



DECO
MAGIC

**PERFECT IN EVERY
SITUATION**





What is DecoMagic?

Developed and tested by a professional cake decorator, DecoMagic is an icing gel for creating cake decorations. Originally produced as a clear gel, DecoMagic now has 15 different colours in its range.

DecoMagic saves time by eliminating the need to double handle decorations. The piping can be done directly in metallic colours and glitter. It is much less fragile than regular icing and the designs can be pre-made and attached at a later time. Even beginners can use DecoMagic and produce professional looking cakes.



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Why use

DecoMagic?



1	Once dry it does not smudge when touched	7	Easy to get a professional looking finish
2	Pipe metallic colours (including gold & silver) and glitter directly onto your cake	8	Gold Leaf can be made (could not be done prior to Deco Magic)
3	Eliminates the need to mark out a cake. Piping can be done on a plastic sheet	9	Metallic free standing curls and monograms can be created easily
4	DecoMagic will shrink giving a finer and more professional look	10	Embedding metallic patterns in chocolate is simple
5	Egg Free - For people with allergies	11	Older techniques such as lace/extension work can be pre-made and then adhered to the
6	Can be used in the same way as Royal Icing but is less fragile		

Specifications

DecoMagic has been independently tested in a laboratory and the following has been confirmed:

- ◆ DecoMagic is egg free
- ◆ DecoMagic is low in gluten (it contains less than 0.001mg of gluten per 20g of DecoMagic. The lab is unable to test lower than this amount, so even though we are confident that DecoMagic is gluten free, from a scientific point of view we must specify that is low in gluten)
- ◆ DecoMagic is freeze/thaw stable—including completed decorations
- ◆ Current tested shelf life is 2 years and 7 months
- ◆ World wide patent is pending
- ◆ DecoMagic does not need to be refrigerated prior to opening, however after opening it must be refrigerated with a lid to prevent a skin forming.
- ◆ Decorations created with DecoMagic are affected by humidity, however once humidity dissipates they can be returned to its original state
- ◆ The drying process of DecoMagic can be sped up in an oven with the fan and light on—without heat it will take 2—3 hours, or with heat (50—70 degrees centigrade) for 10—20 minutes—depending on product
- ◆ DecoMagic has not been tested as Halal, vegetarian or nut free, however we are confident that it is nut free

Karen decided that there must be a better way to get this result and began experimenting in her commercial kitchen.

The result was **Pipe Don't Paint**. Originally a clear gel that could be mixed with a variety of metallic colours and glitters that could be piped directly onto cakes, it has since developed into much more.

The gel has been relaunched in a range of 15 colours and renamed **DecoMagic** to reflect that it is much more than an icing gel for piping.

The versatility of DecoMagic is continually being tested in the Kakes by Karen kitchen, with the list of possibilities growing daily.

Karen has since realised that DecoMagic is more than a pipable metallic icing, it is a revolutionary new essential item for all cake decorators.

It is simple enough to be used by the beginner and versatile for the most intricate work that can be put onto a cake.

The possibilities are endless and are only limited by your imagination.



PERFECT IN EVERY SITUATION



Karen Coubrough

History

Karen has been a cake decorator for nearly 30 years. She began as a teenager learning the old fashioned techniques, like cutting flowers out by hand. Karen has always been fascinated by cake decorating and how beautiful and intricate the decorations can be.

Karen completed her pastry chef qualifications approximately 20 years ago and was the top TAFE student in NSW for 3 consecutive years.

Kakes by Karen is Karen's first business and is well known throughout Perth (Western Australia) for the beautiful cakes produced for special occasions, such as birthdays, weddings and corporate events.

DecoMagic was developed from Karen's passion for cake decorating. Karen was driven to look for an easier and quicker way to produce

the most beautiful decorations and designs for cakes with metallic colours and glitter.

As a pastry chef, Karen had been taught not to double handle, therefore the old fashioned way of producing metallic icing for decorations (first piping in white and then after allowing drying time, painting the metallic colour) was just not efficient enough for her.



DecoMagic

Techniques



1 Writing

DecoMagic enables you to write directly onto your cake with metallic coloured icing. Previously the process was to write in white icing, once dry go back with a paint brush and paint over your white icing in the metallic colour you desired. This is time consuming and messy. DecoMagic works on many icings and you can write with as fine a tube as a no. 00. You can also write onto plastic and once dry remove the writing from the plastic and attach to your cake with water.



