

New Signature Retailer Program & other BIG Things from AccuQuilt

AccuQuilt had an exciting year in 2014 and we want to thank all of our retail partners. We introduced new product, new pricing and new programs. We also reinstated MAP to better support our retailers. However, our biggest initiative was the development of our new Signature Retailer Program.

Launched last November, our Signature Retailer Program is a comprehensive program designed for Sew/Vac stores. The program includes plan-o-grams, educational support with a national educator network, turnkey MAP approved consumer promotions and more to drive traffic to our Signature Retailers.

"We know that our most successful retail partners are those who have experience in demonstrating and selling machines to the quilting market, so specifically designing our Signature Retailer Program for Sew/Vac stores made sense," said Robert Hafner, vice president of sales.

Our new GO! Big® Electric Fabric Cutter is also the perfect complement to sewing and embroidery machines, giving Sew/Vac stores an excellent opportunity to increase sales. Plus, with our unique business model, the GO!® fabric cutters will stimulate repeat sales for stores as customers return to purchase more dies for their collection.



Signature Retailer
Linda Zachman

"The AccuQuilt GO! fabric cutters are phenomenal products and have given new opportunities to my sewing customers. The biggest challenge my customers have is the time it takes to cut fabric so they can get to what they love to do, which is sewing. GO! allows us to teach our customers that there is a better way to cut fabric that saves them time and is more accurate. It provides a great solution to my customers and adds

additional sales and profits for my store," says Linda Zachman, owner of Linda Z's Sewing Center in Arlington Heights, IL.



AccuQuilt Sales Team
Tammy Miller & Robert
Hafner at the recent
VDTA show in Las Vegas.



GO! Display at Linda Z's Sewing
Center, Arlington Heights, IL.

AccuQuilt Signature Retailers will also benefit from a pricing model that includes MAP, enabling stores to meet their sales and margin needs, as well as reward their sales associates for demonstrating and selling GO! products.

The GO! product line is strong and addresses one of the biggest pain points for quilting customers, which is the time and energy it takes to cut fabric. In addition, for quilters with hand and arm issues, the fast, easy and fully automatic GO! Big Electric Fabric Cutter enables them to continue quilting without the hand and arm strain caused by rotary cutting.

The GO! Big cutter was just unveiled in November 2014, exciting the quilting community with its hands-free electric function and state-of-the-art foldable design. Retailing at a MAP (Minimum Advertised Price) of \$499.99, the cutter's success in the market has been tremendous.

To accompany the GO! Big cutter, we introduced 5 new GO! Big dies specifically designed to take advantage of the cutter's larger size. The GO! Big cutter is compatible with all GO! dies, so with these new additions there are now more than 200 dies that will work with it, giving customers endless options to express their creativity.

"Customers are excited that the die runs itself through the GO! Big and it's portable. We had a show this weekend at the Phoenix Quilt, Craft and Sewing Festival and sold quite a few because it's wider and there's no more hand cranking," said Dureen Mulqueen of Mulqueens Sewing Center in Meza, Arizona. "When we demonstrate the GO! fabric cutters, it's always a sale, whether they buy it now or in the near future," he adds.

As the leader in the fabric cutting market, AccuQuilt continues to put its innovative stamp on the quilting industry. The speed, accuracy of cuts and down-right fun of the GO! line of fabric cutters is hard to resist, and it's convincing a lot of quilters that there is a better way to cut fabric.

Contact AccuQuilt today to learn how you can become a member of the Signature Retailer Program. Call Robert Hafner, vice president of sales, at 888.258.7913, ext. 327, or email him at robert.hafner@accuquilt.com.



GO! Big Electric Fabric Cutter Starter Set

CUT TIME. QUILT MORE.™