

Thimbleberries 2012 Quilt Club

PATTERN PARTY



Please ADD
PATTERN PARTY
to your
Shop Schedule for 2012!

We have organized it to be the most
COST EFFECTIVE and **EASIEST CLUB EVER!**

Pattern Party Books Available
OCT. 1, 2011

4 SEASONAL
QUILTS
& SO
MUCH MORE!



Love Me Tender SPRING



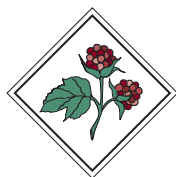
Little Garden SUMMER



Twin Peaks AUTUMN



Christmas Kaleidoscope WINTER



FOR BOOK INFORMATION
Thimbleberries
800-587-3944



FOR FABRIC & KIT INFORMATION
RJR Fabrics
800-422-5426



THIMBLEBERRIES
2012
Quilt Club

PATTERN PARTY

12 MONTHS OF
QUILTING & PARTY FUN

Presented by Thimbleberries
and RJR Fabrics



NEW THIS YEAR

SHOP BENEFITS

CONSUMER BENEFITS



THIMBLEBERRIES Pattern Party Book

includes **everything**
your members
will need all-in-one
80 PAGE BOOK
for **\$29.95 retail**

Pattern Party Book is a
FRESH, NEW CONCEPT!

Pattern Party Book
is a **REFRESHING**
CLUB CHANGE!

Shop Advantages

- **No Membership Fee for Shops**
- **One Fabric Coloration that Ships Quarterly...**
Just 5 fabrics per quarter. Easy to order, easy to stock and easy to kit.

Club Member Advantages

- A refreshing club change for those who have participated in past clubs.
- All projects are photographed and illustrated in full color in one book.
- Book is less than half the price of 12 individual block patterns.
- The smaller projects give a real sense of accomplishment and add more variety to the club year.

• Pattern Party Book Advantages...

- Members will have what they need at the beginning of the year and shops will not need to order patterns.
- A ONE TIME shipping and handling of the books will be far less expensive than quarterly pattern shipments. No patterns to order throughout the year!
- Better cash flow with book sales at the beginning of the year giving you money up front.
- Fabric sales will be greater for the 4 projects than one bed quilt.
- Book Price - \$29.95 retail... less than half the cost of 12 individual block patterns making it more affordable for your customers.
- No photocopy costs. Everything your customers need are in the all-in-one **Pattern Party Book**.
- See notes.
- **Pattern Party** can be sold to your entire customer base. Fabric and books can be sold as regular inventory indefinitely.

■ 4 SEASONAL QUILTS

Love Me Tender 56" square
Little Garden 58" square
Twin Peaks 36" x 64"
Christmas Kaleidoscope 52" square

Fabrics designed
for each
seasonal quilt.

■ 4 BONUS PROJECTS

Blossoms Go Round 42" diameter
Summer Splash 20" x 66"
Star Checkerboard 42" square
Holiday Table Mat 42" x 91"

Sell even more
fabrics from recent
Thimbleberries
Collections.

■ 1 STITCHERY SAMPLER

For those who like hand embroidery,
stitch a simple design each month...
at the end of 12 months, piece together
a small wall quilt.

Can be the
basis for another
stitchery club.

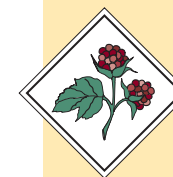
■ 24 FUN PARTY TREATS

Featuring delicious dessert & beverage
recipes each month.

Party treats
to make for
your members.



Pattern Party FABRIC available from
your **RJR Representative**.
Call RJR Fabrics for Shop Kit information
at 800-422-5426



Pattern Party BOOKS available from
Thimbleberries at 800-587-3944
or your favorite distributor.

PATTERN PARTY BOOKS
available OCT. 1, 2011