

American Crafts Offers Digital Scrapbooking Kits through My Memories

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Salt Lake City, UT - My Memories recently added American Crafts to its team of digital scrapbooking kit designers. With more than a decade's worth of experience providing innovative and high quality scrapbook products, American Crafts has just introduced a series of digital scrapbook kits—including the new Backyard series—now available at the My Memories digital scrapbooking site.

“We are delighted to add American Crafts to our digital designer lineup and thrilled to offer another layer of creativity to our digital scrapbook customers. American Crafts has been making beautiful scrapbook papers and elements for more than a decade, and has chosen My Memories as the place to introduce its new series of digital designs. Our customers will be very excited to see all the new American Crafts designs available for download.”

—Darren Nelson, Creative Director, My Memories

The new American Crafts digital scrapbooking downloads are available for Windows or Mac computers. They install and integrate into My Memories Suite digital scrapbooking software or can be used with other scrapbooking applications, such as Adobe Photoshop Elements.

Jeff Mitchell, president of American Crafts, expressed enthusiasm for the new partnership with My Memories for digital scrapbook downloads:

“Our digital packs and kits are the perfect fit for the digital scrapbooking community, and have been designed to work seamlessly with My Memories Suite digital scrapbook software. American Crafts is excited to offer our creative and popular designs in a fun digital format that is fast, easy-to-use, and affordable,” says Mitchell.

According to My Memories, the addition of American Crafts scrapbook layouts and kits is part of a continuing initiative to expand the styles and themes of digital scrapbooking kits available on its website.

About My Memories Digital Scrapbooking

My Memories is a complete digital scrapbooking solution (website: www.mymemoriesuite.com/). My Memories Suite scrapbook software provides a powerful set of creative tools for quickly building and sharing beautiful albums. My Memories digital scrapbooking kits are professionally-designed page layouts, papers, and embellishments in a variety of themes and styles.

About American Crafts

Steve and Alma Mitchell founded American Crafts in 1995 (website: www.americancrafts.com/). In 2001, after a successful tour of providing high quality products to the general craft market, American Crafts decided to focus on their passion for Scrapbooking and create innovative, high quality, well designed products specifically for the Scrapbooking industry. They

attribute their success primarily to what they consider their greatest strengths: high quality products and superior customer service.

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