



The Fabric Paint, Dye & Screen Ink Experts!

FOR IMMEDIATE RELEASE

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NEW Neutral Grey & BULK Color Magnet

Healdsburg, CA (September 14, 2015)

Jacquard Products is excited to introduce a NEW **Neutral Grey** color to our ever popular line of [Procion MX Dyes!](#) Neutral Grey #211 is a homogeneous color (meaning it is *not* a blend of multiple dyes) that is *actually* grey and *actually* neutral: it never becomes black if you use too much and, because it is a pure color, reduces color shifting to an absolute minimum. For tie dyers, batik artists, garment dyers, textile printers and more, we are pleased to announce that achieving a truly neutral grey color is no longer just a "grey area."

We are also thrilled to meet the demand and now offer **Color Magnet** in a gallon size. [Color Magnet Dye Attractant](#) is one of our most innovative products to date! It can be used in tandem with any Jacquard dye for creating contrasting monochromatic prints on fabric, without ever changing the feel of the textile, whatsoever.



Use Color Magnet along with the new Neutral Grey Procion MX dye to create amazing, tone-on-tone designs like this one

Click [here](#) to see a video of how it works.

[Procion MX](#) is one of the most versatile dyes available and practically the only dye that can be used with cold water. Mix the concentrated dye powder with tap water to create the most vivid and colorfast of all dyes for cellulose fibers. With Jacquard's assortment, you can create an infinite palette of colors, ranging from light pastels to deep, vibrant hues.

Procion MX - Neutral Grey

2/3 oz/19 g (Item PMX1211) - \$4.69 MSRP
8 oz/.23 kg (Item PMX2211) - \$14.40 MSRP
1 lb/.45 kg (Item PMX3211) - \$24.50 MSRP
larger sizes available - call for pricing



FOR DEALERS:

Procion Rack update

The Neutral Grey replaces the existing Pearl Grey color in the Procion MX line. Pearl Grey has always been a problematic color, so we are confident that it will not be missed. The new Neutral Grey, on the other hand, is guaranteed to please!

Stickers will be sent, upon request, to existing retail stores with Procion MX [racks](#), to cover the discontinued Pearl Grey. Simply peel off the Pearl Grey fabric swatch and adhere the new Neutral Grey sticker with swatch over the top.

New rack orders will include the sticker fix.

[Color Magnet](#) is a dye attractant that magically attracts more dye wherever it is applied. Use it in combination with most types of Jacquard dye. The more diluted the dye, the greater the contrast will be. Color Magnet doesn't stiffen fabric, so the two-toned result is always perfectly soft to the touch. Made specifically for screen printing, it can also be used for stamping, stenciling and painting.

Color Magnet

- for screen printing - thicker formula
1 gal/3.79 L (CHM4900) - \$ 64.95 MSRP
16 fl oz/.47 L (CHM3900) - \$ 9.99 MSRP

Also available

- Pen (blister) - thinner formula
45 ml (CHM3910) - \$ 3.99 MSRP



In Other News...

Fluorescent Red Textile Color #154:

We are pleased to announce that [Fluorescent Red Textile Color #154](#) has been reformulated using a newly available fluorescent red pigment. Whereas the original color was very similar to Fluorescent Pink #153, the new pigment is significantly redder while still being wildly intense and fluorescent.

Dealers with Textile Color [rack](#) displays will be sent new swatches for #154 upon request.

Upgraded bottles:

Jacquard is also pleased to announce that, moving forward, all bulk size paints will be packaged in new, crystal clear PET plastic jugs. These new bottles do not collapse like the old HDPE bottles did, and they make the paints look fantastic on the shelf!



Fluorescent Textile Colors in our new clear plastic jugs

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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