

 **30-Day Trial**  
**Only \$33.00** PLUS S&H

**Cut, Create, Decorate & More!**

Create:  
Cards, Posters, Decals, Signs, & More!

**NO**  
COMPUTER  
NECESSARY



## Cricut Machine | The Multi-Purpose Craft and Scrapbooking Machine

**Maximize your craft investment and eliminate your risks by purchasing the Cricut Expression machine online.** At present, when you buy the Cricut Machine online your purchase is accompanied with \$197 worth of complimentary bonus craft accessories which will further enhance your craft and scrapbooking experience.

<http://www.TheCricutMachine.com>





The advertisement features the Cricut Expression logo on the left, followed by the text '30-Day Trial' and 'Only \$33.00 PLUS S&H'. A yellow button with 'ORDER NOW!' is positioned below the logo. In the center is an image of the Cricut Expression machine. To the right, the text 'Cut, Create, Decorate & More!' is displayed above 'Create: Cards, Posters, Decals, Signs, & More!'. A starburst graphic on the far right contains the text 'NO COMPUTER NECESSARY'.

## How Does the Cricut Machine Stack Up Against Competitors?

Any craft enthusiast is aware that there are numerous craft and scrapbooking gadgets claiming to be the all-in-one craft utility and resource. Of course, with all of the craft and scrapbooking products available it is crucial to examine each craft device in order to determine if they will prove to be a welcome addition to craftwork activities. In choosing a craft cutting device it is imperative to do some research on the machine provider as a good standing with consumers will equate to a positive purchase experience. If an individual ends up buying a craft and scrapbooking machine which is accompanied with poor customer service or refund policies then a purchase decision which should be a "sure bet" soon becomes an unsure gamble.

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As well, since craftwork is an activity that continues to evolve and grow it may be worthwhile buying a craft machine that will be able to offer scalability to any future scrapbooking and craft pursuits. If an individual is a craft or scrapbooking enthusiast then the above point needs to be closely followed. The whole premise of craftwork revolves around creativity and aesthetic appeal. Being able to meet those qualifications is an ever changing scenario since the definition of beauty and style are in a continual flux. The ability to scale and modify craft projects in accordance with current trends will ensure that craft gifts or creations are truly appreciated.

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As of this writing, there are two craft cutting machines which appear to be the talk of craft and scrapbooking communities. These machines are the Provo Craft Cricut Expression machine and the Xyron Wishblade machine. Both of these machines offer computerized and automated cutting abilities but the Cricut Expression is able to work completely independent of a computer- unlike the Wishblade.

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The advertisement features the Cricut Expression logo on the left, a central image of the white Cricut Expression machine, and a starburst graphic on the right containing the text 'NO COMPUTER NECESSARY'. The background is a light blue gradient.

The ability to have a craft and scrapbooking machine which is self-sufficient provides its owner with a portable craft and scrapbooking solution. It is a definite asset when one does not need to be tethered to a specific location due to computer presence or need to worry about computer compatibility or setup issues. With the Provo Craft Cricut Expression machine you just literally plug it in and you are set to go. Of course, if a person is "computer savvy" and have a craft room which is already equipped with a computer then this will not be an issue.

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The advertisement features the Cricut Expression logo on the left, a central image of the white Cricut Expression machine, and a starburst graphic on the right that says 'NO COMPUTER NECESSARY'. The text is arranged in a promotional layout with bold fonts for the price and key features.

In regards to consumer ratings, both companies appear to have a good standing with the Better Business Bureau. Although, as of this writing, Provocraft has an A rating and Xyron possesses a B rating with the BBB- giving the Provocraft company a small lead in consumer satisfaction. With that said, both companies have a vast arsenal of resources and will definitely enable their users to evolve with each emerging trend.

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The advertisement features the Cricut Expression logo on the left, a central image of the machine, and a starburst graphic on the right. The text is arranged in a clean, promotional layout with a light blue background.

Of course, the accompanying price tag associated with these craftwork machines make them a resource solely reserved for craft and scrapbooking enthusiasts. In review, both the Cricut Expression machine and the Xyron Wishblade machine are great craft and scrapbooking resources but the Cricut Machine is evidently the top choice due to its lead in BBB rating, portability and ease of use.

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