make a sweet variation on this idea by mounting them in a Bezel frame and covering them with EnrivoTex to create a lasting, personalized keepsake. Jemz and Bezels come in a variety of shapes to fit any need.

With a growing trend for dimensional and industrial materials, the faux metal sheets are expected to be a raging success, adding unparalleled up-scale charm. These sheets are 12x12," very dimensional and durable, with a strong adhesive backing. There are four patterns in two complimentary colors, an antiqued cream and bronzed brick. These can be used as scrapbook page backgrounds, accent elements, album covers or in a variety of home décor projects. Every structure and frame is also paint ready for greater versatility.

The Etcetera Rolling and Foam stamps are a convenient and versatile addition to any crafter's repertoire. Two Rolling Stamps, Circa 1937 18-point font and Circa 1937 12-point font, feature capital and lowercase letters, along with punctuation and numerals. The larger-size soft foam stamps, Circa 1937 Uppercase and Circa 1937 Lowercase, work great with inks and acrylic paints.

With such a variety of wonderful and innovative products within the Etcetera line, the possibilities are endless, both on and off the page.

To learn more about the Etcetera line and other Provo Craft products, please visit www.provocraft.com or call (800) 937-7686.

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