

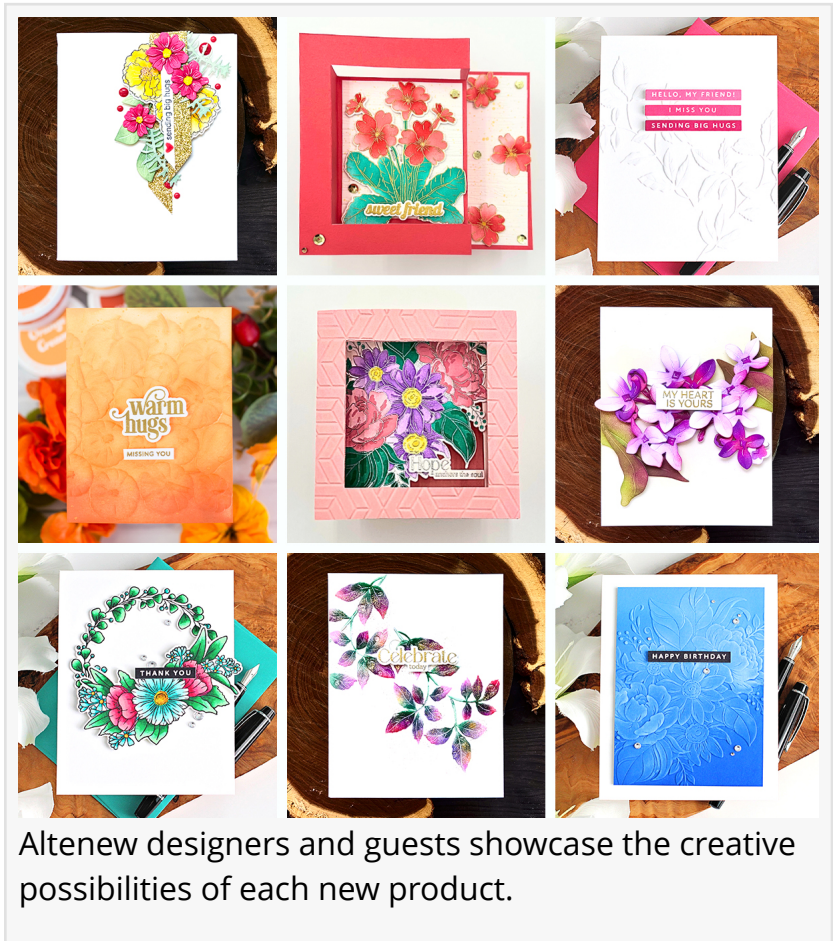
NY-based Paper Crafting Store Reveals New Products for DIY Autumn Crafts

This autumn-themed collection has every crafting tool you'll need to create the perfect seasonal DIY projects, regardless of your skill level.

NEW YORK, NY, UNITED STATES, October 11, 2024 /EINPresswire.com/ -- As the crisp air and golden leaves signal the arrival of autumn, [Altenew](#), a leading name in the crafting industry, is thrilled to introduce its latest release: the [Autumn Delights collection](#). This collection, inspired by the beauty of the season, features a range of products designed to bring the essence of fall into every crafter's hands.

The Autumn Delights collection is a testament to Altenew's commitment to innovation and creativity. Whimsical, cozy, enchanting, rustic, and versatile, this collection is sure to captivate crafters seeking to infuse their projects with the warmth and charm of autumn. The collection introduces a new press plate theme: Geometric Essentials, a series of must-have geometric designs that offers crafters a fresh perspective; the first-ever One-Go Press Plate, which allows them to create letterpress sentiments in one go; the [Perfect Picker](#)—a stylish, dual-tipped crafting tool that provides crafters with the ability to pick die-cuts and place embellishments easily on their projects; and a nifty and hassle-free way to store supplies and projects together—the Storage Pockets.

With its fall-inspired motifs, warm color palettes, and nature-inspired patterns, this release's goal is to help crafters create projects that they can share with family and friends, adding a touch of seasonal magic to their handmade creations. From fall-themed scrapbooks to warm & cozy home decor to earthy and natural greeting cards, the possibilities are endless. As with every



release, this New York-based company also kicked off the celebration with a video hop, a blog hop, and an Instagram hop. These events ensure that Altenew fans get plenty of cardmaking inspiration while showcasing the creative possibilities of each new product in the collection.

"We recognize that crafting brings comfort to many, and with the changing seasons, people often find more time to indulge in their creative passions.," shared Jen Rzasa, Altenew's Product Development Lead. "Our goal is to help them craft something they truly love."

As a top innovator in the paper crafting industry, Altenew aims to solve some of the common pain points experienced by crafters by offering solutions such as the Zero-Waste: Autumn Leaves Die, which promotes less waste and hassle-free die-cutting, and the time-saving One-Go: Solid Sentiment Strips Press Plate.

As we usher in the fall season, Altenew invites both beginner and experienced crafters to explore its enchanting and delightful collection. With its whimsical designs, cozy charm, and versatile elements, this collection is set to inspire crafters to create heartfelt projects that capture the magic of autumn.

Established in April 2014, Altenew strives to bring elegant, natural, and versatile designs to paper crafting products. Altenew knows that the personal, delicate touches of a



ALTENEW

GUEST DESIGNER | OLEKSANDR AZAROV

This collection includes unique products for various autumn-themed DIY crafts.



The Perfect Picker is yet another game-changing tool made by crafters, for crafters.

handmade card or scrapbook page can bring joy to the most important people in your life, and it is proud to create products that help inspire creative projects and one-of-a-kind handmade creations.

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