
Subject: G&S News - April 2004 (1)

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From: Dixon Chan <dixon@gsdye.com>

To: Dixon Chan <dixonchan@sympatico.ca>

Dear Readers

Welcome to our first newsletter of 2004. After a frigid January this year, it is quite nice to finally see the tail end of winter. We are looking forward to a busy spring at G&S and we have lots of news to share with you.

Once again G&S Dye will be present at the Creative Sewing and Needlework Festival held at the International Centre next week (April 16-18th). We are very excited about this year's show and hope to see many of you there. If you would like to place an order to be picked up at our booth, please remember to e-mail me (dixon@gsdye.com) by April 14 and my staff and I will be happy to accommodate you. I will also be presenting a number of lectures during the show. The schedule is:

Marbling on Fabric: Friday at 11:30

Transfer Paints: Saturday at 11:30

Microwave Dyeing: Sunday at 11:30

Dyeing for Quilting:

- Part 1 Intro to Dyes and Paints Friday at 2:30

- Part 2 Immersion and Direct Application Dyeing Saturday at 2:30

- Part 3 Low Level Immersion and Gradation Dyeing Sunday at 2:30

These lectures are free with your admission, so please stop by!

Next month, G&S Dye will be at the Waterloo Quilt Festival in the vendor mall. Again, please e-mail me if you would like to pick up an order and save on the shipping costs.

Lately I have been working at the Markham office more often, and Margaret has been taking care of our Toronto store. We still ask that you call our Toronto toll free number to place orders or ask questions (1-800-596-0550), but if you need to reach me in Markham, please call our new toll free at 1-866-596-0550.

As many of you know, I have had a very busy winter, the highlights of which were taking a trip to China and moving into a new home with my wife. This year has started a little bit slower. We have been spending our time working on the house. Now that spring has arrived, we are planning the garden and really looking forward to lounging in our backyard very soon! Some "nosy" readers have inquired about children! I'm sure I'll be screaming and dancing in the streets when that happens, but in the meantime, the answer is "no" =)

Have a great spring and I'm sure we'll be in touch again before the annual sale.

Dixon

TOPICS THIS NEWSLETTER

- * New products
- * Book update
- * Microwave dyeing
- * Product profile: Reduran hand cleaner
- * Workshops
- * Sales
- * Random Acts of Kindness:

NEW PRODUCTS

* ALUMINUM SCREENS

We have had great success with our screening equipment of late. One item we're happy to improve on is switching our 20"x24" screens from wooden frames to aluminum. With wood costs increasing, we have found aluminum to be a much better value now. Aluminum screens have many benefits. They are lightweight, they do not warp and they are very durable. Like the wooden frames, they are stretched taught and evenly, providing years of use. The 20x24 aluminum frames with a 110 or 160 mesh will be \$45. The introductory price is \$40 until June 30th. The woods ones are now \$41.70 each. If you would like more information on screen printing, we have an incredibly informative screen printing manual posted on our web site at:

<http://www.gsdy.com/Canada/Screening/>

* LIQUID COLOUR PAINTS

We are pleased to announce the addition of two new colours to our Liquid Colours line of iron set paints, TAN (LC51) and RASPBERRY (LC35.) These paints were originally intended for silk painters who wish to eliminate the steam setting process, but lately we have had more and more interest amongst cotton painters as well for backdrop painting or even quilters painting background washes and "sky dye" effects

* NEW APPLICATOR TIP

We have found a new metal tip that fits our basic applicator bottle very nicely. In the past, our metal tips only fit specially made bottles. The new tips are equivalent in size to our existing #5 tip. We will be selling the tip for \$3.95 or with a bottle for \$4.50 (the bottle is \$0.99 by itself). In the short term, we will sell our remaining old #5 tip for only \$4.50 instead of the regular price of \$5.25. The remaining #7 and #9 applicators will continue to be \$5.25 until we find replacements.

BOOK UPDATE: Sadly, we have learned that many of our most popular books have gone out of print. Books that are on life support are Color Moves (Transfer Paints), Sky DyeS (sky painting with Pebeo Setacolor) and Hand Dyed Fabrics Made Easy. We have tried to buy as many copies as possible before they went out of print for good, but these are all limited items. On a happier note, Silk Painting: Fashion and Fine Art by Susan Moyer and Dyes and Paints by Elin Noble are back in print and will be on our shelves soon!

Microwave Dyeing

This is the perfect technique for kids and adults of any skill level. If you are looking for a perfect Mother's Day gift, microwave dyeing is a quick and easy process for making a wonderful, one-of-a-kind scarf. We have also greatly improved the packaging of our Microwave Kit. Selling for \$19.95, it contains one scarf, three bottles of dyes, cleaning soap, a brush and instructions. Best of all it includes more than enough dyes to paint an additional 10 scarves (sold separately from \$3.35-5.80 each).

PRODUCT PROFILE: Reduran hand cleaner

I'm amazed at how many of customers still don't know about this amazing hand cleaner for dyes. This is the only cleaner that will remove acid, reactive (Procion MX & H), direct, disperse and union dyes from your hands. It is available in a 100mL tubes and costs only \$8.95.

WORKSHOPS

As you probably know, we have been running workshops since the fall at our Markham location. Although our session is drawing to a close, we still have spaces available in the following courses:

- * Silk Painting: Basic – June 12th
- * Silk Painting with Farooq (color theory and freeform) – April 24&25
- * Silk Painting Advanced with Rita Lange – June 5&6
- * Screen Printing – new date on June 19th

As always, these workshops are held on Saturday and Sunday. If you wish to register, please call 1-800-596-0550 or visit our site for more details.

<http://www.gsdy.com/Canada/workshops.html>

CURRENT SALES AND EXCLUSIVE OFFERS to our email readers (valid until April 30, 2004)

- Habotai 8mm, 36x36inch scarves. Regular \$7.75 on sale for \$5.95
- Pebeo Soie, 120mL reg. \$11.55 on sale for \$7.50
- Pentel Pastels, 7 colour set on sale for \$2.95, 15 colour set on sale for \$4.50
- Crepe De Chine Fabric 12mm, 14mm, 16mm, 15% off

EXCLUSIVE sale – remember to prompt us for these extra savings.

- * T-shirts...white child (2-16) and adult sizes (S-XL). Regularly \$5.50 each, on sale for \$3.95 each
- * Pigment Base 5 gallon pail, regularly \$110.00 on sale for \$90.00
- * Raycafix 1.0L reg. \$30.00, on sale for \$25.00

RANDOM ACTS OF KINDNESS

As always, we choose two readers and give them freebies for reading the whole newsletter. This time our two winners are:

Anne Miller of Sarnia, ON and Caroline Rowlands of Canon City, CO

Both of you have won a microwave starter kit plus a tube of Reduran hand cleaner. Please email me at dixon@gsdy.com with your full address and phone number so we can mail out your gift!