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FOR IMMEDIATE RELEASE

## NEW DIVINE TWINE® PRODUCT COLLECTIONS Made from the Hottest Colors, Fashion Trends and Packaging Ideas of 2015

Whisker Graphics is excited to introduce NEW products to the Divine Twine® product line at the 2015 Winter NYNow Show in New York City January 31, 2015 – February 4, 2015.

### **The Diva™ Collection**

Inspired by the 2015 Pantone Global View Forecast “Collaboration” color palette these six new on-trend colors are spun into 13 different spools creating (6) solid color twines, (6) stripes (Diva color + bright white combination) plus a thirteenth with a dual twist of two different Diva colors, making a perfect Baker’s Dozen! Unlike traditional bakers twine, the stripes have two strands of Diva colors creating richer, bolder shades. As with the original Divine Twine® Collection, the 4-ply twine is made in the USA from 100% Cotton, so it’s soft to the touch, biodegradable and earth-friendly. Each 2” x 4” spool contains 240 yards of eco-luxe twine wound on a recycled cardboard tube, enough to last a long time, yet easy to store. The 2015 Diva Collection solid and stripe colors are named after flora and fauna and include Bluebonnet, Palos Verdes, Violet, Lemonwood, Wheat, and Mint. The dual color twist, Deep Denim, is made from Bluebonnet and Violet.

### **The Eco-Bamboo Collection**

Made from 100% Natural Eco-Bamboo and waxed with a slight gloss, this twine has a beautiful sheen that is rich in color and silky to the touch. Dyed with AZO-free dye, it is the ultimate in an earth-friendly and sustainable product. The strong 6-ply construction creates a thicker and extra durable twine. Each 2” x 4” spool contains 140 yards of twine. Available in our top 13 selling shades which include Cherry, Solid Red, Oyster, Solid Gray, Aqua, Solid Aqua, Green Apple, Solid Green, Blueberry, Solid Navy, Cotton Candy, Solid Lt. Pink and rounding out the Baker’s Dozen, Black Licorice.

### **Divine Twine® PETITES™**

In keeping with the Baker’s Dozen theme, the Divine Twine® Collection’s top 13 selling shades now come in a 20 yard portion appropriately named Divine Twine® PETITES™. Each is packaged in an adorable pillow box with a open window to see and touch the eco-luxe color. The PETITES™ are just enough twine for that small project. The 4-ply twine is made in the USA from 100% Cotton and comes from the same spools of the larger 240 yard product. Available in our top 13 selling shades which include Cherry, Solid Red, Oyster, Solid Gray, Aqua, Solid Aqua, Green Apple, Solid Green, Blueberry, Solid Navy, Cotton Candy, Solid Lt. Pink and rounding out the Baker’s Dozen, Black Licorice.

### **Rose Gold from The Divine Twine® Metallic Collection**

This fashion forward color is in line with many current design trends in jewelry, home accessories and weddings. It’s available in two twists: Rose Gold Metallic (Rose Gold + Bright White) creating a crisp, modern and fresh rose metallic sparkle and Antique Rose Gold Metallic (Rose Gold + Antique White) which offers a softer, more vintage feel. Both have the perfect amount of glitter and are a lovely addition to the Divine Twine® Metallic Collection. Each 2” x 4” spool contains 240 yards of eco luxe twine wound on a recycled cardboard tube and is made in the USA.

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](mailto:hello@whiskergraphics.com). To place an order, please go to [www.whiskergraphics.com](http://www.whiskergraphics.com) - wholesale and retail pricing available.

**Whisker Graphics - The Creative Division of Designer Packaging Co.**  
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