# **Hero Arts Holiday Cards** with CBTV Live

**Chapter 1 - Chapter 1**
Hero Arts Holiday Cards
(jazzy music) - Hey everybody, welcome to Creative Bug, we're coming at you live, like we always do on Tuesdays and Thursdays, and we have a super-special guest in the house, this is Grace from Hero Arts, which is a local company, and when I think of Hero Arts I think of rubber stamps, but you guys do so much more than that, but you've been around for so long, I think of stamps that I knew from 10 or 20 years ago. But look at this table, it's filled with treasures! - We couldn't decide. (laughing) - I love it, so, you do make rubber stamps, and they're all manufactured locally? - We absolutely do, yeah, we use all-natural rubber, they're actually made in Oakland, a lot of them are hand-cut, and then they're actually assembled at the factory in Richmond, and yeah, they're come at you live, all natural processes, we even have solar powered factories, so it's, as, - How amazing! - As green and as local as you can get. - That is so cool, and in addition to the natural rubber stamps, you also make ink pads, ombre ink pads, scented ink pads for kids, you create dies, you have these amazing watercolor inks, metallic inks, like this whole table is full of amazingness, and something, I don't know how recent this is, but you launched this 'My Monthly Hero' Kit, where people can subscribe to a cool little gift pack of all the goodies. - Yes, so the great thing about My Monthly Hero is that it comes to you every single month, if you're a subscriber it ships automatically, and there's a different theme every month, so we brought two kits today, we brought October, which was kind of general winter, ice skating, super-fun theme, and then we also brought November, which is an advent theme, so it's kind of more, project-specific, but they run the gamut. The one that won customer favorite this year was the beach theme, in June. So, yeah, it's all year round. - So it's kind of like a seasonal.... - Yeah, seasonal-- - Inspirational? - Sometimes it's trendy, all kinds of fun. - How cool, and um, Hero Arts has so generously donated a three month subscription, so Ally's going to post a link for you to enter, and that will start in December, right? - Yes, definitely enter. Yes, it will start um, the kit is launched on the first week of December, and then they start shipping on the fifth, so you wanna make sure that you enter if you want to get your name on that list, because this year, or this month, we sold out in less than 24 hours. So you really need to get on the list, now. - It's crazy, it's this like, limited edition and once it's gone it's gone. - Once it's gone, it's gone, yep. - It's so cool. So we're gonna play a little bit with the November kit, is that right? - [Grace] No, October-- - [Courtney] October, the winter kit. Okay, so we've got a lot of things here and we'll try to be good about remembering to tell you what everything is. - [Grace] Yes! - [Courtney] Because some of this stuff is new to me, also, I haven't used some of these really cool like, embossed dies. - [Grace] Yeah, so the really fun thing about the kits is they're all limited edition, so it comes with a huge stamp set, and then there's coordinating dies on the back, so this month it came with different paper layering, and then also that would cut out each of the stamps. It also came with these really fun star gems, and then three different colors of this fancy, fancy glitter cardstock. - [Courtney] And this is like a no-shed glitter cardstock, which is amazing. - [Grace] It is, it is! I have a three-year-old, she puts it through the die machine, and she's not covered in glitter, it's a miracle. - It's amazing! And did this come in the kit, too? - It did, so this is an iridescent ink, it's similar to a glimmer metallic, which is our new liquid inks. - [Courtney] We're going to play with that later, because I'm like obsessed with the gold one. - [Grace] But this one's really nice because it just kind of gives it a pearlized kind of sheen to it, like with this card you can see, there's-- - [Courtney] Let's grab a card here-- - [Grace] Yes, so

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it's got this kind of sheen where she was ice skating, and then there's some snowflakes in the background, that are kind of shiny, but it's not, it's not super-dark so you can put it on anything. - [Courtney] Cool, so it's like a pearlizer for any craft surface. - Yeah, yeah. - [Courtney] Okay, awesome, so, when you're making a card like this, or any card using the kit materials, how do you start, do you start with the die cut, or...? - [Grace] Well, the die cuts are my personal favorite, so I tend to start with those, I actually take this whole sheet-- - Oooh! - And I just die cut the whole sheet, because sometimes when you're looking at them sometimes it's kind of hard to tell, you're like, well what is this kind of blobby thing? And then you flip it over once you cut it out, and you're like, oh that's a raccoon covered in Christmas lights, like, who doesn't need a raccoon covered in Christmas lights? - [Courtney] Oh, so, this blobby thing-- - [Grace] To be cut out, right? So, it's really fun, so then you can raise the raccoon, and he can kind of pop out of your card. For this card specifically, that's what they did with this girl, so they, um first they stamped her, and then they used the die cut to actually cut her out, so that way she could kind of be on top of both scenes, and the same with the birds. This is the paper layering, so it is this die, so you run this through your, whatever die cut machine you have, and then you can actually go through and lift the little branches, - So cool. - [Grace] And if you like to use the glimmer metallics, you can use the glimmer metallics, and then put the iridescent on the branches, or you can leave it as one color. - [Courtney] So you can paint it with watercolor, you could probably use even markers? - [Grace] You could do it, yeah, people like those Copic markers, oh my goodness, people are amazing with those, um, it's above my skill level, but you could do anything you wanted. I've even seen people do, they put that, what's that stuff that makes it harder-- - [Courtney] Like resin or