

FOR IMMEDIATE RELEASE

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**BEST OF SHOW AWARD TO SUGARVEIL**  
**SUGARVEIL OPENS NEW MARKETPLACE IN CRAFT AND HOBBY INDUSTRY**

SugarVeil® Decoredibles™, a product interpretation of SugarVeil Confectionery Icing for the crafts marketplace, received the Best of Show award as well as Most Innovative Product during the annual 2007 International Craft and Hobby Association trade show this month in Anaheim, California. The honor is judged by members of the media and is awarded to the best of the best for inventive ideas and the hottest products for 2007. The trade show consists of more than 3,200 booths and attracts industry professionals from around the world.

The \$30 billion craft industry obtains a new product category with SugarVeil Icing and in turn, SugarVeil broadens its marketplace beyond normal baking industry channels. SugarVeil Icing looks, cuts, and punches like a sheet of paper, yet uniquely drapes and handles like fabric to decorate cookies, ice cream, or other desserts. SugarVeil is the patented product of Waldron LLC, an area firm who specializes in creating and licensing intellectual properties and product concepts. Additional information is available via [www.sugarveil.com](http://www.sugarveil.com).

The Craft and 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 international craft and hobby industry representing art materials, framing, general crafts, fabric, quilting, needlecraft, scrapbooking and paper crafts. The Association offers a broad range of member services, including market research, education and consumer branding initiatives, as well as operating the annual trade show event.



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