

is a unique tool that quickly and easily cuts dies, punches holes, sets eyelets and more. This spring-released tool has magnetic, changeable heads and is packaged with a variety of additions, including tips, dies and more.

### **GOLDEN PRESS KIT AWARD WINNERS**

The Golden Press Kit awards recognized manufacturers for the design/content, creativity and thoroughness of press kits submitted to the press room during the show. Press members reviewed the tremendous selection and voted on their favorites, including:

**GOLDEN PRESS KIT –FIRST PLACE – PageSage, Pacifica, CA** -- Carrying out a “film premiere” theme, this creative design featured a hand-styled folder to highlight the company’s “Art Unscripted” DVDs. The folder featured a movie marquee design on its front highlighting the company’s instructional DVD “stars,” including Carol Duvall and Tim Holtz, as well as “coming attractions” Judi Watanabe, Judy Belcher and Michael Jacobs. The interior folder pockets were hand-styled to resemble silhouettes of a movie audience. A clever “Admit One” ticket design on the front called out the company’s booth location. Continuing the movie theme, the kit’s contents included a DVD, which was packaged like a movie film reel can and featured images of the newest DVD covers; an easy-to-read fact sheet page with the 2007 “cast of characters,” a business card created from real film, DVD instructional booklet and newsletter.

**SILVER PRESS KIT – SECOND PLACE – Plaid Enterprises, Norcross, GA** – For the second place winner, success was in the details of its handcrafted and painted white, wood box decorated with black and red dots and other accents. Sealed in cellophane, the eye-catching kit included samples of new products, including two trial size bottles of paint, color transfer iron-ons, artistry wear accessories, as well as a quick-reference DVD with complete press materials and a bag of personalized “Plaid 2007” red, white and black M&Ms

**BRONZE PRESS KIT – THIRD PLACE –Diamond Tech, Tampa, FL** – Practicality and creativity were key to the success of the third place winner. A sleek, translucent bag included a handy reporter’s notebook and pen branded with the company’s information and featuring a clever post-it “to do” note with messages like “must see booth 4239, get the scoop on what’s new.” The bag also included a DVD featuring a company background, fact sheet, new product highlights, logos and photography.

New Innovations Showcase and Golden Press Kit awards will be selected at the 2007 CHA Summer Convention & Trade Show, which is scheduled to return to the Donald E. Stephens Convention Center in Rosemont, IL from **July 20-22, 2007**. For the latest news on the CHA Summer Show, including programs, events and exhibitor listings, visit [www.chashow.org](http://www.chashow.org).

*The Craft & Hobby Association (CHA) is a not-for-profit organization consisting of more than 6,000 member companies engaged in the manufacture, distribution and retail sales of products in the \$30 billion craft and hobby industry. The Association offers a broad range of member services, including market research, education and consumer branding initiatives, as well as operates two annual trade show events, the CHA Winter and CHA Summer Shows that attract industry professionals from all over the world.*



Serving the International  
Craft & Hobby Industry

[TEACHERS CLICK HERE](#)

[CRAFTERS CLICK HERE](#)

[ALL ABOUT CHA](#)

[EDUCATION](#)

[PROMOTIONS  
& EVENTS](#)

[MEMBER  
SERVICES](#)

[RESEARCH](#)

[INDUSTRY  
STANDARDS](#)

[MEMBERS  
ONLY](#)

[PRESS  
ROOM](#)

## WHAT'S NEW

[RETURN TO HOMEPAGE](#)

**Elmwood Park, NJ, USA; February 20, 2007** —The Craft & Hobby Association (CHA) put the spotlight on original product design and creative communication tactics as part of the **Innovations Showcase** and **Golden Press Kit** award competitions held during the January 28-31, 2007 CHA Winter Convention & Trade Show. Judged by members of the press, exhibiting companies were recognized for their outstanding efforts during an awards ceremony at the CHA Annual Business Meeting on Tuesday, January 30.

“At CHA we’re always looking for ways to help our members expand their business opportunities during our trade shows,” explains CHA CEO Steve Berger. “We created these awards to recognize those companies who truly go the extra mile in terms of product design and press relations. Their stellar efforts not only provide wonderful examples for other exhibitors and attendees to review and learn from, but also help set a standard of excellence for the entire show.”

### 2007 INNOVATIONS SHOWCASE WINNERS

A popular feature near the registration area of show, the Innovations Showcase brings together the newest ideas and hottest products from exhibiting companies submitted in five key categories: Art Materials & Framing; Digital Imaging; General Crafts; Fabric/Quilting/Needlecraft; Scrapbooking & Paper Crafts. Press members chose the “Best” in each category. In addition, overall “Best of Show” and “New Exhibitor” awards were also presented. Winners included:

**BEST OF SHOW** -- **SugarVeil Products, Waldron, MO**- Special confectionery icing combined with paper craft tools helped this innovative company garner the Best of Show award. Their icing, Decor Edibles, can be punched, cut, twisted and shaped into beautiful decor that is not only a treat for the eyes, but also for the taste buds.

**NEW EXHIBITOR** -- **Tinnus Technology, Plano, TX**- This new exhibitor attracted attention with the innovative Slice, a handheld shape cutter that can cut any shape or letter with the press of a button. Powered by rechargeable batteries, the Slice is portable, versatile and able to cut any size or type of medium.

**ART MATERIALS & FRAMING** – **Chalk Inc, Austin, TX** – Their entry, the Teacher Stick, offers a unique way to “say goodbye to chalk dust.” These marker-shaped chalk sticks come in a variety of colors and sizes.

**DIGITAL IMAGING** – **Kaleidoscope Kreator, Fort Collins, CO** -- The Kaleidoscope Kreator and Template Pack help create stunning kaleidoscope designs from photos. The easy-to-use software provides hundreds of templates for the crafter to use on their own photos to create projects ranging from quilting and card-making to fashion and home décor, scrapbooking and personalized ornaments.

**FABRIC/QUILTING/NEEDLECRAFT** – **Clover NeedleCraft, Inc., Cerritos, CA** – The Knit Lite and Crochet Lite battery powered, lighted needles allow users to keep working on their projects -- virtually anywhere, anytime.

**GENERAL CRAFTS** – **Plaid Enterprises, Norcross, GA** – High Definitions paint combines high pigmentation with thick paint to formulate a highly visual, light-reflecting paint that dries with special raised definition. This easy-to-use paint provides the convenience of acrylic with the look and feel of oil paint.

**SCRAPBOOKING & PAPER CRAFTS** – **Karen Foster Designs, Centerville, UT** – The Scraparatus