

AUGUST 2010

Messenger

AFTERMARKETS

BREAKING NEWS

Embroidery Club 155

200x200 Quilter's Hoop

920264096

Yes we listen; introducing the most requested hoop size- an 8' x 8' Quick Release Hoop. The Quilter's Hoop is the perfect size for embroidered quilt blocks. Package includes CD with 3 designs. There is an additional design to download on myembroideries.com with a special discount code.



Embroidery Cutwork Needle Kit

920268096

Includes: Inspira Cutwork Needle Pack with 4 color coded needles. Multi-purpose Tool (needle inserter) CD with 5 cutwork designs & Video and Instructions. Create beautiful cutwork even easier than ever. Let your machine do all the cutting out of openings. Just change the needles as directed by your machine for the correct color code.



Autumn Harvest

It's all about layering and texture! A combination of line embroidery and specialty fills combined with raw edge appliqué give you the trendy look that is totally edgy! Choose your favorite vest pattern. Learn how to line it, quilt it and embellish it! Then, make the flange pillow to bring a bit of the Autumn Harvest right into your living room!



Embroidery Club 155
620089696

BREAKING NEWS

THREE HOLE YARN FOOT

413187045



There are 4 new exclusive decorative stitches on the website created to use with this unique foot. Create your own unique trims with all the beautiful decorative stitches on your machine. Plus, there are 4 newly created stitches especially for this great decorative foot. The new stitches are available on the Designer Diamond Upgrade or on the consumer web site under "Sewing" category, "Free Stitches".

CHANGEABLE OPEN TOE FOOT

413237845



This is a new add-on foot for the Interchangeable Dual Feed Foot (920219096). The Open toe feature gives you optimum visibility of your stitching area. The Changeable Open Toe Foot lets you use crazy patch or decorative stitches on your quilt or project. Plus, there are 4 newly created stitches especially for this wonderful foot. The new stitches are available on the Designer Diamond Upgrade or on the consumer web site under "Sewing" category, "Free Stitches".

CHANGEABLE 1/4" GUIDE FOOT

413238345



This is a new add-on foot for the Interchangeable Dual Feed Foot (920219096). The guide gives you the confidence to follow fabric edge for precise piecing or edge stitching with any thickness of fabric. The foot is straight stitch only foot for additional precision and feed

The following yarns are perfect to use with the New Three Hole Yarn Foot

Dolce

140003314	Dolce Yarn #06 Cream / Tan
140003315	Dolce Yarn #09 Rust / Brown
140003316	Dolce Yarn #15 Light Blue / Lavender
140003317	Dolce Yarn #16 Denim Blues



Belagio

140003368	Belagio COLOR 17
140003369	Belagio COLOR 30



Bamboo Splash (made from Bamboo)

140003370	Bamboo Splash Yarn Color 101
140003371	Bamboo Splash Yarn Color 107



FibraNatural Links (100% cotton)

140003372	Fibranatural Links Yarn 41205
140003373	Fibranatural Links Yarn 41206



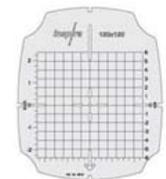
Aster

140003374	Aster Yarn 76 GRAY
140003375	Aster Yarn 49 RED

Hoop Templates

Easy placement of embroidery design on your project with Inspira Hoop Templates

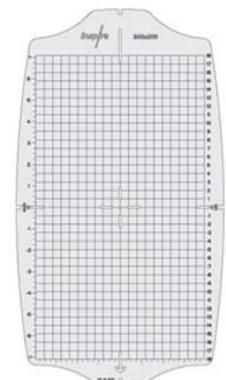
120x120 mm
6200903-96



260x200 mm
6200904-96



360x200 mm
6200905-96



BREAKING NEWS

NEW HUSQVARNA VIKING® EMBROIDERY DESIGNS

For Majestic Hoop

THREAD VELVET DÉCOR II #224

920258096

5 Designs featuring Thread Velvet technique. Collection adds amazing beauty and texture to any home decor project. Also, use as a gorgeous collection of motifs for quilts, elegant fashion and perfect for framing.

