

January 22, 2019

Dear Cricut Retail Partners,

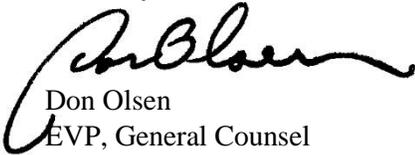
It has come to our attention that a new product named the Foil Quill™ has been introduced to the Craft/DIY market by the We R Memory Keepers brand. It appears the device is intended to be used with electronic cutting machines – including the Cricut® family of cutting machines. The device inserts (as it relates to Cricut machines) into the Alternative Tool Housing with a cord plugged into the Cricut's USB port. The resulting electrical current heats the tip of the Foil Quill which then moves over a foil sheet adhering the foil to an underlayment – such as paper.

While Cricut embraces innovation and creativity, we want to take this opportunity to clarify some confusion that has arisen regarding this product. The Foil Quill device is not produced, endorsed by, or affiliated with Cricut in any way, yet the Cricut Maker® machine is prominently featured on the Foil Quill packaging, such that it could cause consumer confusion as to the source of the product. The prominent use of the Cricut Maker on the product packaging is not authorized by Cricut.

Unlike other third-party accessory products which essentially attempt to perform the same – or similar – function to a Cricut product, the Foil Quill employs the electronic cutter to apply heat. This represents an unknown “use case” for the Cricut machine using voltage and heat. When Cricut introduces a product or accessory (e.g. Knife Blade) it is subjected to thousands of hours of quality testing across hundreds of machines, which are then scrutinized for variances by qualified engineers. The use case presented by the Foil Quill has not been tested or qualified in any way under Cricut's quality assurance rigor. It draws voltage from the machine and places heat on, or near, the tool carriage and floor in a fashion that is beyond the current intended use of the Cricut machine. We cannot speak to the safety or effectiveness of the product, or its impact on the function of the Cricut machine.

Because the Foil Quill is outside the current intended use of a Cricut machine, using it in connection with a Cricut will, of necessity, void the consumer's Cricut machine warranty. We encourage retailers to be transparent with consumers with respect to the warranty implications of using the Foil Quill, and allow her to make an informed decision.

Sincerely,

A handwritten signature in black ink, appearing to read "Don Olsen", written in a cursive style.

Don Olsen
EVP, General Counsel
Cricut, Inc.