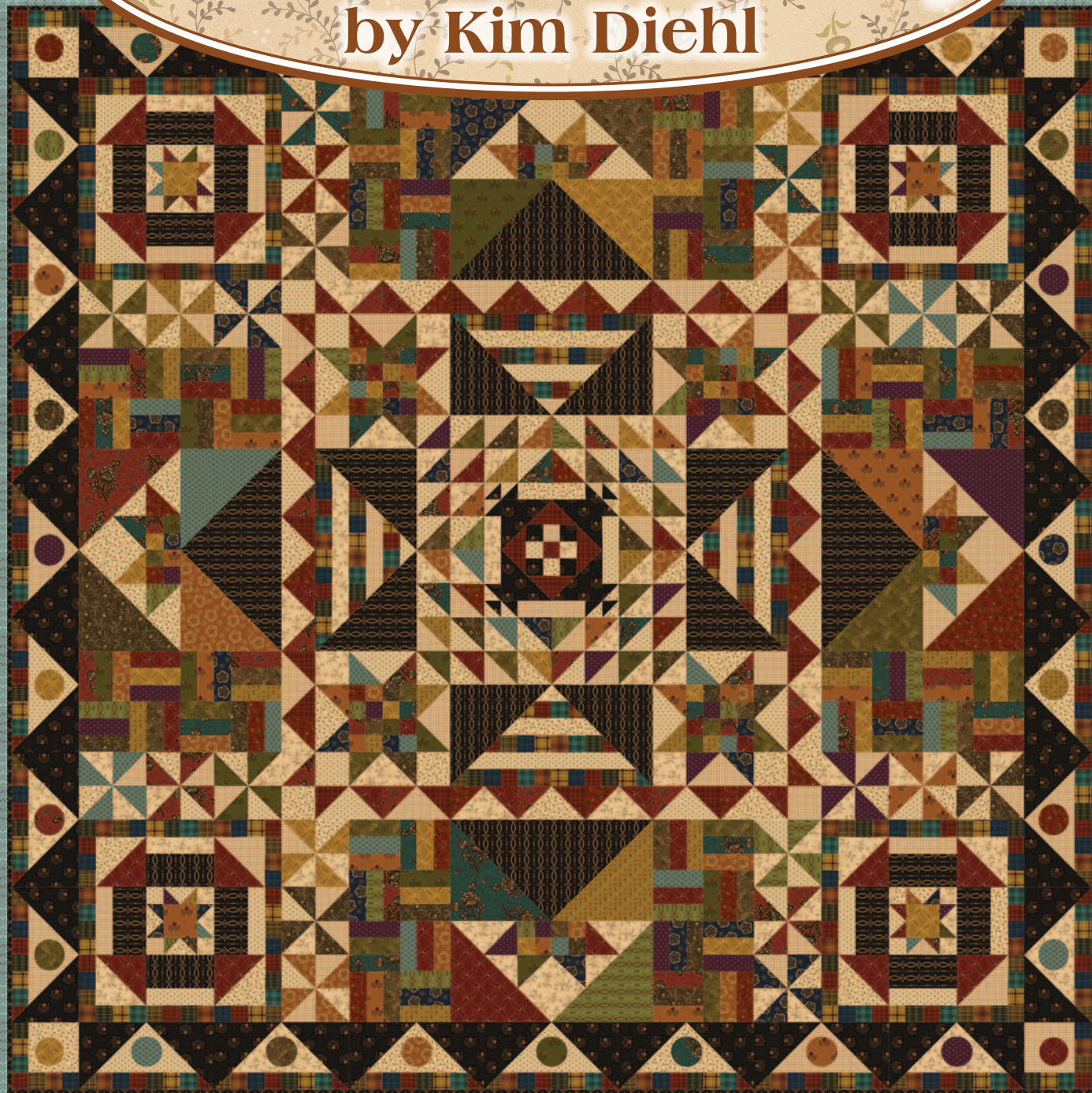


STITCH ALONG PROGRAM

Pride and Joy

by Kim Diehl



Helping Hands Collection

Six-part series ♦ Finished quilt size: 64½" x 64½"



Henry Glass & Co., Inc.

Pride and Joy

Stitch Along Program

featuring Kim Diehl's
Helping Hands collection

Henry Glass Fabrics is happy to present Kim's NEW Stitch Along program, available exclusively to participating quilt shops!

New year, new program! We love that YOU love the Simple Whatnots Club and offer this program to your customers. Keeping in mind that many quilters enjoy stitching larger quilts, Kim has designed an all-new Stitch Along project as an additional option! Offering this program in your shop will enable you to reach an even larger customer base and increase fabric sales.

Pride and Joy is a six-part series featuring classic patchwork blocks and motifs loved by generations of quilters. Each month for five months, participants will stitch their way through a variety of fun-to-piece patchwork as they build the center of the quilt. The sixth and final installment of the program will include instructions for piecing the border, adding a dollop of simply-sewn applique, and completing the quilt.

Kim designs her fabric collections to have a scrappy yet balanced look, so the work of gathering prints has been done for you! When used as a group, the fabrics blend beautifully and give the impression that many different prints have been gathered together.

Shop participation in this program is easy — simply purchase Kim's complete line of Helping Hands prints (*available for order July 2017, with delivery of fabric December 2017*) and the six-part set of patterns are yours!

Purchasing the complete line of Helping Hands prints means that you'll also have access to Collection 7 of Kim's Simple Whatnots Club. Twice the options wrapped up in one colorful fabric collection! For shop owners who prefer to purchase select prints, rather than the entire line of Helping Hands fabrics, the complete set of Pride and Joy patterns can be purchased for \$60.

Opportunities! There are a number of ways this program can be used to benefit your shop. Consider offering kitted installments to your customers on a monthly basis, schedule monthly (or even weekly) program meetings for group sewing, or use this project as the basis for a series of workshops to increase traffic into your shop — the choice is yours!

Yardage guidelines for Pride and Joy will be available on the Henry Glass Fabrics website July 2017, summarizing the sku numbers and total yards needed (including binding) to complete the quilt. Each segment of the six-part series of handouts will include an itemization of the prints needed for that month's installment, making it a snap to cut and prepare kits.

Accessing the patterns is easy. Downloadable handouts for this six-part series include accurate, easy-to-follow pattern directions and will be available on the Henry Glass website in December 2017, using a provided password. Save and print them as often as you'd like — we simply ask that you don't sell the patterns individually.

Henry Glass Fabrics is extending the length of time that the Helping Hands line will be available for purchase, making it easy to participate in this program and reorder prints as needed. But eventually, all good things must come to an end! The beauty of Kim's fabric collections are that they're designed to be interchangeable and blend well with a variety of prints, meaning that as your inventory changes it will be easy to substitute other prints you have on hand.

For additional information, please contact your local Henry Glass sales representative or your favorite distributor.



Henry Glass & Co., Inc.

www.henryglassfabrics.com