



Contact: Emily Sorensen
The Kotchen Group, 860-676-2266
esorensen@kotchengroup.com
twitter.com/simplyspray
facebook.com/simplyspray

**Recycle Drab Furniture and Home Decor into Colorful
“Like-New” Accents with Simply Spray Upholstery Fabric Paint**
Inexpensive, do-it-yourself solution now available at Hobby Lobby stores

Warwick, RI – Simply Spray®, the only non-toxic, non-flammable aerosol fabric paint, has expanded its line of specialty Upholstery Fabric Paint into national retail chain Hobby Lobby, making it easier than ever for home décor enthusiasts and do-it-yourselfers to quickly and easily update home accents and furnishings.

A secret weapon for those looking to modernize, refresh and recycle couches, chairs, pillows, linens, lampshades etc., Upholstery Fabric Paint has been featured on NBC’s *Today Show* and in home projects in the pages of the *New York Times* and *Country Living* and *All You* magazines. With a patented nitrogen-propelled can design, Simply Spray is an eco-friendly, non-toxic option to traditionally harsh smelling and sometimes hazardous indoor painting projects. The water-based paints will not harm the environment when discarded, unlike most dyes and aerosols.

Upholstery Fabric Paint stays soft to the touch, a drastic difference from traditional spray paints that harden and stiffen soft fabrics such as cotton, linen or canvas. The paint can be used on all absorbent materials and is both permanent and fade resistant; it will not rub off once dry (72 hours). One can of Upholstery Fabric Paint evenly covers approximately 17 square feet.

“We’ve had tremendous feedback from online shoppers who bought Upholstery Fabric Paint to successfully make-over their couches, update their pillows and ottomans or even change the color of their car or RV interiors,” said David Reizian, founder and inventor of Simply Spray fabric paints. “We’re excited to give consumers direct access to Upholstery Fabric Paint in Hobby Lobby’s 450 stores, their shoppers are a great creative audience for Simply Spray.”

Hobby Lobby will start selling classic colors, Midnight Black and Saddle Brown, with plans to roll-out the six additional Upholstery Fabric Paint colors: Burgundy, Brite Red, Burnt Orange, Plum, Navy Blue, Periwinkle and Hunter Green. MSRP \$12.99/can. Made in the USA. All Simply Spray fabric paints are non-toxic, non-flammable and emit virtually no fumes, making indoor projects safe and convenient. For product demo videos visit www.simplyspray.com.

About Simply Spray

Deval Products, LLC, manufactures Simply Spray, the *only* non-toxic, non-flammable, odorless aerosol fabric paint. The Simply Spray product line includes Soft Fabric Paint, Stencil Spray, Upholstery Paint, Paint It Black and Halloween fabric spray paints available online and at select retailers nationwide. Based in Warwick, RI, Simply Spray prides itself on creating environmentally friendly paints; all products are made in the United States. For more information, please visit www.simplyspray.com.