

Give your Customers the 'Itch to Stitch' !

Sponsored by Madeira Threads and Zweigart & Sawitzki

Needlecraft is one of the mainstays of the creative craft sector, and at Craft Hobby + Stitch International in 2012 there will be a Dedicated Needlecraft, teaching and demonstration area. If you already stock needlecraft in your stores pick up the latest techniques, ideas, and how to run successful workshops in store.

If you have never stocked Needlecraft products, then now is the time to start – needlecraft is the 'hot product' for 2012. Help in deciding what to stock, how to stitch and how to run workshops to teach your customers how to stitch will be available throughout the show.

Jane Greenoff director of The Cross Stitch Guild will be co-ordinating the 'Itch to Stitch' area during the show on all three days demonstrating, teaching and promoting cross stitch and other types of needlecraft. Jane has been closely involved in the needlework business for almost thirty years, and has made a successful living from this addictive pastime!

Jane will suggest ways to encourage your customers to rediscover, and in some instances discover needlecraft as an additional creative pastime. Use of free copyright designs, flyers and useful teaching aids will be available, to help you fill your stores with needlecraft converts in no time at all!

Jane's classes have been very successful across the UK, the USA and even in Bermuda. Using Jane's Welcome and Project Packs you could be teaching Cross Stitch, Hardanger, Hemstitch, Pattern Darning and Counting with great ease and expanding your sales opportunities. Sales of fabrics, needles, kits, tools and accessories will follow...

**This area will be a great source of information so make sure you don't miss it.
Stand number A34**



ICHF Events



The Itch to Stitch Area is sponsored by



and



ZWEIGART is the world's leading manufacturer of needlework fabrics. Weaving, dyeing, finishing, all is done in the modern plant in Sindelfingen/Germany – a town in South Germany close to Stuttgart, not far away from the Black Forest. Quality has always been a passion for us. Latest technology ensures highest quality in all production steps. In our own design studio we permanently develop new fabrics, colours and designs, which is important to create interest among the consumers. We offer fabrics for all needlework techniques in a unique and comprehensive range. International magazines and designers use ZWEIGART needlework fabrics – the number 1 worldwide. We are proud to sponsor the Itch to Stitch demonstration area on the Craft Hobby + Stitch Fair to show that needlework/embroidery is alive.