



kelbourne woolens

Three Useful Tips

1 / *Knit or crochet a sample*

Samples are incredible tools for selling yarn - they give your customers project ideas, give you or your employees experience working with the yarn, and fill your shop with beautiful items.

2 / *Host a yarn tasting*

Are you convinced our yarns are amazing, but want to give your customers that final push? Why not host a yarn tasting? Giving your customers the opportunity to try out each yarn in a “test-run” will give them the confidence they need to dive head-first into a project.

3 / *Organize a knit along*

Although knitting can be a solitary activity, knitters are social people - as evidenced by the overwhelming popularity of Ravelry and the proliferation of knitters on social media. By organizing and hosting a knit-a-long at your shop, you're encouraging customers to repeatedly come back. Your expertise will guide them in their knitting, ensuring a successful finished project and guarantee they come back for more!

Sample Reimbursement Program

Samples sell yarn!

But working up samples is time consuming and sometimes expensive. With this in mind, we put together a program that rewards you for making samples for your shop - not only in fabulous yarn sales, but in a credit that can be applied to your next order!

Here's how it works:

- 1) Choose a yarn and pattern.
- 2) Knit or crochet a sample.
- 3) Take a photo of the sample displayed in your shop.
- 4) Email us a picture of the photo *and* tag us on [Instagram](#) or [Facebook](#). Be sure to include the yarn, color, and number of skeins used in the text of your email.
- 5) We'll credit your account for the cost of the yarn!

The Fine Print:

Samples MUST be used in the shop for display: No personal projects please!
Credit is for the wholesale cost of the yarn.
Limit \$300 in credit per year per shop.

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