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Scathingly Brilliant Ideas,  
LLC

# Press Release

Ladies, no more doing it on the floor!

In a recent study, women admitted they often scrapbook and wrap gifts on the floor. No more! The Past & Present Scrapbooking Desk gets women off the floor, providing them with a beautiful, heirloom-quality piece of furniture that honors women by celebrating and facilitating their role as greeting card sender, gift giver, and memory keeper for the family.

San Antonio, TX, April 24, 2009: Just in time for Mother's Day, Scathingly Brilliant Ideas, LLC announces the release of the Past & Present Scrapbooking Desk. Its function is to provide organized storage and a comfortable workspace to create cards, wrap gifts, and scrapbook. Unlike other products that are meant to be hidden away in the closet or under the bed, the Past & Present Scrapbooking Desk is meant to be displayed. Its lovely lines and classic design allow the desk to integrate beautifully into the living room, family room, craft room or any room!

The Past & Present Scrapbooking Desk features a **built-in cutter** that provides a perfectly straight cut for wrapping paper, 12x12 paper, embellishments or photo cropping; a **roll holder** (dowel) for keeping wrapping paper, ribbon, or rolls of stickers readily available with quick access to the cutter; **horizontal storage** in the form of two drawers—the second drawer is large enough to accommodate hanging files—as well as the top of the desk which lifts like an old school desk and can hold over 20 rolls of wrapping paper or an open scrapbook; and **vertical storage** with removable dividers, perfect for storing and organizing gift bags, boxes, scrapbooks, and scrapbook paper. The desk is constructed of beech wood, giving it its heirloom quality, and is made in the USA. It measures 31" high x 58.5" wide x 29.6" deep and comes in five finishes to match any décor.

The idea for the desk began as an attempt to avoid having to search the entire house trying to find gift wrapping paper, scissors, tape, and a bow whenever it was someone's birthday. A search of

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available products found organizers that were all too small and meant to be stored away in a closet or under the bed. It was as if women should hide the fact that they gift wrap, scrapbook, or do crafts.

A study was done to see to what degree this problem affected women. The results revealed that women were making do with organizers that didn't solve their problem; storing their supplies in garages, attics, and closets; and then doing their work on floors or beds. Also revealed was the amount of time women spent collecting their supplies from around the house only to have to spend more time putting everything away. They needed a place that could store and organize their supplies while providing them a comfortable workspace. Several years and many designs later, the patent application was filed and the Past & Present Scrapbooking Desk was born. In the process, more than just a piece of furniture was created, a philosophy emerged: This desk is a way to say the "women's work" of card sending, gift wrapping, and memory keeping for the family should be celebrated and honored!