

WoolFelt® For All Seasons

Celebrate all your holiday seasons with WoolFelt®! WoolFelt® is not only popular for Christmas now. It's showing up in homes across America as decorating centerpieces all year round. It is also being appliquéd to shirts and is implemented into fashion accessories such as purses and hats.

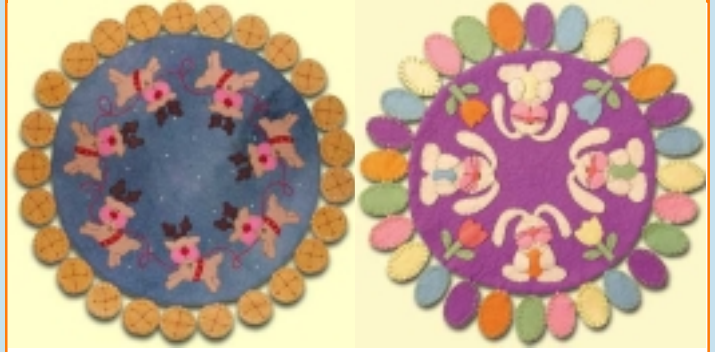
Why is WoolFelt® becoming a sewing staple for all seasons?

Three primary reasons:

1. An incredible color palette
2. Availability of fantastic projects that celebrate a diverse range of styles
3. Increase popularity due in part of popular publication features and retail promotions

How can you keep your WoolFelt® sales thriving throughout the four seasons? There are many ways to drive sales, especially when you offer WoolFelt home decorating patterns.

If a customer makes a Christmas penny rug, like the *Reindeer Games* 20" size shown here by **Cleo and Me**, chances are that customer will be looking for 20" penny rug for spring for the same wall and will delight in making *Hiding The Eggs*. Decorative pillows offer the same hook, and your store patrons will delight in the diverse seasonal offerings such as **Cotton Way's** easy to stitch pillow toppers that simply tie to an 18" pre-made pillow, then trade them each season.



www.cleandme.com • 405-359-1695



www.CrystalLakeCreations.com
303-543-1421



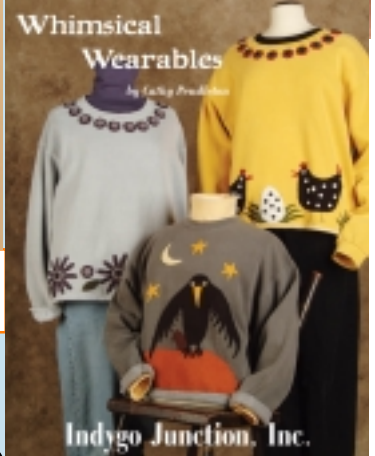
www.cottonway.com
208-745-6742

Another idea is to sponsor a class on a WoolFelt® project that is one in a set that includes designs for all seasons. Shown here is **Crystal Lake Creations' Felted Fun** designs. These little simple patterns are great seasonal gifts and fun little wall hangings.

Finally, offer your customers books that contain all season WoolFelt® projects, such as the three **Indygo Junction** books shown here. They can be displayed in your store all year. Customers will most likely buy WoolFelt® for one project at a time, almost guaranteeing that they will be back in several months to buy more fabric for another project.



www.indygojunctioninc.com
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