

PRESS RELEASE—For Immediate Release

Rob & Bob Studio Hits Big at CHA

SPANISH FORK—February 12, 2005—Nationally known Illustrator Rob Blackard and Graphic Designer Bob Beidleman believe that good design should be made available to everyone. Their unique designs have been featured in home décor, gift items, stationary and now a new scrapbooking and card-making line exclusive to Provo Craft.

A desire to share whimsical art for capturing and preserving memories let Rob & Bob Studios from a successful commercial illustration career to the scrapbooking industry. Their trendsetting style combines whimsy and humor, artfully woven through each piece of this comprehensive scrapbooking and paper-crafting line.

The 36 new open stock paper designs show wonderful variety and a keen sense of color. In keeping with the usual Rob & Bob flair, these papers feature vibrant colors and popular themes. From celebrating times with friends, to motherhood, to birthdays... scrapbookers will find something for every occasion and every mood!

Hand-painted Snap-Ease embellishments combine “snappy” style with total convenience. The page-piercing snaps easily punch through paper and fit snugly into their backings to create a tight finish. The colored tack backings eliminate the need for additional piercing tools and create a neat, finished look. In addition to convenience, Snap-Ease are stylish and look great anywhere in a variety of shapes and colors, including circles, squares, flowers and jewels.

Crafters will delight in these bright clips that easily clip photos, papers and other mementos. In two sizes and five custom colors, scrapbookers and crafters alike will find countless uses for the new Clip-Ease embellishments.

Monograms are a classic accent, which have never been hotter. Rob & Bob have designed Mini and Mega Monograms in varying sizes and colors to fit any project. The Mega Monograms come in a set of 32 cardstock stickers, while the Mini Monogram set contains 128 stickers including numbers. The Mini Monograms are also a perfect fit with the wildly popular Gelly-O framing system and Creative Card system.

Unlike anything in the industry, this flexible gelly frame system comes in 7 mouth-watering colors—a perfect complement to the rest of the Rob & Bob Studio lineup. Each set comes with two beveled epoxies, which offer adhesive and non-adhesive options. Crafters can place personal photos or artwork between the two epoxies and snugly secure them with the Gelly-O frames. Crafters will delight to find that the Mini Monograms, Creative Cards and Craft Candy are all designed to work with the Gelly-O frames.

Rob & Bob Studio is also releasing many new chipboard “coaster style” cards or tags, featuring their bright whimsical artwork in squares, circles or tags. Each set comes with four unique designs or colors and four vellum envelopes. These vibrantly colored pieces are brand new to the market and will be invaluable for many uses including card making, tag construction, hidden journaling, and as scrapbooking embellishments. Each is fashioned out of durable chipboard and is extremely versatile with reversible color patterns. For added charm and a finishing touch, each comes with a fitted vellum envelope.

Infusing office style products with fashionable patterns are what make these cards the season’s “must have accessories” for paper-crafting and scrapbooking. Each set of four fashion file folders has a reversible finish for every taste and style, and comes with four vellum envelopes. The Creative Cards feature a unique die-cut window which is a perfect companion to the Mini Monograms, Craft Candy and Gelly-O frames.

From journaling to tags, from cards to gift messages, Fantastic Plastics are totally unlike anything currently found in the scrapbook and craft industry. Each set comes with two “credit card” style cards with hip artwork on one side and a complimentary solid surface on the reverse. Fantastic Plastics can spruce up any gift bag or craft project—they can even be used as luggage tags, backpack tags and more!

These dimensional foam-backed epoxies add style and class to any project. With seven coordinating sets, there are many combinations to enhance creativity. Each theme mirrors those utilized in the Unique Boutique hand-crafted stickers and papers. Crafters will want to save each “flavor” or Craft Candy, given their creative shapes and foam backing with make these embellishments “pop”!

Rob & Bob Studio Whirly Girls have been a favorite in numerous markets. Now they come to life as dimensional stickers with wit and whimsy, while utilizing unique components that give any project flair! Each set can be used alone or mixed and matched with others to create unique themes.

These pint-sized clip boards provide the perfect surface for creating a mini masterpiece. Creative Clip Boards offer the consumer variety with both mini and micro-mini clip boards, each with coordinating solid and patterned surfaces and vibrantly painted clips. Whether used as little altered clip boards, cards, or scrapbook embellishments, these Creative Clip Boards are simply sensational.

From Whirly Girl charm to fantastic functionality, Rob & Bob Studio combines trendsetting artwork with usage aplenty. Scrapbookers and crafters will find this a treasure trove of “unique boutique” style products which mix and match with ease.

To learn more about the Rob & Bob line and other Provo Craft products, please visit www.provocraft.com or call 1(800)937-7686.

###

PR Contact:

Marinda Bean Hemmert
Provo Craft Public Relations Officer
801-794-9061
marinda@provocraft.com