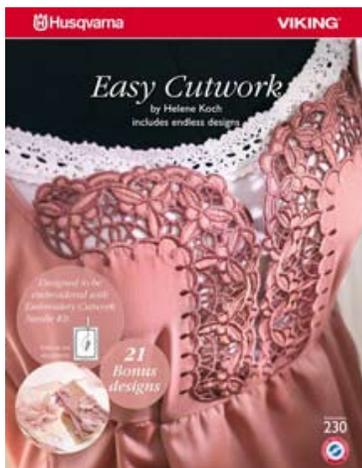


For Cutwork Needles

EASY CUTWORK

920269096

10 – 240 x 150 designs
10 Endless Designs
21 Bonus Designs- Smaller elements to combine or use alone. Digitized to use with Inspira Cutwork Needles



For Multiple Hoop Sizes

CROSS STITCH HARMONY #222

920249096

20 Designs
Endless & 240x150

This collection uses longer stitches to capture the look and feel of old-fashion silk cross stitches. Designs will thrill all your

Designer owners with the 240 x 150 size designs and you can combine elements to make larger hoop sizes.



BOBBIN LACE #223

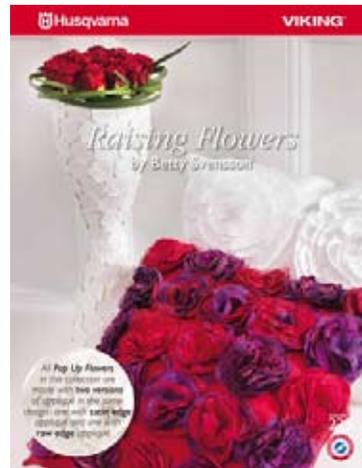
920250096

Create the look and feel of the hand crafted bobbin lace but, with the ease of machine embroidery. 20 classical bobbin lace motifs to stitch with 30wt cotton thread in

both upper thread and in the bobbin. This beautiful free standing lace is stitched directly on heavy-weight water soluble stabilizer.



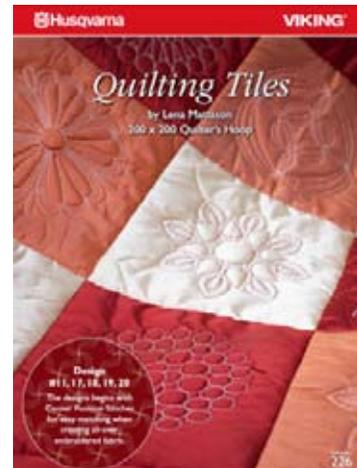
For 200 X 200 Quilter's Hoop



RAISING FLOWERS #225

920259096

5 -100 X 100 Designs, 10 - 200 x 200 designs. 3D Flowers with coordinating embroidery designs. 2 types of applique techniques for flower edges: satin stitch or raw edge



QUILTING TILES #226

920260096

20 Quilting designs
Designs #11, 17, 18, 19, 20
These designs begin with Corner Position Stitches for easy matching when creating all-over embroidered fabric.

CHRISTMAS CREATIONS #227

920261096

11- Endless
•5- 240 x 150 •8- 150 x 150

3D Ornaments and Napkin Rings
Free-standing lace and embroidered Santa's let's you decorate the tree and your table.



NEW NOTIONS

Husqvarna Viking Quilt Design Kit HV "Designing Roses" Quilt Design Kit

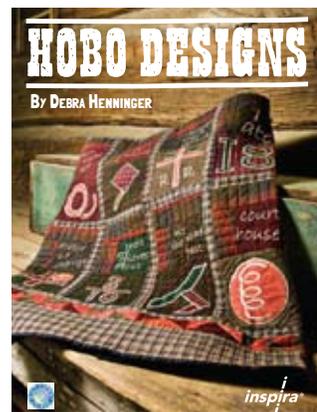
920299026



Complete, easy to follow instructions for machine or automated quilters. Includes 10 designs and full instructions to create the quilt shown. In addition, there are 5 bonus designs. Great for Clubs, Block of the Month & Quilting Classes.



Inspira
Inspira Cutwork Needles
(4 pack)
620090196



Inspira Designs
Hobo Designs by Debra Henninger
620090896
25 symbol designs, 25 text designs from the Depression era of riding the rails.