2 Embossing

When Pearly Pastel DecoMagic is piped onto fondant or RTR icing and left for 5 to 10 minutes, it can be wiped off to leave an embossed pattern on the icing. The colour that was piped on does not mark the icing.



5 Tiaras

and other intricate piped free standing decorations

These can be piped onto plastic using a stencil and then once dry can be moulded into the required shape. Once completely dry it will be strong enough to hold the shape moulded. This was almost impossible to do before DecoMagic came along. The previous process for doing this was very time consuming and you would make extra decorations due to the fact they would break in the making process. DecoMagic makes this simple for anyone to do.



6 Curls

These can be created with DecoMagic by piping onto a flat plastic sheet, once partially dry the DecoMagic is then wrapped around a tube and allowed to dry completely. These curls can be made in a wide variety of thickness, lengths, patterns and diameters.



3 Embroidery

DecoMagic can be piped directly onto your cake or onto a piece of plastic or cellophane directly over the top of a pattern. This can be done in as small a tube as a no. 00. Once dried the embroidered DecoMagic can then be removed carefully from the plastic or cellophane and attached to the cake with water.



4 Shadow Effect

If the glitter range of DecoMagic is piped directly onto fondant or RTR icing and then left, not wiped off as in technique number 2. Once dry, a shadow effect appears, giving yet another different look to icing and decorations.



7 Leaf

This is created by palleting the DecoMagic onto a plastic sheet (like making a chocolate shard). Once the DecoMagic has been spread evenly over the sheet you are able to cut out different shapes with scissors and cutters to create 'leaf' decorations.



8 Punching

You make your leaf (as per technique 7) then using scrap booking punches you are able to cut out shapes and lace from your DecoMagic. These can then be softened again to be shaped to make decorations to go on top of your cakes. These punched patterns can be attached to fondant or RTR icing with water. Once the decorations are completely dry and they can be placed on buttercream icing.



9 Pipework Embedded

Chocolate Collar

This technique was not possible before the invention of DecoMagic. Pipe your pattern onto plastic using whatever colour DecoMagic you like (with a paper pattern underneath so you can trace). Allow this to dry. Once dry (as the DecoMagic is still flexible) you are able to pour your melted chocolate over the top of your pattern. Just before the chocolate sets you wrap this around your cake. Place in the freezer until the chocolate sets. Once set, remove from the freezer and remove the plastic from the collar. You are then left with a piped embedded chocolate collar.



12 Leopard Print

This design was made using Black DecoMagic under the Gold DecoMagic giving the leopard print effect. The pattern was placed in a plastic sleeve, the black was piped first, followed immediately by the gold.



13 Raffia

Rainbow Dust's Plain and Simple Range was used to create this colour. It was not fine enough to pass through the piping tubes, so was ground in a coffee grinder to achieve the finer consistency required to mix with clear DecoMagic gel. This raffia was piped onto plastic and then tied in a knot prior to completely drying. This shows the strength and flexibility of DecoMagic.



10 Embossed

Chocolate Collar

A variation on the piped chocolate collar. DecoMagic is smoothed into a collar stencil and when dry covered in chocolate. Then you repeat the same process as technique 9. The picture of the 'sugar veil' has been done flat with a silicone mat.



11 Stand Up

Monograms

These can easily be created on plastic and when dried attached to the cake in a standing position. DecoMagic dries with structure so that the letters will remain in an upright position and not flop or fall. Humidity does affect DecoMagic. However, in cake decorating humidity affects all icings.



14 Cake Stand

Or DecoMagic Collar

Palette DecoMagic onto a piece of plastic long enough and high enough to go around the side of your cake. Allow this to dry, then attached to the side of your cake to create a metallic collar. In this picture the ribbon on the top tier and the base stand is made from DecoMagic.



15 Butterflies

Black glitter was added to DecoMagic base gel and used to outline these butterflies. They were then flooded with DecoMagic. No watering down is needed when flooding with DecoMagic. To give extra strength and shape the butterflies need to be cut in the middle and use black royal icing to recreate a body to hold the wings in the correct position.



16 Jewels

DecoMagic works well with certain moulds. The moulds just need to be filled and when dried, gently removed from the moulds. DecoMagic shrinks and dries flat, so once completed the jewels are very light allowing them to be added to any filigree work or delicate cakes.



17 Stencilling

A wide variety of stencils can be used to create different decorations for cakes, cookies and chocolate work. For chocolate work, stencilling must be done on plastic sleeves—not acetate.



