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**For Immediate Release**

## **24 New DMC Color Variations Colors!**

January 10<sup>th</sup>, 2012 - The DMC© Corporation DMC is thrilled to introduce 24 NEW Color Variations colors to the Color Variation line of specialty threads, available in six strand divisible embroidery floss skeins and Pearl Cotton skeins size 5. DMC Color Variations are beautiful multi-colored threads designed to give the look of hand-dyed floss with the added DMC quality assurance of being colorfast and fade resistant. Additionally each Color Variations color is guaranteed to be consistent from one skein to the next. DMC's Color Variations threads offer a wide range of colors in only one skein! Every 6 to 7 stitches, each thread from the Color Variations line reveals a succession of color changes which are unique on each needlework project.

The 24 new colors were created with input from prominent needlework designers to meet their stitching needs and include various shades of blended greens, blues, purples, reds and neutrals. The DMC Color Variations' beautiful range of colors is ideal for creating unique shaded and patterned effects. No two designs are the same when stitched with Color Variations. Made from double mercerized, 100% Egyptian long staple cotton, Color Variations are now available in a total range of 60 beautiful colors. Each six-strand embroidery floss skein contains 8.7 yards and retails for \$1.35; each Pearl Cotton size 5 skein contains 27 yards and retails for \$2.99.

To learn more about Color Variations Floss or Color Variations Pearl Cotton, visit our web site at [www.dmc-usa.com](http://www.dmc-usa.com). Contact the DMC Corp at 800-275-4117 or email [dmcretailers@dmcus.com](mailto:dmcretailers@dmcus.com) to find out how you can order these exciting new colors today.

The DMC Corporation, located in Kearny, NJ, is a subsidiary of DMC SAS, headquartered in Mulhouse, France, the leading international manufacturer of Embroidery Floss and other fine specialty threads, needlework fabrics and stitching accessories.

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