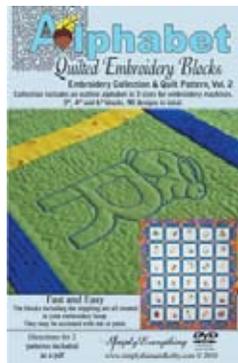
30 wt Cotton 8 Ct Pack, Neutral Colors

143100000



30 wt Cotton 8 Ct Pack
Designed to complement the HUSQVARNA VIKING® Bobbin Lace Collection (#223)
Starter thread collection includes: 30 weight cotton spools (200 m each) Qty 4 White, Qty 4 off white

Simply Everything Designs



Simply Everything,
Quilt Designs-ABC
143100001

Create lovely and memorable creations to welcome babies and add personalization to any children's item. Outline Alphabet in 3 sizes for embroidery machines. Stippled alphabet blocks in 3 sizes 2", 4" and 6". 90 designs in total. Pattern includes cd-rom with embroidery designs in the following formats: .art .dst .exp .hus .jef .pcs .pes .sew .shv .vip .vp3 .xxx

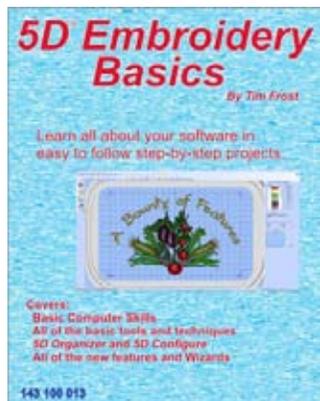


Simply Everything, Quilt Designs-Asian
143100002

The beauty of the Orient comes alive with these enchanting designs. 8 Designs in 6" and 8" blocks, 7 three circle designs, a corner design, and two square designs. Pattern includes cd-rom with embroidery designs in the following formats: .art .dst .exp .hus .jef .pcs .pes .sew .shv .vip .vp3 .xxx

Tim Frost Book NEW 5D

Embroidery Basics
143100013
Basic instruction manual for owners of the 5D Embroidery or 5D Embroidery Extra software



Simply Everything, Quilt Designs-Seasons
143100003

Celebrate each season in style each time you gather around the table. 12 Continuous line quilting designs Winter, Fall, Summer and Spring. Pattern includes CD-rom with embroidery designs in the following formats: .art .dst .exp .hus .jef .pcs .pes .sew .shv .vip .vp3 .xxx

NEW NOTIONS

Lunch Box Quilts

Quilt Designs-Recipe-Towels

143100004

This design collection contains twelve mouth watering recipes to be stitched out on a cotton towel. Add a colorful fabric band and you are finished. These make quick and easy gifts.

A 9 1/2" X 5 1/2" stitch field is required.



About Trout Appliqué Embroidery Quilt Design

143100005

You will be hooked on this unique pattern. This trout fishing themed pattern contains five trout embroidery machine appliques separated into five parts each and five trout fly designs. Two quilt patterns are included to make a 30" x 50" wall hanging or a 57" x 76" quilt.



Autumn Wind Appliqué Embroidery Quilt Design

143100006

The pattern collection contains twelve leaf embroidery machine appliqué designs. Two patterns are included to make either a 26" X 32" wall hanging or a 60" X 77" quilt. Pattern includes CD with embroidery designs in the following formats: .art .dst .exp .hus .jef .pcs .pes .sew .shv .vip .vp3 .xxx



Boots and Bandanas Appliqué Embroidery Quilt Design

143100007

Put on your boots and kick up your heels. This western style pattern contains eight cowboy boots and two star embroidery machine appliqué designs. Two quilt patterns are included to make either a 20" x 56" wall hanging/table runner or a 64" x 80" quilt. Pattern includes CD with embroidery designs in the following formats: .art .dst .exp .hus .jef .pcs .pes .sew .shv .vip .vp3 .xxx



Hearts and Stars Appliqué Embroidery Quilt Pattern

143100008

This is a great beginning pattern to master machine embroidery appliqué. The pattern contains two embroidery machine appliqué designs. The quilt finishes at 28" X 28". Pattern includes CD with embroidery designs in the following formats: .art .dst .exp .hus .jef .pcs .pes .sew .shv .vip .vp3 .xxx



Island Breeze Appliqué Embroidery Quilt Pattern

143100009

Take a break and relax with this colorful tropical island quilt. This pattern contains twelve embroidery machine designs. Two patterns are included to make either a 23" x 48" table runner or a 58" x 74" Quilt.



Everything Baby Appliqué Embroidery Quilt Design

330000003

One baby quilt pattern is included and 9 embroidery machine appliqué baby designs.