flocking, or...? - [Grace] It must be flocking. So they paint it, and then they kind of flock it so that's it's really firm, so that then you can do things like, you can put it on canvases, you could put it on, kind of make, more like a decoration or a wall-hanging thing. - Cool! - [Grace] Yeah, so, paper layering is super-fun, but you wouldn't notice that, if you didn't put the whole thing through, so I just like to put the whole thing through. - [Courtney] Do you wanna do the whole thing? - [Grace] We can! - [Courtney] Yeah, do you want to try it? Show us what that looks like. So we're using a Sizzix, this came from the Hero Arts Design Team Department, so is very well-loved. - [Grace] It is well-loved, yeah. Can you hand me that, uh... Well let's see, will it all fit? - It will, let's make it in sparkly. - Okay, fun. - [Grace] The teal is just, really fun. Yeah, and this is amazing because it's white on the back too, so you can still use it, if you'd like. - [Courtney] If you want to color or stamp on it? - [Grace] So if you have, a just learned a trick, if you have a well-loved die cutting machine just make sure that the bend is on the top! (laughing) - [Courtney] Oh, okay! - [Grace] I just learned that today, you just learn new things everyday. - [Courtney] I love it. - [Grace] Okay, so the trick with these is you want to make a sandwich, and make sure that there isn't anything stuck to it, because we've all made that mistake where you go through and you're so excited and you take the top sheet off and nothing happens. - [Courtney] Oh yeah, that's a bummer. - [Woman] One of our first comments is coming from Fran, and Fran says I love this month's kit! - [Courtney] Fun, thanks Fran! - [Grace] Yeaaa! - [Courtney] Okay, so what is this sandwich here, you do paper...? - [Grace] Yep, you do paper and then the dies, they have a rough edge and a soft edge, so you want to make sure that, it doesn't matter which is which, you just want to make sure, like, if this, if any are separated, that you make sure that they are, actually let's take this one out-- - [Courtney] Like all the same way? - [Grace] Because that's gonna wiggle too much. Yeah, they just need to be all the same way. So this might cut off, we're just going to do this little bit, and then like I said, if yours is well-loved and it's got a curve, make sure the curve is up. So some people like to use washi tape to actually hold the dies down, I like to live dangerously and

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just go for it, and then you gotta make sure there isn't anything in the way. One of the things I really love about die cutting is it's kind of like magic, for those of us who aren't really amazingly crafty, you know, you think, I'm gonna buy this, maybe it'll work, maybe it won't work, the die cutting machines work. And our dies are incredibly detailed, and very lovingly crafted, so they work 100% of the time, which is really nice. - [Courtney] That's so cool. That is a lot of detail! Like that tiny little bird on that card, he's small, he's smaller than a quarter. - [Grace] Right, I know! And I love, people are so creative, our creative team, they sent us all the cards that they made with both kits, and I mean the painting skills are pretty amazing. - [Courtney] I'm gonna open this little, sweet little set of cut and colored and stamped little things, so you can see. - [Grace] Yeah, I love the raccoon. - [Courtney] Yeah look here. - [Grace] There they are! - [Courtney] We're gonna make some of these things, right now this is what they look like. - [Grace] So you crank it through a couple times, I have a three-year-old who loves the die cutting machine, so, young old, just make sure you don't squish your fingers in there, and then, it's kind of like reverse puzzling, we just kind of pop them all out. - [Woman] Alright we've got a couple of questions coming in, Mandy wants to know, what is a die cut machine? - Oh, Mandy's asking what is a die cut? - I'm so glad you asked that, Mandy. So these are dies, they're made from stainless steel. Ours are very lovingly crafted to have really excellent detail, and basically what they do is they cut the paper to a specific shape, but you need to-- - [Courtney] Or score it! - [Grace] But you need to squish it. Or score it, that's right. We have these really fun ornament kits that score these lines, and the ridges, so that you know where to fold, and basically the die cutter is a sandwich machine, so it takes the paper and the die and squishes them together, and um, cuts them super evenly. - [Courtney] So it's the pressure? - [Grace] Yeah, and it even works on felt. - [Courtney] Oh yeah, look at this, so this is using that same die from the October kit, but using it with felt. - [Grace] Yeah, I come from a long line of very strong women who like their sequins, so, we spend a lot of time, over the holiday season, putting sequins on everything. - [Courtney] I love it. - [Grace] So these are actually our lovely Hero Arts sequin collections, I love them because they come with multiples, in one package, - [Courtney] Fun, so you can layer them? - [Grace] And yeah, so you can do this any color, you can layer them, these are actually hand-sewn on, but you could also use a glue gun, I mean my daughter likes to just cover things in Elmer's Glue and throw them at the ... So, I mean, you know, whatever you're, whatever you're into. But yeah, so this is the-- - [Courtney] So this is just coming right out, this was cardstock, look how amazing. - [Grace] Right, super-fun. But you could do, I've seen people do felt, you could do, I've even seen people quilt with them, you can do all kinds of fun stuff. - [Courtney] Mmm, like an applique? - [Grace] The only thing when you're punching them out, is you just want to make sure that you don't yank them, because sometimes they're delicate. Like this lamp post, that could very easily have met a tragic end. So see, you can see some of these things, you're like what is it? See that one? So one of the things that we do is we try to cram as many dies into a sheet as possible, so that one I probably should have removed, - [Courtney] Oh, because it's inside. - [Grace] It's not supposed to have, so it was supposed to be this bird outline, and the kid, not a bird outline of a kid, so. - [Courtney] So right now we did them in this little sheet but you also are going to pop them out and use them individually. - [Grace] Yes, so you'd go through and where ever there's these little straight lines, you just snip those, but I like to do it as a sheet, just so you can see what's what. - [Courtney] See what everything is-- - [Grace] I'm sorry, did we miss anything? - [Courtney] That's how you start, it's like your tester. - [Grace] Oh, there's this kid, but the kid, missing an arm. - [Courtney] That's okay, nah, maybe it's behind the tree, putting an ornament on, that's fine. - [Grace] So that's really fun, that comes with the whole kit, and then, where did it go? - [Courtney] This guy? - [Grace]

