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Paper Salon Launches at CHA

Fresh, Flirty and Feminine Line of Paper Craft and Stamp Products Spins a Distinctly Different Color Wheel

Atlanta, GA, February 12, 2005 – Fresh, flirty and feminine, newly launched Paper Salon showcases a full display of coordinating stamping and paper craft products at the 64th Annual CHA (Craft & Hobby Association) Convention & Trade Show, in Atlanta, Georgia. From Saturday, February 12 through Tuesday, February 15, Paper Salon exhibits in CHA's New Exhibitor section, booth #7104.

All Paper Salon products spin the same color wheel, providing a fully synchronized paper and ink spectrum for scrapbooking, stamping and card making. The initial launch includes four product groupings with over 65 mix and match color concepts:

- Outerwear – 17 sets of European-inspired envelopes with coordinating cards
- Slip-Ins -- 18 cleverly patterned envelope liners
- Rubber stamps – a collection of over 200 stamps that flaunt figures of speech and fanciful figures in a delightfully flirty style
- Inkpads – 10 custom-colored, dye-based inkpads that perfectly match card and envelope colors

Market research and trend and color forecasting played prominent roles in developing the Paper Salon brand. "Our designs fuse fashion with paper crafts, reflecting the same colors, styles and attitudes found on today's runways," says

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Carla Cohen, founder and president of Paper Salon. "End results are paper crafts that reflect the times. This is particularly meaningful in creating custom invitations, scrapbooks, and cards for any occasion, or any project where color completes the craft."

All ten Paper Salon colors are striking in their ability to blend monochromatically, and in layers. Each of the eighteen patterned *Slip-Ins* envelope liners slip right in to any one of the seventeen *Outerwear* envelope/card combinations to create a unique *Wardrobe*.

Slip-Ins are packaged in sets of eight offered at the suggested retail price of \$3.49. Outerwear cards and envelopes are also packaged in sets of eight, at the suggested retail price of \$6.49. Inkpads are offered at the suggested retail price of \$4.99, while Paper Salon Stamps range from \$5.50 to \$8.50 suggested retail pricing.

A one-stop shop idea center completes Paper Salon's in-store image and encourages multiple purchases through cross selling. The 67" four-sided display tower offers ample room to showcase the complete product line. The slat wall tower offers slide-on access to clear shelves and pegs that allow each retailer to customize a display. The crowning feature is the French-inspired display board, showcasing beautifully finished samples of Paper Salon products.

Paper Salon is available for shipment immediately. For further information, please contact Carla Cohen at (952) 445-6878 or via email at carla@papersalon.com.

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Headquartered in Minneapolis, Paper Salon manufactures a fully coordinated line of paper craft products that includes envelopes and cards, Slip-In™ patterned envelope liners, rubber stamps and custom-colored ink pads.