Merry Christmas Embroidery Quilt Design

330000005

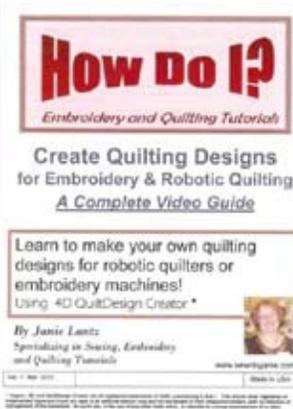
Two quilt patterns are included and 8 embroidery machine appliqué Christmas designs.



Halloween Fun Appliqué Embroidery Quilt Design

330000004

Two quilt patterns are included and 9 embroidery machine appliqué Halloween designs.



Janie Lantz Software Books

"How Do I", Creating Quilting Designs using 4D™ QuiltDesign Creator Includes a DVD plus 64 page full-color lesson guide.



Sew Precious Creations Melinda Pirone

"Specialty Sewing for the Home" Workbook has clear precise instructions for Cord Scallop Edge, Lace Shaping, Madeira Appliqué, Fabric Covered Cording and more! Also includes fabric, cording and trim to sew samples to put on the space provided on instructional page.

NEW NOTIONS

Grace Company

Order Now
Available in early
September!!!



TrueCut Rotary Cutter

143100015

Works with the AccuTrack on the True Cut Ruler for precise straight cuts. Safety Shield and Lock/Unlock features prevents accidental cuts or injury.

TrueCut Ruler

143100016

6" x 24" ruler is equipped with AccuTrack to work in conjunction with the TrueCut rotary cutter for precise cuts every time. The cutter glides straight along the track on the ruler's edge.

TrueCut Non-Skid Pads

The non-skid pad can be placed under any cutting mat or ruler to hold it securely in place for precise cuts.

TrueCut Non-Skid Pad (24"X36")

143100022

TrueCut Non-Skid Pad (18"X24")

143100023

TrueCut Non-Skid Pad (12"X18")

143100024

True Grips

143100017

Easy—simply stick to the back of any ruler. Convenient—transparent for easy fabric visibility

TrueCut Rotary Cutter Sharpener

143100018

Extends the life of your rotary cutter blades, it sharpens blades with just a few strokes. Sharpener has a non-skid bottom allowing safer sharpening while keeping hands clear of blade.



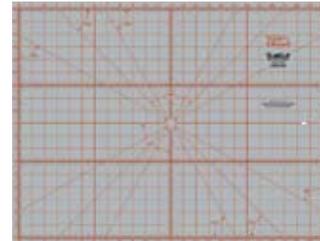
Sure Stitch Regulator

The Grace Sure Stitch has a digital stitch speed display at your finger tips, and has the following: Digital stitch speed display / Stitch speed +/- button / Pulse button / On/Off Switch. Takes advantage of your machine's full range of speeds utilizing low, medium and high settings to create your desired stitch length.

143100026

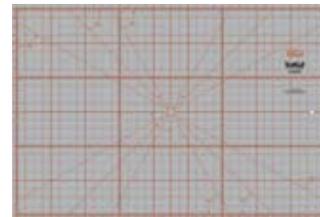
TrueCut Mats

Mats are double sided for extended use. Mats include angle reference guide lines and have easy to see colors.



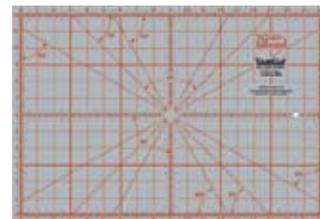
TrueCut Cutting Mat 24"X36"

143100019



TrueCut Cutting Mat 18"X24"

143100020



TrueCut Cutting Mat 12"X18"

143100021



Available in November.
Great for Quilter's Christmas Gifts.

TrueCut Quilting Cutting Table

143100025

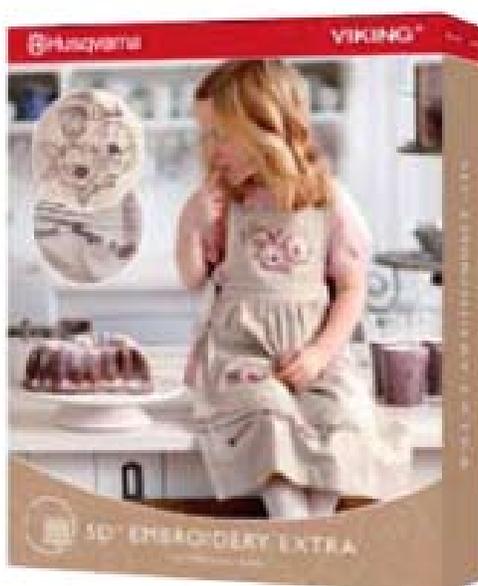
This is a great all purpose cutting and crafting table with adjustable legs for ideal working height. It also has under-storage shelves, a printed ruler on table top, eight sturdy metal legs and folding side legs. Stores easily.

