

ANNOUNCING! a New Program in 2015 for **CUSTOMER APPRECIATION**



National Nonwovens Launches Customer Loyalty Program

Last year in the Winter Newsletter we made the announcement that the Craft & Novelty Division was to receive a makeover in 2014 complete with new Color Swatch Cards. We are so pleased that our customers were overwhelmingly positive with all the changes. Thank You!

Now we would like to share our 2015 goal for the Craft & Novelty Division; to introduce a *Customer Loyalty Program!* Our intention is to reward customers who continue to purchase our products. The program will also give our customers some promotional tools to help spread the word about National Nonwovens' products to their customers, students, and friends.



Block-of-the-Month
Calendar

We're still outlining the details of the program, which will be introduced in phases:

Phase 1:

- **Complementary patterns** with block-of-the-month calendar – When National Nonwovens' customers reach \$750 in purchases, they will receive a free project calendar.
- **Website Downloads** – Go to www.nationalnonwovens.com/downloads.html to download promotional material, including the new "Made-in-America" information sheet and color cards.

Phase 2:

- **Free Project Sheets.**
- **Point-of-Purchase displays and Shelf Talkers/Banners.**

Thank you again for all your wonderful feedback. From all of us at National Nonwovens, have a very happy holiday and best wishes for a prosperous 2015.



Made-in-America
Download



New Pattern Partner: Little Goodall

Little Goodall was created by artist and designer *Molly Goodall* in the fall of 2010. Goodall was frustrated when her two year old son refused to wear the hoods on his coats. Searching for a creative solution, she designed and made the original *Ferocious Felt Lion Coat* to inspire him to put his hood up in the cold. Friends commented, orders were placed, and Little Goodall was born. Hallmarks of the brand are classic tailored details mixed with contemporary styling. With a goal of creating clothing which inspires play, the resulting uniquely crafted garments become as beloved to their owners as favorite toys.

Molly holds a BFA in Fashion Design from Parsons the New School for Design and has a background in childrenswear, toy design, and fine art. Little Goodall is a family owned business and the line is lovingly made by hand in North Texas.

Contact: www.littlegoodall.com

