



Kim Diehl's Annual Simple Whatnots Club

Collection 7 • Helping Hands

Shop Guidelines

Henry Glass Fabrics is happy to present Collection 7 of Kim's Simple Whatnots Club, available exclusively to participating quilt shops!

We're continuing our annual format with eight little fun-to-stitch quilts. Because we understand that the needs of each shop are different, we still encourage you to structure the program in a way that works best for you and your customers. If you prefer to feature the projects one at a time, this new format will enable you release a new quilt approximately every six weeks and enjoy a more relaxed pace when preparing samples and handouts.

As always, each Simple Whatnots Club collection will feature several patchwork projects, with one or two quilts including appliqué.

More to love! To increase your sales, help move even more stock, and appeal to customers who prefer larger projects, we'll choose one little quilt from each Simple Whatnots collection and make it big! Watch for this bonus mid-year.

Shop participation in the club is still easy — simply purchase Kim's complete line of Helping Hands prints (*available for order July 2017, with delivery of fabric December 2017*) and the patterns are yours! **As an added bonus, this means you'll also receive access to Kim's new Pride and Joy Stitch Along Program for twice the options to offer your customers.** For shop owners who prefer to purchase select prints, rather than the entire line of Helping Hands fabrics, the complete collection of club patterns can be purchased for \$60.

Yardage guidelines for one complete collection of small projects will continue to be available on the Henry Glass Fabrics website.

Downloadable project handouts for the Simple Whatnots Club include accurate and easy-to-follow pattern directions, along with full-size appliqué templates. Yardage requirements are pre-cut friendly, and frequently include a variety of fat quarters, fat eighths, and chubby sixteenths (Kim's term for half of a fat eighth). Each annual collection will continue to include extra little snippets and morsels, with recipes and crafty things, sewing tips, and hints for living with quilts.

Accessing the patterns is easy. Project directions will be available for download in December of 2017 using a provided password, and they can be used as often as you like in a variety of ways. Include the patterns with project kits, offer monthly club meetings for group sewing, or use them in workshops to increase traffic into your shop — the choice is yours! We simply ask that you don't sell the patterns individually.

You've asked, we've answered! To make your participation in Collection 7 of the Simple Whatnots Club even easier and help support your needs as your stock dwindles, Henry Glass Fabrics is extending the length of time that the Helping Hands line will be available for purchase. 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 for an instant "scrap basket" look. This means that as your inventory changes, it's 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