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This guy! So then you can go through, and actually match them up, and say okay, what do I want to do on my card? So for this one, she used the paper layering die, and then you would use two of the little birds, which are right here, and then you could stamp them onto white cardstock and mount them onto the glitter, or you could do, you could stamp them in the white and then color them in like she did, - [Courtney] Yeah, so we could even use this, you said we could use the back if we wanted. - [Grace] Correct, yeah. - [Courtney] Yeah so, we can do like some glitter and some white if we wanted. - [Grace] Yes, all of our papers always have dual sides, so that way you get the most out of them. And so, for this kind of thing, you would then use one of our infinity dies, cut out a window, and then you could really do anything for the background. We've done a lot of background techniques, we've brought a lot to show you, so there's things like this, where you can take, um, this is just a watercolor, where she's gone through and watercolored, but you could do like an ombre look, we even have an artist who uses our glimmer metallics to do her backgrounds on acrylic based paints, and then sometimes she does stamping stuff on top, sometimes not. But like she, you know. - [Courtney] That's cool. - [Grace] Yeah, her name is Jeanette. She has this really cute watermark, and she does beautiful stuff, and so, really the background is anything you want it to be, it could be something really simple like this, where you just do some splatter paint, some glitter-- - [Courtney] I love this, so this is an example where it's just embossed, and then the windows are cut out, so same die, right? - [Grace] Yup, same die. - [Courtney] And then this is embossed to get this little line work and then cut for the windows, that's really cool. - [Grace] Yeah, that's one, I really like to play with them when I first get them, because sometimes you can't tell how cool they're gonna be, like this one, when it comes in the package, you really can't see that like, it's, I mean, that's a stunning piece of work, with, - [Courtney] So detailed! - [Grace] All you had to do was run it through the die machine, ta da! - [Courtney] Yeah, this would take you forever to hand cut, and you'd probably tear off the deer's ears. - [Grace] Exctly, so... - [Courtney] I love it, you can see it on the white too, so pretty. - [Grace] Yes, yeah, so you could even use that with your My Monthly Hero, the goal of the my Monthly Hero kit is really to help you build a collection of things you would use over and over and over again. - [Courtney] So like, works together, and you can use all of the different components for different projects, I love that, building skills! - [Grace] Right, it's all about education. Continuing learning. - [Courtney] I love it! So do we wanna play with these, or do we wanna try this in the white so we can color and stamp, or...? - [Grace] Well that just depends, are you ready to do some glimmer metallic inks? - [Courtney] Yes! - [Grace] Okay! So then I say we do the paper layering. - [Courtney] Okay, so let me grab our machine again, you guys can see this die cutting machine in action, again, this one happens to be a Sizzix, but you can use any brand, right, with your guys' dies? - [Grace] Absolutely, whatever die cutter you have available to you is the one you should use, and in fact, I'm in Portland, and I would use this one, it's a little smoother, and um, the libraries actually have die cutters that you can go use. So I'm just saying, libraries, good times. - [Courtney] I love it, we were talking about how much we love libraries earlier. - Yeah, it's true. Okay so you make your sandwich again, you've got your paper layering die, make sure that the curved side's up, it is important that you hold it still, you don't want it to wiggle around too much, especially once you start cranking, because we've all done that, where you like, half cut it, and then it moves, and then it kind of looks like it's gone through an earthquake, where it's a little wiggly. - [Courtney] Okay, gotcha. - [Grace] You don't usually need to go through too many times, but I'm always better safe than sorry. - [Courtney] Plus you said, this has been used quite a bit. - [Grace] This is a well-loved art, we are very much a design company, so many of our ideas come, you know the design team is just playing with fun stuff, and so you can tell, with this die cutter, it's been well,

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well loved. Okay, so these are really fun. So now what we need to do, as you can see, this is really delicate work, so you can go through, and kind of poke any of these out, so what I like to do when I'm doing paper layering is to color it first, and then cut it out, because then we'll go through and use this die. So why don't you do-- - [Courtney] Some coloring? - [Grace] Some fun coloring, and I'll get this die out, and then when you're done we can cut it. You could also, if you decided you wanted to do that in the middle of your sheet, and not cut it out, you could do that too. - [Courtney] Okay so that interesting, so like if I wanted to use this as a card and not just a piece of paper I would have done it in the center and then build around it? - [Grace] Yeah, yeah. - [Courtney] But we're just using this like a piece of paper because we're going to cut it out. - [Grace] Right, that's what she did here. - [Courtney] Cool, well I'm just