Updated Embroidery Cutwork Needle Kit Designs

We have updated 5 of our embroidery cutwork needle designs with secure points to help keep the fabric properly in place until you want to remove it. These will replace the current designs in the Cutwork Needle Kit to include secure points that keep the fabric from detaching completely while using the cutwork needles! They are available on Dealer Club for download in the Accessories page.

5D™ Merchandising in a Box

The final pieces of the new 5D™ merchandising are almost back from the printer! We had a bit of a delay when we noticed at convention that the machine toppers didn't have a thick enough card stock to keep them from bowing on the machines. We've had them reprinted on thicker card stock and as soon as they are in we will be assembling your kits and getting them to your door. They should be arriving to the dealers who were certified at convention this month so keep your eyes open!



DON'T FORGET ABOUT 5D™ SOFTWARE

5D™ Embroidery • 5D™ Embroidery Extra • 5D™ Professional

OPERATIONS DEPARTMENT NEWS

All it was great to see you all at convention! This convention represented a lot of wonderful new changes for SVP Worldwide, a new CEO, many new innovative products, fresh new marketing materials, new repair and service support and many new friends. I want to take a moment to extend a big thank you to both you our valued dealers and the entire SVP team. Happy Selling!



Ann Bragg-Korhnak
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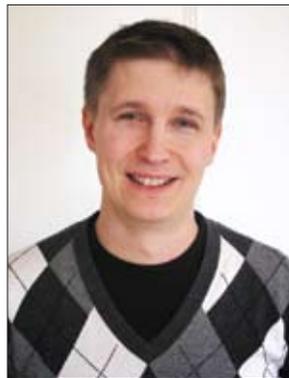
What a wonderful week at Convention! I enjoyed meeting so many of you that I hadn't met and seeing some familiar faces too. My 1st Convention was definitely an exciting one. Congratulations to the many dealers who were certified on the QuiltSewClever™ automated quilter we had record SOLD OUT sessions all week. We know you will have so much fun with this wonderful product in your store and many of you have already started booking demo appointments with your customers. I also appreciate all the wonderful feedback on our NEW Inspira branding and Needle/Stabilizer Spinner Feedback Sample. It was a hit and we'll be sharing information on how to order and the different configurations in the next newsletter! Stay tuned and happy selling!



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Notions & Quilting
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For me the most exciting time of the year is Convention time. This is when we finally reveal what we've been working on for the past 8 months.

I really hope that you liked and enjoyed the new embroideries as much as I do..



Mikael Martensson
Product Manager
Embroidery Designs
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It was great to meet you all at convention. Believe me I was so nervous on stage at the opening session.

I felt more comfortable in our After Market Round Robin, where Helene and I presented our new products. It was great to see all your reaction especially on 200x200 Quilter's Hoop and of course the Embroidery Cutwork Needle Kit. I have now seen the sales figures and it is totally incredible. Keep on selling and we will do our best to meet your demand. Don't forget to still send in your ideas on new products to us, so we can develop new innovative accessories for you



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I wanted to start this newsletter with a big "Thank You"! It was so great to see you all at convention and the way you have embraced the 5D™ software has been amazing. It was really fun for me to hear and see the "Oh's" and "Wow's" as you got to see the wonderful features of the different 5D™ modules. I also saw you realize how 5D™ software will give you a boost in your fall sales. Have a great selling season with 5D™ software!



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Fall classes and sewing shows are just around the corner. It's a busy time for making samples, planning classes and demos for your sewing show booths. Convention had many new accessories, designs and notions to excite your enthusiast customers and quilters. But, there are many more embroiders and quilters out in the market place waiting for the latest and greatest in embroidery/ quilting experiences.

Some suggestions:

Make a Quick Quilt using a textured fabric, the new 200 x 200 Quilter's Hoop and coordinating design collection "Quilting Tiles" with a splash of color or shine using metallic or variegated threads.

Use the new Cutwork Needles and the coordinating "Easy Cutwork" collection in a batik quilt using another batik color behind the open areas for a fast "reverse applique" technique. Let your embroidery machine do all the intricate cutouts and always perfect applique stitches.

Need other ideas, just email me and let's brainstorm!



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