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MRS. GROSSMAN'S SILHOUETTES – A MASTERPIECE OF LASER TECHNOLOGY

“I’ve never seen anything in the marketplace like these breathtaking, highly detailed, peel-off silhouettes – what a breakthrough in terms of what a sticker can be!” *Kitty Okamura, owner, Pine Street Papery, Sausalito, CA*

Petaluma, CA - Mrs. Grossman's brand-new Laser-cut Holiday and Halloween Silhouettes are the latest innovation from the legendary sticker company that pioneered the sticker industry thirty years ago.

Featuring four different, intricately laser-cut stickers, these striking silhouettes are a delicate balance of fine art and high technology. Each sticker, looking like a hand-cut work of art, is a masterpiece of delicate lines and precise shapes. It's the kind of detail you expect from an expert silhouette artist – but in fact – these silhouettes were produced by Mrs. Grossman's Laserweb, a one-of-a-kind laser cutting system that uses a 10,000 degree Fahrenheit laser beam to create each intricate cut.

The elegantly detailed, peel-off silhouettes are the vision and handiwork of Sharyn Sowell, one of the most respected silhouette artists in the country. Working with just an ordinary pair of scissors and an unlimited imagination, Sharyn hand-cut these delicate silhouette designs exclusively for Mrs. Grossman's.

“What has taken me countless hours to create by hand, has been meticulously duplicated by technology,” says the Mt. Vernon, WA. resident. “Each one of my designs required between 50 and 100 tiny and often difficult cuts to create. To see my silhouettes reproduced so exquisitely and with such precision is amazing. If you didn't know better, you wouldn't be able to tell the original from the reproduction.”

The 4” x 3” Silhouettes stickers, Oh Christmas Tree, Enchanted Forest, Moonstruck and Night Watch, are ideal for everything from paper crafting and gift wrap to greeting cards, party ware and scrapbook accents.

Suggested retail: \$1.99, two silhouette stickers of the same design per package. For more information call 707.763.1700 or go to mrsgrossmans.com.



ABOUT MRS. GROSSMAN'S

Mrs. Grossman's pioneered the sticker industry in 1979 when graphic designer Andrea Grossman designed the first decorative sticker, a bright red heart. Since that time the company has designed more than 2,500 different stickers which are Made in the USA and printed in the company printing plant in Petaluma, CA.

Mrs. Grossman's stickers, which are sold all over the world, is celebrating their 30th anniversary this year. The company was certified "Green" in 2009, was awarded the PG&E Innovative Leadership Award for Energy Conservation, hires and celebrates the skills of developmentally challenged adults and allows employees to bring their dogs to work.

The family-owned company offers the only sticker factory tour in the country and has donated more than 20,000,000 stickers to children in hospitals all over the world.

For more information go to mrsgrossmans.com



Moonstruck



Night Watch



Enchanted Forest



O Christmas Tree