gonna test my paints then, so this is that glimmer ink that I was like dying to get my hands on, do you need to shake it? - [Grace] I would shake them, yeah. And they come, the glimmer metallics come in pairs, so the red and green comes together-- - [Courtney] I'm gonna use a little bit of the green with my gold here. - [Grace] The gold and silver come together, and then we have the copper and the bronze, that come together. - [Courtney] They're really intense, and awesome! You guys, I was testing this before we started, this is black gaffe tape, because this is all I could find that was black, look at the gold on there! - [Grace] Right, and that's after smudging. - [Courtney] I'm like, oh yeah Tim smudged this, when he was doing our mikes. - [Grace] Just sayin! (laughing) - [Courtney] Soooo pretty, I'm like obsessed. - [Grace] They're beautiful. - [Courtney] I'm just testing right now. - [Grace] So again, you can use them straight from the bottle, they come with a dropper, or you could mix them into anything, we have people who, I mean, they use them with acrylic, you can do them on, well now that we know they can be on gaffe tape, I really want to do them on denim, you could really do anything. - [Courtney] So I can go outside the lines because we're going to cut it out? - [Grace] Anything, you can go anywhere, yup. - [Woman] Next question comes from Nadine, and-- - [Courtney] Hi Nadine! - [Woman] I believe Nadine is asking, for you guys to explain any tools to help you punch out the design. - Ooh, so, I -- - Nadine's asking are there tools to help us punch out the design, and Grace is gonna tell us. - So I like to use whatever's handy, um, the back of a paintbrush, anything that you can like, well, I guess scissors can be kind of scary, I guess I always just use my fingers, or a ballpoint pen, with the cap on, or like a cap from a ballpoint pen, you know? - That's yeah, like those little-- - You could even do tweezers, the nice thing about our dies, is that they're never, the holes aren't that tiny, so it's never like, you're never like up close trying to... - What about like a pin tool, like an awl or something, like if you were trying to get little bits out? - An awl would work, absolutely. - Or just like a tapestry needle. - Mm-hmm, tapestry needle would be good. Actually I have a, now that you mention it, in my knitting kit I have one of those really kind of tiny crochet hooks, that would be great, you could use one of those really funny plastic needles to like sew up, you know, sew yarns together? - [Courtney] Yeah, a yarn needle. - [Grace] So just as you're doing this, you could do any kind of like, gradients and variants that you want, just by adding more water-- - [Courtney] But also if I wanted I could also use the ombre ink pad, right? - [Grace] You can! So we have a whole line of ombre inks, we brought red and green for us to play with today... - [Courtney] I need some scratch paper, could I just use the back of this? - [Grace] Yeah, of course. Everything is scratch paper when... - [Courtney] I might just paint on top of this, I just want to show you guys cause I think this is so rad. This like, ombre style ink pad, and you can see it's just like three little portions of ink pad. - [Grace] And the nice thing about them is that-- - [Courtney] Whoa, it's really saturated! - [Grace] Yeah, they have really saturated color, I was just going to say that. - [Courtney] You're like by the way, Courtney, before you stamp... - [Grace] So they're very strong, but the nice thing about our ombre is that it's

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all, it's the combination of pigment, and dye inks, so it's kind of the best of both worlds, so it dries really nicely, but it also is very rich in color. - [Courtney] It's beautiful, I love the texture, even. Right, so I'm gonna paint on top of it, just cause, so it's cohesive-- - [Grace] Why not, and well it's fun, that's the other thing that's nice about the glimmer metallics is you can layer them. So if you went through and you decided oh, I want it green, and then you want to highlight it with gold, you could do that, you could highlight it with copper, they really do just get better. - [Courtney] I'm impressed with the metallics, I gotta say, good job Hero, because a lot of metallics are not that impressive. - [Grace] And design really worked on these, you know they're very passionate about their ideas so once they have it they're like, we're not settling, if it's not amazing, we're not gonna do it. So I know the gold was especially tricky, to have it actually be gold outside of the bottle. A lot of golds are kinda watery, nobody likes just kind of slimy yellow. - [Courtney] Yeah, no one likes a bogus gold. Okay, so I think I've filled in all my parts, here, let me just get rid where that line was. - [Woman] Okay next question comes from Jean, Jean wants to know what is gaffe tape? - [Courtney] Hi, Jean. - [Grace] Oooh, Jean, good question. - Your question was um what is gaffe tape? - You're gonna love it. - It's actually just tape that we use on set, so it's like something that electricians might use, or anybody that's doing like a production crew, and it's kind of like duct tape, but a woven tape. - Yeah, it's kind of like painter's tape and duct tape had a baby. - Yeah, good, like that. That's good. - I mean, we have it in our house, because, why not? - Oh, what do you use it for? - Uh, my husband has a woodshop, so you know, you never know when you're gonna need something to hold still. - Yeah, and it's supposed to like not ruin your floors and stuff, but it's very strong. - It's very strong. You could make, I've even seen people make, like, the duct tape dresses, you can do it with gaffe tape, too. - Yeah, absolutely. - It's a little more fabric-like. - Yeah, it is, it has like a woven texture. - But Jean you should get some, cause you're gonna find uses for it in your house. - Okay, so that's painted, and we're gonna cut it out, right? - [Grace] Okay, so, once it's painted... Oh, I was supposed to be doing this, huh? - [Courtney] That's okay. - [Grace] So, one of the things that I like to do, is keep all of my My Monthly Hero things together, so-- - [Courtney] That's smart, because these are little pieces. - [Grace] They're