



## **New Product Casts Shadow on Room Décor**

*Borders Unlimited announces the release of Sudden Shadows™, a cross between a traditional wall appliqué and a silhouette. These giant-sized, self-adhesive images can be used to quickly and dramatically change the look of any room.*

Shelbyville, KY, March 25, 2008 --([PR.com](http://PR.com))-- Borders Unlimited, Inc., a Kentucky-based home décor company, announces the launch of their new self-adhesive product, Sudden Shadows™. A cross between a traditional wall appliqué and a silhouette, Sudden Shadows™ are giant sized self-adhesive images that can be used to quickly and dramatically change the look of any room.

Sudden Shadows are set apart from common self-adhesive silhouettes and wall appliqués in a number of ways. First, Sudden Shadows™ have complex designs and defined light sources while traditional silhouettes are merely profiles. Additionally, Sudden Shadows™ are semi-transparent, resulting in a shadow-like appearance that looks great over any paint color, mild texture or wallpaper. The giant sizes of Sudden Shadows™ make them perfect to dress an entire wall, or to be used in combinations to create mural-like scenes. The peel n' stick design of Sudden Shadows™ allows the product to be applied in minutes, repositioned or removed without leaving any sticky residue behind.

The versatility and ease of removal of Sudden Shadows™, combined with the unique images and popular themes makes them perfect for any room and anyone. You simply peel the shadow from the backing, smooth it into place and enjoy; it really is that easy. From bedrooms and game rooms to dorm rooms and dens, they are a quick and inexpensive solution to decorating on a budget.

The current designs of Borders Unlimited self-adhesive Sudden Shadows™ include a variety of sports icons, as well as the exciting new NASCAR® collection which features seven of the most popular drivers. There are also several new designs that will be available for spring 2008 including; Ducks in Flight, Vintage Tractor, Bass, Labrador, Snow Skier, Skateboarder, Cheerleader, and Rock Star.

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You can learn more about this product online at [www.bordersunlimited.com](http://www.bordersunlimited.com), or by contacting Bruff Turner at (502) 633-1654 or by email at [bturner@bordersunlimited.com](mailto:bturner@bordersunlimited.com).

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