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FOR IMMEDIATE RELEASE

A NEW DIVINE TWINE® LOOK Fresh New Packaging for the Original Colored Baker's Twine

Divine Twine® Baker's Twine hits the NYNow Winter Show in New York City January 31, 2015 – February 4, 2015 in a fabulous NEW black wrap! The new Owner's of Whisker Graphics, Kenneth Falcon and Todd Lortie wanted to make their debut show with a fabulous new look for the well-known original name in yummy colored bakers twine.

The 'white' band was updated and exchanged for a more sophisticated and elegant 'black' band. Still keeping with the 1 ½" width and original iconic crest and font which continues to show a majority of the beautiful eco-luxe made in the USA cotton twine.

In addition to the new black wrap for the 36 solids and stripes, the new (13) 2015 Divine Twine® Diva™ Collection inspired by the 2015 Pantone Global View Forecast "Collaboration" color palette is debuting in a clear band with a metallic black and gold crest that shows off over 90% of the product but still has the 'Diva' flash true to its name.

The two metallic's, Gold and Silver, which are being joined by TWO beautiful fashion forward Rose Gold's twisted in both bright white and antique natural white, take our their own personality in a new clear band with a metallic black and silver crest.

Rounding out the new Divine Twine® looks comes the Eco-Bamboo Collection made from 100% Natural Eco-Bamboo, the ultimate in an earth-friendly and sustainable product, with a natural 1 ½" brown kraft paper wrap, a green crest and green leaf logo making the spool immediately identifiable as a eco-friendly product.

Whisker Graphics, a small company with big ideas, offers designer products for creative types and appreciators of cute and lovely things. Whisker Graphics is the original creator of yummy colored bakers twine, introduced to the market in 2009 as Divine Twine®. In the Spring of 2011, Bitty Bags® were introduced, fun 'food-safe' paper bags in a variety of designs and sizes. Soon after that came the ever-popular Sweet Stickys, Petite Stickys, a new line of solid colored Divine Twine® and then the addition of fabulous Colored Tags as perfect complements to all of the Whisker Graphics products. Whisker Graphics was started in June 2008 by our founder Emeritus, Whitney Beard, a Graphic Designer with a passion for all things paper and crafty. In December 2014, Whisker Graphics was acquired by Kenneth Falcon and Todd Lortie. "We fell in love with the innovative and fun products and look forward to continuing the tradition of introducing top quality Designer Packaging and supplies for the creative person in us all!"

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For more information or to schedule an interview with Kenneth or Todd, please call us at 925.553.3116 or email us at hello@whiskergraphics.com. To place an order, please go to www.whiskergraphics.com - wholesale and retail pricing available.

Whisker Graphics - The Creative Division of Designer Packaging Co.
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