little pieces, and once, you know, once they're separated you're like, what was this blob for? Oh, it's the raccoon with the Christmas lights. So, I like to keep them just in little folders, altogether. - [Courtney] That's smart, yeah, little pouches or something, that's a good idea. Do you want to use a pair of scissors, or do you normally just bend until you pop it out? - [Grace] I usually just bend, you could get scissors, in fact needle-nose pliers would be great, you can twist them, um, the only thing is you just want to make sure that you don't-- - [Courtney] Like bend them or distort them? - [Grace] Well, or have them poke up above the level of the die, cause then it would like, poke through your paper. - [Courtney] Okay, gotcha. Okay, I've got this, bringing back the die cut machine, here, the Sizzix that we're using. - [Grace] So the nice thing about these inks is they dry really quickly, so you don't have to wait 24 hours before you can keep doing your project. And, it also means that like if you wanted to make 15 holiday cards, you could make them fairly quickly. - [Woman] Next question comes from Phil. - [Courtney] Hi, Phil. - [Woman] Phil is wondering, are there different dies for cutting and embossing, or do you use the same back and forth? - [Courtney] So Phil's question is do you use different dies for cutting and embossing, I think some are double, but like, so we use the paper layering die to create all these embossed little bits on the tree, and now we're going back and using a different die that came in the same set, that's actually gonna cut. - [Grace] People used to do what's called 'fussy cutting,' where they would take scissors and actually cut around, you know they'd stamp their little girl and then they'd actually go around, but dies are basically, it's just saving you that fussy cut stuff. - [Courtney] Mm-hmm, so you

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line that up carefully-- - [Grace] Yes, once you have it all painted and it's dry, it's not going to bleed all over everything, then yes, you have to line it up carefully and these paper layering, you just want to make sure you don't miss a branch. We have a generous kind of edge around them, so you don't have to worry about it being like, right next to it, but you still want to make sure you're paying attention. And then, this would be when you really don't want your die to move, so, you make your sandwich and then push down kind of quickly, so that way you can get it to um, to hold still. And I will just say, this is a really fun activity, for, even people who aren't crafty can do this. People tend to be intimidated by dies, and die cutting machines, but really I think of it as kind of a cheat, like, wow I look a lot more impressive than I actually am. - [Courtney] You're like, I couldn't have hand cut it, but I can certainly die cut it. - [Grace] Definitely could not hand cut it, and, when you're doing things like this, when there's a background, you know you're like, I don't even have to be perfect with my painting, I can just paint anywhere, it doesn't matter, because I'm gonna cut it off anyway. - [Courtney] I love it, it's so fun. - [Grace] So, I know right? It's like Christmas, you're like oh look at it. - [Courtney] It is like Christmas! - [Grace] Okay so, here is your fancy tree. - [Courtney] Oh, you guys! - [Grace] I know right? Look how professional. - [Courtney] And then I can like, pop out these little bits, if I want. So then also Phil for you, like you're asking, actually both of those dies are cutting dies, it's just that it's designed to never cut off, it's like nothing is connected to anything, it all has, see so it is cut, it's coming up, but it's just not a complete shape, it's just part of a shape. - [Grace] And we do have dies-- - [Courtney] I love it. - [Grace] Isn't that pretty? Right, glimmer metallics make everything better. We do have dies like this, like this is actually a flat die, but it cuts the star shape, and then it scores where you fold, so that's kind of um... - [Courtney] Like the cut and emboss die? - [Grace] Yes, so, if that's what you were talking about, Phil, they don't all do that, but we do feature a lot that are like that, because who doesn't want a 3D uh, star? So once you have your tree all picked out, then you can do whatever you would like for the rest of your card, so, we can do, you know, we have this whole set to choose from, so there's all these little birds, you could even just, if you wanted to, you could put that right in the middle, and then you could do a nice piece of this, as a backer for sentiment, so it could just be the tree, and then we could cut out a nice piece of this, and we could stamp on the white, oh what fun, happy tidings, Merry Christmas from us, let it snow, winter wishes, we try to keep as many stamps as possible in the set, but have them be very varied in their messaging, so that that way you can use it over and over again. - [Courtney] Yeah, I love it, this is so cool. - [Grace] Yeah! - [Courtney] Oh boy, so many choices! - [Grace] I know right? - [Courtney] Well, I like that these are already done-- - [Grace] Right, aren't they cute? - [Courtney] so I can just kinda see, what would that look like? - [Grace] Racoons... - [Courtney] These are like, perfectly colored. - [Grace] I know, they're amazing. Our carders, I think this was Alina. - [Courtney] Good job, carders, it looks like it was commercially printed, I love it. They're really well done. - [Grace] Oh, look at this one. Little tiny...! (laughing) - [Courtney] Oh, a tiny tiny little candle! - [Grace] Right, so you could put ornaments in your tree, you could use them as backgrounds, you don't have to cut them out, you could just stamp them on as your background and then put your tree on top, there's really endless possibilities, and then there's also things like, if you wanted to, you could cut out, these are little trimmings for your tree, there's a, this one, so she actually has got the cat and the dog and the mouse putting the ornaments on the tree. - [Courtney] Oh, that little tower. - [Grace] Yes, the little tower, right? - [Courtney] I was wondering exactly what that was going to be. - [Grace] See, so you cut out the blob and you're like what is this? - [Courtney] What blob is that? - [Grace] It's the mouse and the cat and the dog putting the ornaments on the tree, who doesn't need that? - [Courtney] So cute, guys, so cute. I love it. -

