



## **Simply Spray's New *Paint It Black* Fabric Spray Revitalizes Faded Clothes in Seconds, Stays Soft to the Touch**

Warwick, RI (JANUARY 2010) – Favorite black cotton tees and comfy black sweaters have a limited life span when it comes to their color. Simply Spray®, the only non-toxic, non-flammable aerosol fabric paint, introduces its new Paint It Black fabric spray to bring those faded, worn and dingy black duds back to life. In a matter of seconds with a simple spraying motion, Paint It Black revitalizes and restores rich black color to frequently washed items like t-shirts, yoga pants, leggings, sweats and uniforms.

Paint It Black is a simple, non-toxic answer to the traditional method of dyeing clothes, which involves measuring and mixing dye formula, soaking time and potential laundry nightmares. The paint works with minimal prep time for results that can be seen instantly. It can also be used on a specific area or on black accents, an impossible function of laundry dyes.

Paint It Black 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 will not rub off once dry (suggested 72 hours dry time). Although the paint is permanent, slight fading may occur after washings but clothing can be re-sprayed back to rich black color instantly.

All Simply Spray fabric paints are non-toxic, non-flammable and emit virtually no fumes. Unlike traditional aerosol spray paints, Simply Spray paints are nitrogen propelled and completely eco-friendly. The water-based paints will not harm the environment when discarded, unlike most dyes and aerosols.

“Dyeing one item of clothing can be time consuming, messy and risky. Paint It Black is simple to use and will quickly restore the look of your favorite black clothes” said David Reizian, founder and inventor of Simply Spray fabric paints. “Whether to revitalize a favorite little black dress or the must-have black t-shirt for work, Paint It Black offers an inexpensive method to get clothes looking new again.”

Paint It Black is available at Jo-Ann Stores. MSRP \$5.99/can. Made in the USA. For product demo videos and to purchase visit [www.simplyspray.com](http://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 Paint sold at Jo-Ann Stores, Michaels, A.C. Moore and Hobby Lobby and Upholstery Paint, Paint It Black and Spray Blood available online. 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](http://www.simplyspray.com)*