



Asta Arts Fills the Rubber Stamp Void for Hip Young "Craftsters"

Asta Arts Rubber Stamps, September 29, 2005

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Crafty young hipsters embrace saccharine-free stamp designs from fellow DIY craft addict.

PR9.NET September 29, 2005 - SAN DIEGO, CA -- There's a new generation of cool crafty divas that have no interest in bunnies, teddy bears, or "country cute" – and Asta Arts has the answer to their rubber stamp prayers. Asta Arts offers a refreshingly hip line of art rubber stamps featuring skulls and crossbones, pinup girls, retro tattoo designs and other cool images that can be used for scrapbooking, card making, and other crafty rubber stamp art projects.

Let's face it, when you think of people who are into rubber stamping and scrapbooking - or even crafting in general - you aren't always thinking of people who are on the bleeding edge. That is, of course, unless you happen to know about the DIY craft revolution. Then you know better. There's a brand new generation of "craftsters", who are young, hip, and into making stuff. Asta Arts offers these craftsters the rubber stamps they have been craving – cool, saccharine-free designs created by a fellow left-of-center DIY craft lover.

"What I love about Asta Arts is that the designs that are very hip" says Leah Kramer, who runs Craftster.org - a site that is considered by many to be the premier site for the bleeding edge of DIY crafting. "There are lots and lots of rubber stamps available with designs that are very traditional, but it's extremely difficult to find designs that are hip, edgy, retro, tattoo-inspired or gothic," says Kramer. There aren't any companies out there who meet the needs of the young, hip craftster crowd, aside from Asta Arts. "Asta Arts stamp designs and free how-to projects do this with flying colors," Kramer says.

"I just made the stamps I wished I could buy," says Nicole Yost, who designed the stamps for AstaArts.com. "I figured if I liked them, at least a few other people would too." Yost receives a lot of fan mail from her AstaArts.com customers. "People write just to thank me for creating something they can use and that isn't the usual rubber stamp fare" says Yost. "A lot of people know me from Craftster and the other DIY craft boards and like that they are dealing with someone they kind of know. I'm not some big company with a million designs, I'm someone who digs what I'm doing and am sharing that with fellow craftsters."

Asta Arts Rubber Stamps can be purchased online at www.AstaArts.com. The stamps are made of high quality red rubber and are wood mounted on blocks with grooved handles. Visitors to the site can also sign up for the Asta Arts Rubber Stamp Newsletter by clicking on the "Newsletter" link. The newsletter features how-to projects, new product news, and special promotions for subscribers.

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About Craftster

Craftster.org is the online home of the young, hip, and slightly eccentric DIY crafting community.

About Asta Arts Rubber Stamps

CraftyGear.com (<http://www.CraftyGear.com>) features hip T-shirts, mugs, yarn totes and other gifts for crafters of all types. They carry a huge assortment of clothing and gifts for knitters, crocheters, needleworkers, cross stitchers, felters, spinners, polymer clay lovers, quilters, beaders, and paper artists such as scrapbookers and rubber stampers too. If it's crafty, they have it – and new designs are added regularly.

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