

*In touch with*  
**ALTENEW**  
January 2016 Edition

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## *Hello, Altenew friends!*

Altenew wishes all of our friends and fans a very Happy New Year! Just like last year, we will be working hard to bring out the freshest and the most innovative products to your crafting table. We are very thrilled to share more products, inspirations, and exclusive tips with all of you this year.

We have lots to share with you this month and sure hope you are excited about them as much as we are! We hope you enjoy this month's newsletter and don't forget to check out [our blog](#) for additional inspirations and techniques!

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# NEW RELEASE ON JAN 18



Mark your calendar! Our newest and freshest products are coming to Altenew on January 18th, 2016. We will be releasing **10 brand new stamp sets** that you will die for! Stay tuned as we share more sneak peeks with you in the next few days!

[VISIT THE SHOP TO SEE MORE](#)

# ALTENEW AT CHA 2016

JAN 8 - JAN 12

This was the second year that Altenew was showcasing at CHA Mega Show! We had so much fun seeing awesome crafting friends and designers.

We also featured our upcoming January release products where they got lots of awws and ohs from our fellow crafters. Missed our live posts and broadcasts? Don't worry, we have some recaps to share with you!



Click the video above to see our CHA booth, current product lines, and close up look at NEW January release!



We had so much fun sharing projects, showcasing products, and teaching workshops & Make N Takes. We cannot wait for the next year's CHA!

[SEE MORE PHOTOS FROM CHA](#)

# ALTENEW ACADEMY'S STUNNINGLY SIMPLE WATERCOLOR TECHNIQUES CLASS

## Stunningly Simple Watercolor Techniques

ALTENEW  
Academy

**JAN 16 - JAN 21**

Looking for ways to get more out of watercoloring for cardmaking? Join us for the [Stunningly Simple Watercolor Techniques Class!](#)



In this class you will learn various ways to add watercolor techniques onto your projects. Explore different watercolor mediums and incorporate them with traditional cardmaking supplies like stamps, inks, embossing powders, and more!

**Enrollment is NOW OPEN** – [Sign up now](#) and enjoy the Early Bird Special! Use code stunningw15off to receive 15% off. (Code valid till 01/15 11:59pm EST)

\*\* If you already have an account, please [log in](#) and purchase the class. \*\*

**SIGN UP FOR THE WATERCOLOR CLASS NOW**

# DESIGNER SPOTLIGHT

JENNIFER MCGUIRE

New exclusive feature for Altenew newsletter! We are excited to share a new series called “Designer Spotlight” this year for our newsletter subscribers. You will be able to learn exclusive tips from the experts in the crafting industry and get to know them better!

We are thrilled to have the amazing [Jennifer McGuire](#) as our very first designer spotlight guest. We asked Jennifer few questions so she can share her insights with us. Let’s dive in!



## **1. What motivated you to start making cards and begin stamping?**

I started out as a scrapbooker. I was volunteering with my church senior high youth group and wanted to do a scrapbook of a mission trip we went on. I was hooked immediately. I soon started working with magazines and companies. After a few years, Hero Arts contacted me and we hit it off immediately. Under their wings (and especially Shari Carroll’s) I became a cardmaker and stamper. I love the generosity of giving cards.

## **2. Where do you find inspirations for your amazing techniques?**

That’s a good question! I used to be an engineer, so I have this desire to “invent” or find ways of doing things. Therefore, I really enjoy coming up with

# DESIGNER SPOTLIGHT

JENNIFER MCGUIRE

techniques, or just creating spins on old ones. Not sure I find inspiration for them but rather just work with techniques out of a strong desire. Hoping that makes sense! :)

Oh, another reason I like to do techniques is because I enjoy teaching in the stamping world. I never do videos without some sort of technique shared. Therefore, I always have to come up with more.

### **3. Please share advice on finding inspiration/ developing creativity in making cards/crafting projects (i.e. finding creative mojo)**

I really believe everyone is different when it comes to finding inspiration. For many, going to blogs and watching videos is inspiring. It is a great way to learn and get better at card making. Me? I am an odd bird. :) I find if I visit blogs or watch videos, I lose my creativity. I am better when I stay in my own world and do things in my way. However, there are so many amazing cardmakers out there. Wow! Just seeing cards they share on Instagram is inspiring to me. And their friendships.

### **4. Do you have a specific style that you are comfortable with or like to stick to?**

For me, I like any style that allows me to do my techniques.



# DESIGNER SPOTLIGHT

JENNIFER MCGUIRE

**5. Can you share a favorite card you made previously using Altenew products?**

<http://www.jennifermcguireink.com/2015/05/video-altenev-inks-stamp-layering-giveaway.html>

**6. Can you please share specific, practical tips for beginning or advanced card makers (i.e. interesting ways to use crafting products or re-use existing sets, etc.)?**

My best advice is to “do your thing.” Don’t try to be someone else or create like them. Just do what makes YOU happy and what works for YOU. If you see lots of people buying a particular product or jumping on a certain trend... but you don’t think it is for you... just skip it! This will help you cut back on what you buy and you will use more of what you have. :)

# CAUGHT BY ALTENEW

Starting this month, we are adding another new segment to our newsletter called "Caught by Altenew."

The following creations caught our eyes this month on Instagram so we wanted to give a big shout out to them!

Would like to be featured in our future "Caught by Altenew" segment? Make sure to share your projects on Instagram by adding #altenew. We look forward to seeing more awesome creations from you!



Erum (@glitterswirls) created this jaw dropping card using our [Label Love](#) and [Peony Scrolls](#) stamp sets. Check out the lovely coloring she did for her flowers. Simply amazing!



Dana (@dana\_crafteatalk) shared this cool watercolored piece. We loved her color choices and how the background popped the [Oriental Orchid Korean stamp set!](#)



# \$30

## GIFT CERTIFICATE GIVEAWAY

*Hashtag* #alteneuvideo

Share your 15" Altenew video for a chance to win a \$30 Altenew gift certificate. It can be a short video tutorial, working in progress video, or anything fun with [our stamps/dies/inks](#).

ENTER THE GIVEAWAY ON INSTAGRAM



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