



Customer Spotlight

Bernabela • Bogota, Colombia

Celebrating Quality Felt Products from National Nonwovens in Colombia

If you ask us what we like best about exhibiting at the *International Quilt Markets*, we will readily tell you it's the networking and seeing our customers, both locally and from all over the world. Learning about National Nonwovens' long-time customer **Bernabela** from **Colombia** and visiting with owner **Martha Lucia Espinosa** is always an amazing experience and worthy of a special spotlight.

Martha decided to open a shop with a craft room 24 years ago. Her goal was "to share my joy and experience in making crafts with others," says Martha. "It makes people feel so good, so happy." National Nonwovens became a part of Bernabela's successful business 12 years ago when Martha placed her first order. It's important for her to order felt from us because as Martha says, "It's the best in the entire world!"



National Nonwovens' Customer Service Representative **Don Shiels** reviewing product lines and colors at *International Quilt Market* with owner of Bernabela **Martha Lucia Espinosa** and Lili, one of her designers.

Bernabela's customers notice a real difference in the quality between National Nonwovens' felt and competitive products at other stores. They also love having so many colors to choose from. Although Martha carries a variety of different felt

products from National Nonwovens, WoolFelt® is the most popular. "Customers think it's amazing when they work with it," says Martha.

Martha and her designers Lili, Charo, and Marisol are extremely involved in their store and their community, inspiring and influencing others with many wonderful projects. They design original projects, sell finished products and kits, and are very active teaching others. Ideas come from many places, and especially from attending the *International Quilt Markets* twice a year. "We believe it is the most important Quilt show in the world and we get inspiration and good business opportunities," says Martha.

Martha and her designers also draw a lot of inspiration from American culture and the four seasons. Although it doesn't snow in Colombia, many of their original designs display beautiful winter settings and they really love Christmas projects. They also create gorgeous fall designs that are very popular even though Colombia doesn't have the changing seasons.

2018 has already been an exciting year for Bernabela as they just opened a new store. "We were motivated to open a bigger shop because our customers are so happy learning how to make crafts, dolls and many felt techniques," Martha explains. CONGRATULATIONS Bernabela and THANK YOU for buying from National Nonwovens!

