

HeartStrings Booth 425 — TNNA Columbus Show



HeartStrings Knitting Patterns

for Wearable Art in Timeless Styles

Patterns to take knitting beyond the ordinary

From the classic to the uniquely appealing

Skill-building, comprehensive instructions



Jackie E-S at your service

HeartStrings FiberArts is dedicated to advancing the art of knitting through innovative designs based on tradition in updated techniques. Since 1995, Jackie Erickson-Schweitzer (Jackie E-S) at HeartStrings FiberArts has been professionally designing and publishing skill-building, comprehensive, knitter-friendly pattern instructions. HeartStrings yarn-brand independent patterns are an excellent way to extend the pattern support for yarns you already stock and to inspire knitters in making their own heartfelt creations.

Distinctive Knitting Patterns for Every Level

You can count on HeartStrings to bring you the best in elegantly simple designs with skill-building, complete pattern instructions.

HeartStrings quality publications are ready for you to display and sell as is, or kit with yarns you stock for a value-add unique product offering.

HeartStrings patterns also make a good basis for classes in your shop. Each pattern spotlights skill-building techniques – learning new things makes knitting even more fun!

The **Jackie E-S Design Collections**, **The Sock Calendar Series**, and **Comfort Collection** include patterns for designs ranging from the classic to the uniquely appealing. There is something for everyone: garments, shawls, scarves, socks, mitts, hats and other fashion accessories as well as home decor.

Wholesale Terms

Minimums

- 3+ of a title
- Opening order — \$100+ net
- Reorders — \$40+ net

Payment

- Prepaid by Visa/MC/Amex/Disc, PayPal, US check or money order

Shipping Charges

- Actual postage or common carrier cost

Handling Fees

- \$6 surcharge for sub-minimum order with approval

Premiere Support Services

Working hard for your success! As a HeartStrings retail dealer, I provide a full menu of services to help you sell even more HeartStrings patterns. Please inquire for details.

Convenient Ordering and Sales Support – Your choice of toll-free phone or fax, dedicated email address and on-line ordering.

Auto-Shipment Program – Save time and money ordering newly released patterns, plus added benefit of Preferred Retailer listing.

Up-to-date Website – Photo gallery, information, and on-line catalog of all HeartStrings publications.

Downloadable Catalog for printing and off-line viewing.

Brand Name Marketing – National magazine advertising and consumer newsletter to drive business to you.

Marketing Materials Support – Permission to use flyers, sample pattern cover pages, photos and descriptive text in your HeartStrings patterns promotions.

Store Listing – Complimentary basic and enhanced listings on HeartStrings website with upgrade to enhanced listings for Preferred Retailers and Full-line Dealers

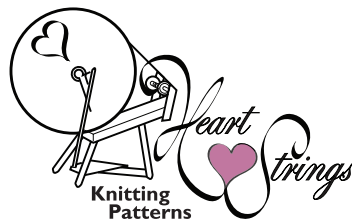
Shopatron Network – Turn inventory faster than with foot traffic alone with your free Shopatron membership.

No-risk Additional Income from Digital Sales Referrals – Earn commissions from HeartStrings e-Patterns Sales Affiliate Program for sales of digital pdf versions of HeartStrings patterns.

Private Label Arrangements – Special edition patterns.

Trunk Shows – Model loan program.

Dealer e-Newsletter – Exclusive news for dealers.



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