

product play

It's time to expand your embossing folder knowledge! We're about to reveal ideas to maximize these beautiful products from some of your favourite papercrafting experts!

Join **Mari Clarke, Gina Krupsky of Gina K. Designs, and Cathy Zielske** as they share inventive ways to incorporate embossing in your designs. We know that their smart ideas will have you looking at your embossing folders in new and creative ways. Get ready to be inspired!



DESIGN TIP: Choose a colour scheme for each embossed panel and add ink colours and embellishments to further the colour palette.

DESIGN TIP: Use your embossed portions as a frame to draw the eye to the focal point photo in a layout. Mari's journaling completes the fourth "side" of the photo.

MARI'S EMBOSSING IDEA
Cut embossed portions apart to add details and dimension to scrapbook layouts.

Embossing folders add so much texture to a project. This layout's butterfly motif is carried through the pattern's embossed texture in a subtle but effective way. Adding ink smooching over the embossed designs draws the eye around the layout to add flow. The ink colours were chosen to coordinate with the patterned paper and, of course, the colours in the adorable photo!

shine

BY MARI CLARKE

supplies CARDSTOCK: Bazzill Basics; SPECIALTY PAPER: Vicki Boutin for American Crafts; PATTERNED PAPER, STICKERS: Echo Park Paper; INK: Gina K. Designs; EMBOSSING FOLDER: Spellbinders; FONT: Calibri; ADHESIVE: Scrapbook Adhesives by 3L

CATHY'S EMBOSSING IDEA

Add ink to the debossed side of your folder.

Cathy's gorgeous design looks like a painstaking masterpiece, but in reality, what she has done is quite simple. When an embossing folder is as pretty as this one from Spellbinders, there's no need to complicate your design.

DESIGN TIPS:

- Use an ink pad to add colour to the debossed side of your folder. This technique will transfer ink to the background of the design beautifully, while leaving the embossed side mostly free of ink.
- For smooth colour transition, use a brayer to roll on your ink. Be sure to overlap the colours a bit and mist lightly with water to encourage the blend. For more intense colour application, drag your ink pads directly onto the debossed side of the folder.

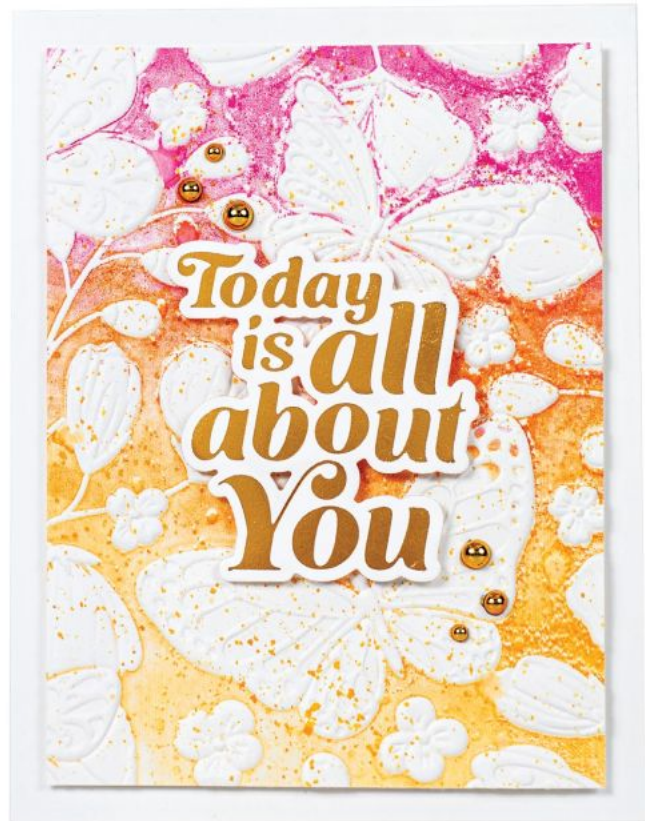
today is all about you

BY CATHY ZIELSKE

supplies CARDSTOCK: Hammermill, Neenah; INK: Ranger; METALLIC DOTS: Studio Katia; STAMPS, DIE, EMBOSSING FOLDER, HOT FOIL, HOT FOIL PLATE: Spellbinders; ADHESIVE: Altenew



Don't miss Cathy's video to learn more about how she created this card, plus one more bonus card! Watch here: bit.ly/SU23cz



GINA'S EMBOSSING IDEA

Partially emboss for interest and texture.

Embossing folders add elegance with little to no effort. Gina's beautiful card design exudes sophistication.

A lovely script font and a realistic, regal bird with cheerful flowers are elevated with the touch of two pretty embossed sections in the background. The sentiment set apart with crisp score lines seals the deal!

DESIGN TIPS:

- Stamp your greeting first so you know where to emboss and score more easily.
- Use score lines to create clean edges along the partially embossed area.
- Choose contrasting patterns to create a more interesting background.
- Use embossing folders with smaller patterns when embossing smaller areas so you can see the whole design.

with love

BY GINA KRUPSKY FOR GINA K. DESIGNS

supplies CARDSTOCK, STAMPS, INK, EMBOSSING FOLDERS: Gina K. Designs; ADHESIVE: Therm O Web