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[Grace] This is a really fun kit, I like this one a lot. - [Courtney] Um, I have no idea what to do with my background, I kinda just want to put glitter behind it. - [Grace] Oh, you could also do that, I mean, really. - [Courtney] I'm like obsessed with glitter. - [Grace] I mean, who doesn't need more glitter? And the thing that I really like about these too, is it can be anything you want, so you can decide that that's gonna be, you're gonna make a ton of those and they're gonna be your Christmas wrapping toppers, - [Courtney] Right, yeah, I would love to do that actually, like make, I love to do everything with giftwrapping, so I'm like, okay I'm not gonna make a card but I am going to put one of these on everything. - [Grace] Right, and you could back it on a piece of cardstock that fits right below it, and it could even say winter wishes or whatever, or it could just have a nice background of ornaments or a raccoon with Christmas lights on. - [Courtney] I love it. Okay now let me, let's see what else we can play with-- - [Grace] You can ponder, it's okay, you can ponder. - [Courtney] And then I'll come back to my card and see. - [Grace] Sometimes I like to cut a bunch of stuff out and then leave for awhile, just to see what I, you know. - [Courtney] Right, and come back to it. - [Grace] Ooh, cause there's, don't forget about this! Those came in the kit as well, a lot of the embellishments that come in the kits are never ever gonna be available again, so like those stars-- - [Courtney] Limited edition sparkly stars, y'all, so cool. Okay, so I'm gonna put my little tree aside, because I also want to learn about these other things you guys have, and don't forget you can win, potentially, a three month subscription to the My Monthly Hero kit, by following the link that Ally is posting, so make sure you do that, because who doesn't want this?! I want this, so cool. - [Grace] Right, it's really fun. And just to show you what it looks like when it comes, it comes in this cute little box that is our, our design team designed this, and so it comes all wrapped, this was the November kit, so it's got our nice little thank you, and then November was an advent theme, so it has your dies, your stamps, and then this one came with a cling stamp, which is very fancy. So basically you can make little advent calendars, and you can do little ones, that are card size, you can do big ones, yeah, this one was really fun for our designers. I love this one, it's kind of neon and sparkles, because you know, who can pick between them, so, you need all the things. So these are, this was a really really fun kit. This is also by Jeanette, she is lovely. - [Courtney] And they sell out quickly, so it's nice to have a subscription, cause you're guaranteed a kit, like this one's already sold out, right? - This one sold out in 24 hours, however, there are all these beautiful add-on products that are in the same vein, they work with it, or they stand alone. So if you wanted to make a, an advent calendar of your own, this is the die that would cut it out, here's this really cute, I kind of call it Dr. Seuss wrapping paper, it just really reminds me of Whoville, for some reason? - [Courtney] Yeah, it's cute. - [Grace] So you can use that to make really fun cards. And then these are, um, the frame cuts are the shapes that we'll cut out from the clear set. So this is the wreath set, you can build your own holiday wreaths, and then you can cut them all out. - [Courtney] Yeah, we just did wreath painting earlier this week, so now I'm like, oh so now I want to set up a wreath, so that's cool. - [Grace] Ooh, that's fun, yes! - [Woman] Next comment comes from Fran, Fran's saying she wishes she could buy the sparkly stars as an add-on, online, is that possible? - [Grace] It is not possible, Fran, I would love to tell you that you could-- - [Woman] She says she wants to hoard them. - This is why you have to have a subscription. - I mean, I totally agree, I'm hoarding mine, my daughter got to use four. (laughing) - Limited. - It was limited. But, but she'll get to use four again, but you know, you gotta kinda ration 'em, because that's all they made, you know they're not gonna come back. - But it's cool, I mean, that's the point of having the subscription, you get these like really awesome things-- - And they're a really good deal. You know, it's usually at least double, the retail value is usually at least double what the actual subscriber pays, yeah, and then you also get free shipping on all of

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your add-ons, so if you want to add, like I love this that-- - [Courtney] Sign me up. - [Grace] You know, bears, fawns, bunnies, in sweaters, in Nordic sweaters, just makes me wanna knit. - [Courtney] Oh yeah, show me these little kits, cause you said Nordic. - [Grace] I like the Nordic theme. - [Courtney] So this is adorable, I also as a kid remember like Hero at arts camp, little collections-- - [Grace] Me too! - [Courtney] But I love this one, because it also comes with the stuff that you need, but it's like, very simple. So you don't need to a die machine for this. - [Grace] You don't. You don't need a die machine, these are great for gifts, these are also great for making gifts, you know we talked about wrapping and how you kind of want to add that personal touch, but you don't always have six hours a day, I mean you know, like you're not doing anything else for the holidays. So, these are lovely kits because it comes with ink, and then these are little already cut out tags, so all you have to do is pop out the little circle, and then you can stamp-- - [Courtney] Can I make one? - [Grace] Yes, absolutely! - [Courtney] I want to try the ombre, though. - [Grace] And you know what else you could do? You could glimmer metallic them before you stamp them, because you can stamp on glimmer metallics. (hosts gasps) I know! - [Courtney] What?! You're blowing my mind, Grace, I love it. - [Grace] This is what we're here for, so. - [Courtney] I