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**Jamie Fingal**  
[www.jamiefingaldesigns.com](http://www.jamiefingaldesigns.com)

Jamie at *Spring Quilt Market 2017* for her line 'hopscotch' in the RJR booth. Jamie uses a fusible-appliqué technique with WoolFelt® backing. (Right) Jamie taught how to make birds on orange WoolFelt® at *Missouri Star Quilt Company's Birthday Bash* in September 2017.



**Eileen Hull**  
[www.eileenhull.com](http://www.eileenhull.com) [www.sizzix.com](http://www.sizzix.com)

Eileen inspires thousands with her video tutorials during her Facebook Live events. The pictures above are from her August 2017 *Sizzix Maker Challenge* when she made a WoolFelt® Heartfelt House Pocket. Almost 10,000 people viewed the video!



In almost every industry, influencers have affected product popularity for generations. Brand ambassadors were key to promoting products in the 1950s and 1960s when modern branding was born. Today, traditional spokespeople have been overshadowed by a new type of brand ambassador thanks to the internet and social media.

*This is the perfect time* –at the beginning of a new year and with Valentine's Day approaching - to show love and express thanks to some very important individuals... and these people really are individuals! They are the "Influencers."

Pictured in this article are just a few of the influencers for National Nonwovens' felt products.

The originality and creativity of all our designer friends reverberates through the entire Arts, Crafts, Sewing, and Quilt industries. They are responsible for setting trends, introducing products, and teaching others how to have fun expressing themselves through DIY art forms.

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# Cheers! to our Influencers

Join us in toasting all designers, teachers, and trendsetters who inspire creativity



Influencer marketing is now key to most advertising campaigns. According to a study by Tomoson, a service connecting bloggers with businesses, influencer marketing is the most cost-effective customer acquisition method.

Our industry is primarily DIY focused so they are more "hands on" than other influencers in other industries. In addition to having hands on a computer keyboard, these influencers use their hands to create original projects and inspire others in person or through patterns and videos. They are teachers, pattern designers, book authors, shop owners, and "how-to" bloggers.

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**Vickie Clontz**  
[www.annieskeepsakes.com](http://www.annieskeepsakes.com)

Vickie (above center) at a *Houston Quilt Festival* class where she taught how to make WoolFelt® Texas Bluebonnet Candlemats. (Left) Some of Vickie's students from a *Mid-Atlantic Quilt Festival* show-off the WoolFelt® Fascinator Hats they just created.



Below is Vickie's newest book, *My Pet Crafts*, published by Leisure Arts.