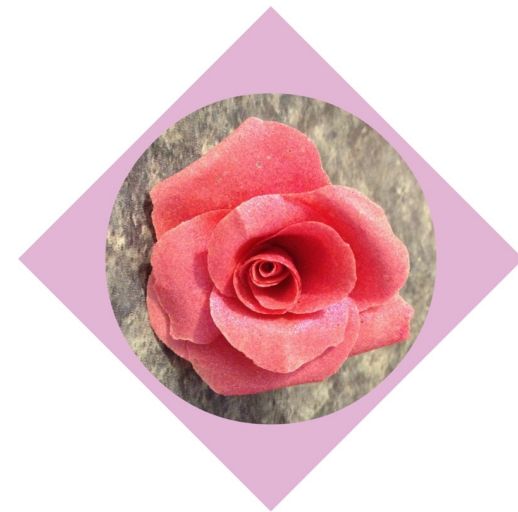
20 Cornelli Work

Cornelli designs can be prepared on a plastic sheet and once dried adhered to the cake in the desired positions. DecoMagic can easily be attached to fondant or RTR icing by simply dampening it.



21 3D Flowers

You can create moulded flowers and other decorations with DecoMagic by creating the leaf and cutting the shapes out with a cutter to create flower petals.



18 Cake Outlines

There is no need for marking out on a cake. The image can simply be piped directly on to plastic and when dry, transferred to the cake. With the ninja cake Karen did a bass relief to give the 3D-effect and then filled in with more icing.



19 Silicone Mats

DecoMagic can be used in silicone mats to create lace work. It is simply palletted in and then allowed to dry. Once dry it is simply peeled off. This can be attached to fondant or RTR icing with water.



Comparison Table



	DecoMagic	Sugarveil	Flexipaste	Cake Lace	Unbreakable Gel
World first icing/gel	◆*	◆**	◆	◆	
100% edible metallic gel	◆	◆	◆	◆***	◆
Date released to the world	04-02-2012	2002	2012	18-09-2013	1995
Australian invented/owned and manufactured	◆	◆	◆	◆	◆
Flexible on drying	◆	◆	◆	◆	◆
Sets hard	◆	◆	◆	◆	◆
Affected by humidity	◆	◆	◆	◆	◆
Resoftened decorations after storing on a shelf	◆	◆	◆	◆	◆
No mixing required	◆	◆	◆	◆	◆
Freeze/thaw/stable	◆	◆	◆	◆	◆
2 year & 7 month shelf life	◆	◆	◆	◆	◆
Works with compound and couverture chocolate	◆	◆	◆	◆****	◆
Goes through 000 piping tube and holds shape	◆	◆	◆	◆	◆
No taste or smell	◆	◆	◆	◆	◆
Contains no nasties	◆	◆	◆	◆	◆
Easy decorating, open packet and use	◆	◆	◆	◆****	◆
Dries paper thin	◆	◆	◆	◆	◆
Works on all cake decorating mediums, either wet or dry	◆	◆	◆	◆	◆
Works in silicone mats	◆	◆	◆	◆	◆
Can purchase in small quantities	◆	◆	◆	◆	◆

*Patent Pending

**Patented

***Refer to CAUTION label on back of packet

****Metallic only

DecoMagic and its uses

1	Writing	18	Ombrea ruffles
2	Embroidery	19	Outlining for special occasion cakes
3	Embossing	20	3D moulded flowers
4	Embossed metallic edible paper (big shot or cutterbug) (2012 world first with metallic DecoMagic)	21	Chocolate transfer sheet, metallic paper
5	Curls	22	Paper quilling
6	Assorted bouncy's	23	3D free standing decorations
7	Silicon mat work (2012 first ever metallic lace mat made with DecoMagic)	24	Edible cup cake holders (solid or filigree) (2012 world first with metallic DecoMagic)
8	Piped embedded chocolate collars	25	Metallic cake collars
9	Embossed chocolate collars	26	Decorative macaroons
10	Cornelli work	27	Extension work
11	Stand up monograms	28	Lace work
12	Wrapping	29	Punching
13	Stencilling	30	Quilting
14	Filigree work	31	Ribbon roses and leaves
15	3D Jewels	32	Leaf
16	Lace work	33	Edible ribbons
17	Flooded 3D shapes (butterflies, flowers etc)	34	Paper fans & pin wheels

DecoMagic:

- World First Metallic Gel (4/02/2012)
 - Australian Owned
 - Australian Created (Invented)
 - Australian Manufactured
 - Patents Pending (World Wide)
- DecoMagic is a registered Trade Mark

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