love it (laughing) I'm gonna do that. - [Grace] Good, I actually tested it, because I was like, can you stamp on glimmer metallics? That would be amazing, and it is. - [Courtney] So I just use my dropper to put it on there? - [Grace] I just used my finger, like just like straight dropper to the card, because they're so fun, that like, who doesn't want to do a little finger painting? - [Courtney] Right, love it. - [Woman] So, another comment from Fran, Fran says, I'm a subscription member, so worth it. - [Both] Awww, thank you Fran! - The thing I really love about our subscribers, too, is they are not only really excited about the products, but they post what they make, and they make amazing projects and so it's this community of people who are like, not only sharing kindness and crafting together and doing this stuff, but then it's like, you know, then they can share those creations with the world. - [Courtney] That's just like Creative Bug! - [Grace] Right, see? So it's a good time. - [Courtney] So where are people posting for Hero Arts, are you finding them on Instagram, are they posting on Facebook, where, like where is the community hanging out, and all of that? - [Grace] We have a blog, people respond to the blog, we do the Instagram, there's even some folks who do Youtube, yeah. So it's pretty fun. (both talking at once) - I mean I'm going to get some on your table-- - Oh, that's fine. - But I kind of like how they've like, spread out, too, it's just kind of distressed looking. - [Courtney] it's really intense, I just like, love how saturated that color is. Because I used a lot of water this one's gonna have to dry a second, I might just do a stamping on a bare one-- - [Grace] There you go, absolutely. So the really fun thing about the mini tubs is that they're for all ages, they're all crafting levels, last year I did all my tags with them, I even did craft wrapping paper, and then I just stamped these in like random colors all over the place, it was super-fun, I had a two-year-old at the time and she loved to do it too, so, you know you can kinda throw them at whoever is around, too, and say hey, do you want to help me make... - [Courtney] Perfect, keep everyone busy! Inlaws, kids, everyone. - [Grace] Right, and so the ombre is really nice for those, because it, you know, who doesn't want a little dimension? But it does come with the red ink, as well, um-- - [Courtney] I know, I went rogue. - [Grace] Well, you know that's the fun part about crafting, you know you're supposed to go rogue. - [Courtney] I really just am into this ombre pad. - [Grace] The ombre's really fun, I think we have, John would know better than I would, but I think there's like 24 SKUs of ombres. - [Courtney] There are a lot of ombres, I think I-- - [Grace] And they're hard to decide, they're hard to decide. Oh yes, yes, there are both. Um, they're really really fun. That, that is the only thing about them, when you add the water, sometimes it bows the-- - [Courtney] That's okay. It's just a bit

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damp, is all. - [Grace] But, they're really fun, and the Nordic designs, you know they're almost kind of, to me they almost kind of look like fairisle sweaters, which makes me happy. - [Courtney] I love it, yeah! Well okay, so you could use your shape for those little animal sweaters and then stamp on top of it. - [Grace] Exactly, right? But you could use these as a background, and then have that that matches. And this is a really nice one because it's got really, sweet, I love warm friendship, just do friend, you know like if you're gonna stamp the deer you need a punny sentiment to go with it, so. - [Courtney] I'm just practicing over here, just cause I wanna play with this. - [Grace] Yeah, right? I know, they're super-fun. - [Courtney] This is so great. - [Grace] This one's nice too. Little trees, yeah so, mini-tubs, there's also a larger size, these are called the ink n' stamps, this is probably exactly what you remember from when you were younger, I have very fond memories of using these, and they're such, there's so many in here. Here we can just kind of... So in one kit, you get the ink, and then you get all of these stamps, this is the Christmas one, this is my other favorite, it's called Monster Party, - [Courtney] Oh, cool! - [Grace] Yeah, because who doesn't need an octopus? - [Courtney] A one-eyed octopus! - [Grace] He's a cyclops octopus, and there's also a unicorn in here, that has fangs, which I just, I just can't, help myself. - [Courtney] Oh, that's so cool! - [Grace] I know, right, because everyone has fun at the monster party. So the ink and stamps are really lovely, there are a ton of themes-- - [Courtney] Does that say mom? - [Grace] No, it says nom, it's a party, they're eating! See, unicorn, this little guy, slug, grr. They're so much fun! And when you give these as a gift, you're giving something that they can use again and again and again, and again, you can use them as, for other crafts, too. Whenever we go to a birthday party, we like to bring those along for crafts, or we decorate the package with them-- - [Courtney] And you could even just use like, these three, if you're doing something not monster-themed, but still party-themed. Or you could use them for Halloween. - [Grace] Mm-hmm, and our designers are really conscious about that, too, trying to make them fit together, but not so much that you need every single one of them. They're stand-alone designs, you know, we're a design company first, so it really has to, the design has to be amazing. So, the ink n' stamps, there's a ton of them on the website, the safari is really fun, the mermaid, (host gasps) I know, it was a tough decision, I had to limit myself to three, so-- - [Courtney] Wow, I love it, these are so great. - [Grace] Yeah, the Christmas one's really nice too, for the, just all the little shapes, they're great for gifts. - [Courtney] I love it, and because they're so small they'll like fit on almost anything, like an scrap of paper, like any tag, what have you. - [Grace] Right, no scrap left behind, use every scrap. - And you also have, I don't even know where I put them, I love these like, little scented, so this would be a fun like, addition, if you're