

HERITAGE Soft Scrap®

It's all about the **Photos & their Stories!**

Today, Soft Scrap® ... and more llc, introduced a new line of design booklets called HERITAGE Soft Scrap®. HERITAGE Soft Scrap® spotlights the use of vintage photos, fabrics, and embellishments to create memory quilts, wall hangings and pillows.

"We've displayed Heritage projects at each show," said Vicki Shetter, creative director for Soft Scrap®, "and people are constantly coming up to us and telling their stories about the old photos of their family...sitting in old shoe boxes. HERITAGE Soft Scrap® is about taking those pictures out of those shoeboxes and displaying them in fabric. One wall hanging that always creates great interest features World War I pictures of my Great Uncle Vic. People see that and begin talking about the military pictures of their father or grandfather. It's all about the photos and their stories!"

"Because working with old photos and creating that vintage look requires some special techniques, to introduce HERITAGE Soft Scrap®, we did something a little different," said Mike Shetter, president of Soft Scrap® and a member of the National Association of Photoshop Professionals. "First we created a booklet called *Restoring and Transferring Pictures for HERITAGE Soft Scrap®*. This technique booklet concentrates on getting the best quality out of your old photos including tips on restoration and colorizing vintage photos and then transferring your photos to inkjet printable fabric. Second we created *Grandma's Attic* a design booklet that features some of our most popular Heritage designs."

Vicki went on to add, "*Grandma's Attic* has complete instructions and patterns for the 'Uncle Vic' Soft Scrap® as well as a small quilt we created for Mike's mother on her 95th birthday plus designs for five other projects. In this design booklet, we also talk about using ribbon embellishments and adding jewelry and family mementos to add interest. Plus we show you how to use laser cut silhouette mattes to create that vintage look. Soft Scrap® is fast, easy and fun and you need only basic sewing skills to create impressive projects."

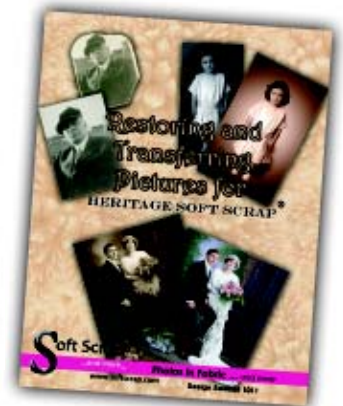
Both new design booklets as well the other Soft Scrap® design booklets are available online. In addition, Soft Scrap®...and more llc now offers inkjet printable fabric in 22 different fabric types, batting, fusible web, a selection of embellishments and other products.

"We added the embellishments because of my frustration in finding what I needed to create projects," said Vicki. "For example, in creating our Advent Calendar I wanted 24 large green buttons, but to get those buttons I had to buy 12 packages of buttons each with two green, two yellow, two blue and two white. We've arranged to custom package buttons and other embellishments that complement our design booklets.

For *You DID It*, a design booklet that spotlights graduation, we have 2008 charms available. For *Grandma's Attic* we have the laser cut Silhouette mattes, and we are adding products all the time. Our goal continues to be to make Soft Scrap®, easy, fast and fun."

Soft Scrap®...and more llc is an internet business that provides a complete line of design booklets, for wall hangings, small quilts and pillows, a wide range of ink jet printable fabric, supplies, embellishments, transfer and photo retouching services as well as custom design services.

For more information, visit www.softscrap.com. ☺



HERITAGE Soft Scrap® is about taking those pictures out of those shoeboxes and displaying them in fabric.

