



Influencers *Continued from page 1*

At National Nonwovens, we have a long history of working with influencers. Our **Pattern Partner & Designer Programs** were established over 15 years ago and continue to evolve to support creative designers of all types. We are currently brainstorming about putting a program in place for educators who introduce our felt products to their classes and use our product in their class kits.



Barbara Crawford
crawforddesignspatterns.com

Barbara was one of the first designers to be part of our Pattern Partner Program. Her pattern company, Crawford Designs, has been in business almost 25 years and she wrote one of the first books on needle felting. Today, she continues to be very active by teaching. Just look at the smile on her student's face when she taught an owl pincushion and cupcake class!

Our influencers not only help us sell more products on the wholesale level, they also benefit our customers by

WHO Inspires you?

increasing the overall popularity of WoolFelt® and other felt products. We are continually amazed about the reach these designers have worldwide!



Who are your influencers? Who introduced you to National Nonwovens? Share with us your insights. We want to continue to support, spotlight, and thank these creatively contagious individuals who show all of us how to bring life to National Nonwovens' felt and put smiles on all our faces.



2018 Colors of the Year 2018

Each year, color institutes and paint companies try to predict and influence color trends by promoting a *Color of the Year*. Do they ever get it right?

At National Nonwovens, our new colors are a result of our own intuition and suggestions from customers and designers. Nevertheless, it's always interesting to see the predictions...

Behr – In The Moment.
This cool, tranquil, spruce blue is inspired by nature and is a soothing, restorative coalescence of blue, gray and green. This comfortable color evokes a sense of sanctuary and relaxation amid our busy, always-on lives.



Pantone – Ultra Violet. Inventive and imaginative, Ultra Violet lights the way to what is yet to come. Ultra Violet suggests the mysteries of the cosmos, the intrigue of what lies ahead, and the discoveries beyond where we are now.



Sherwin-Williams – Oceanside. A collision of rich blue with jewel-toned green, a color that is both accessible and elusive. Oceanside, bridges together a harmonious balance of blues and greens that can be found in what's old and new.



Oceanside 172-C7

Benjamin Moore – Caliente. A vibrant, charismatic shade of red. Caliente is strong, radiant and full of energy. It is a signature color of a modern architectural masterpiece. The eye can't help but follow its bold strokes and harness the vitality.