giving this as a gift to then like add this little kid-friendly non-toxic scented. I also remember scented ink from when I was a kid. - [Grace] And they're not terrible scents, you know like sometimes you get things and you're like, phew, these are actually quite nice, uh, and they do, they wash right off. I think pretty classically, kids just, they just get their hands all in it, and it comes off, right away. - [Courtney] Does your three-year-old have these too? - [Grace] Yes, she does, she's a big fan. She's a big fan of the scented inks. Luckily she hasn't licked them, you know, they're non-toxic, so she'd be fine, but you know like if you look up and her tongue is purple, that would be a little jarring. - [Courtney] It's a little alarming. - Yeah, um, but they're, they're really fun, - Good stocking stuffer. - Kids, and adults, because they're fun colors, I mean, there's nothing you can't do with those, and they're all archival, and everything, so if you stamp, if she stamps something and in 10 years you want to keep it, you know, it'll be fine. - Still there, still intact. - Yep, yeah. - Well gosh, I feel like we covered so many amazing and fun things-- - I know, right? - Show me just this, we're not gonna, we don't have to make anything out of it, but just as an example, I love how beautiful the embossing on this is. So this

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was the same cling stamp that was used in the advent calendar, but instead of cut away, it was just used as a pattern. - [Grace] Yes, so this is the card from Ilana, and she is amazing, and she did all this lovely embossing work for us, and she actually sent some kind of variants, so you could use the ombre ink pad, if you wanted to, and just stamp directly, you could also use one of these daubers, and you can use any ink that you would like, and basically what you do-- - [Courtney] Show us the little thing. - [Grace] Yep, so what you do-- - [Courtney] I'm putting Grace to work here to see how the ombre works. - [Grace] Usually you would use multiple colors of the same family, but you just kind of, boop, boop, boop, boop, boop, and you can rub it, so that's it's a little kind of like, more smeary, or you can just dot it, and the fun thing about these, is you can almost make ombre just with one color, if you just really focus hard on one section, and then get lighter and lighter and lighter. So, it's a really fun technique to kind of blend things through, sometimes what I like to do is a whole sheet of this kind of stuff, where you just kind of do random, patterns, and random kind of thicknesses, with these, and then that way when you go through, and then you, you could die cut them, and then, you know, you could use those as backgrounds, you could do-- - [Courtney] So you're just having fun making this layer and then you're not sure what you're going to use it for but it'll just be in your stash. - [Grace] Right, right, and then you can say, well I really like this color, this actually is one of my favorite colors, this raspberry jam, - [Courtney] I love it. - [Grace] And then if you had one that was a step lighter, then you'd come through and do that there, you could have it go to white, you could have it do the whole thing, she did, this is kind of more of a navy to the really light, she did use a blue cardstock, you don't have to, you could use a white, and then yeah, you can, you can cut them, she used it on this tag as well, - [Courtney] I love it, it's like a one-stop creative shop, you got like, it's all here, you guys, all of it, I love it. - [Grace] It's festive without being fussy. - [Courtney] I love it, oh, that's a good little tagline, festive without being fussy, because there's no fussy cutting, - [Grace] No, no fussy cutting, cause we have the die cuts. - [Courtney] I'm getting this gold immediately. - [Grace] I mean you can fussy cut, if you really need to, but I don't recommend it, it's awful. - You don't need to! - So don't forget, you guys, to follow the link that Ally posted so that you can possibly win the three-month subscription to My Monthly Hero kits, it's killer-- - It's a good deal. - I love it, well, I'm wanna come celebrate the holidays at your office, - Yeah you do, it's super-fun. You're totally invited. Yeah, anytime. - Thank you so much for being here and showing us all the fun stuff-- - Of course, thanks for having us! We're just across the bridge, we're so excited to meet you guys and come hang out. - Yeah, it's awesome. You might see more of both Grace and myself playing with uh, stamping things in the not-too-distant future. - Just all the glimmer metallics. - Thanks for joining us, don't forget to do the, when are we going to pick our winner? End of the week? Oh, a week from now. So, if you're watching this on Creative Bug, you need to go to the Facebook page, and follow the link, because you have up to next week. - Don't forget about the discount. - Tell us about the discount! - So you get a discount if you're a Creative Bug member, and if you go and you look at this live shoot, then you get a 10% off on all of your supplies. - At Hero Arts? - At heroarts.com, which is kind of amazing, because usually, you know, it's got all of our latest stuff, it's got everything you need, and usually we don't do blanket coupons like that, so I'm just saying, we've pulled some strings, we're really excited to offer it to you guys, so, make sure that you use that. - [Woman] Yes, and that was posted, awhile ago. - Okay, so, Ally already posted a link to that. - Thank you, Ally, excellent. - That is super-awesome, so if you're already a subscriber to the My Monthly Hero and a Creative Bug subscriber, then you could just go wild and get some other accessories, and up your card making game this holiday season. - Glimmer metallics, ornament kits. (woman talking off screen) - Yes, yes, Fran. - Yes, Fran you can hoard the

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sequins, cause those, the snowflake sequins are my new favorite thing, I'm just saying, those are available for hoarding. - [Courtney] At 10% off, discount. (laughing) Thanks you guys for joining us and we'll see you next week on our next live shoot. (jazzy music)

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