

Knitability Is Getting a Makeover

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Dear Customer,

Welcome to the new and improved Knitability News. As part of our complete makeover, we

have implemented a new and improved newsletter format. We are very excited about all the positive changes happening at Knitability, but this is only the beginning. Read on to find out about new products, the [HUGE close-out sale](#) and new regular features of the Knitability News.



Close-outs on SALE!



With the defining focus of our business, we have discovered that we products on our shelves that need to move! Needles are at 25% off, large format patterns are \$3 each, with more deep discounts to be found on a variety of items. Supplies are limited to stock on hand and will be selling fast. Don't waste any time...

[Shop Now](#)

New Products Are a Hit



The first half of the year has been a busy one with the introduction of the [Class In A Bag](#) line of teaching materials at the January TNNA show and the launch of the new [Skill Builder pattern line](#) at TNNA in June. Both product lines have been a hit with yarn shop owners across the country as the need to take knitters to the next level is becoming more important.

Class In A Bag was developed as an extension of the Knitability Representative program. As a teaching system, components can be mixed and matched to meet the instructor's needs. Seven class options are currently available with the expectation of adding several more by the end of the year.

Skill Builder patterns, the first independent pattern line to focus on taking knitters to the next level, was first delivered to shops around the country in June 2006. The new detailed, instructional format of the ten classic designs has been very well received!

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Knitability's Makeover

TAKING KNITTERS TO THE NEXT LEVEL.....

With the new mission statement, "Taking Knitters to the Next Level", comes a new look. What you are reading is just one example of phase 1, but a complete overhaul is in process. The first phase included reworking our product line (see the article above), the implementation of

the new format of our newsletter, updated graphics and colors on our website and the addition of a new feature, **Professor Gwen** where Gwen will answer questions and provide knitting insights.

Phase 2 will include developing a completely new website, updating of all class materials to reflect our new standard format, adding more information regarding education opportunities on the website and adding content specifically for wholesale accounts. Stay tuned to see what is next as we take Knitability to the next level!

Professor Gwen



Welcome to the first installment of Professor Gwen a new regular column in the Knitability News. I will be providing hints, tips and insights to take knitters to the next level. If you have a question you would like answered, please e-mail Professor Gwen at the e- mail address below and watch for the answer in an upcoming issue or visit my new [informational blog](#) hosted by Professor Gwen and several other guest instructors.

The most popular question I was asked when I worked in a yarn shop was, "Do I have to do a gauge swatch?" My answer was always the same, "Only if you want it to fit!"

Checking gauge is considered a hassle by many knitters, but in fact, it is an investment in the finished product. During the gauge swatch stage of a project there are several valuable questions answered:

- Do you enjoy working with the yarn?
- Are you comfortable working the stitch pattern?
- Do you like the feel of the finished fabric?
- Are you able to match the designer's gauge?

If you can answer yes to all of the above questions, the likelihood of success is very high. However, if the answer to any of the questions is no, now is the time to re-evaluate the project. But thanks to the gauge swatch, you have only invested a minimal amount of time and yarn toward the project.

[Read More....](#)

Changes are afoot here at Knitability as we strive to take knitters (including ourselves) to the next level. We hope you like our new format and encourage you to share this newsletter with all of your knitting friends. Shop the [sale](#) while supplies last and keep those needles busy.

Sincerely,

A handwritten signature of the name "Gwen" in a cursive, green ink style.

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