

# *There are many commercial solid fabrics on the market today, but none will ever duplicate the richness of Cherrywood.*

## Why is Cherrywood so different?

- **Solid color doesn't have to be flat.** Your projects will stand out much more when your color has depth and texture.

- **Pre-cut**

Sold in 2-yard, 1-yard, and half-yard cuts and bundles. No measuring off a bolt. Fabric is packaged and ready to sell!

- **No right or wrong side**

The suede texture will be different on both sides, giving you so much flexibility.

- **No nap**

No worries about direction. In fact, cutting clothing on the cross grain will not be a problem.

- **Perfect Pressing**

Cherrywood holds its crease perfectly. Finger pressing stays put. Using a dry iron and a fine mist of water works best.

- **Easy to hand-quilt and showcases quilting**

It may appear thick, but the lightweight fabric has a beautiful hand to it. Thread just sinks into Cherrywood and makes your stitching stand out. That's why it is a favorite of award-winning quilters!

- **Blends well with batiks and prints**

You don't have to save Cherrywood for a special project. Mix it with your stash!

- **Preshrunk**

We account for shrinkage BEFORE we dye the fabric, leaving you with a generous yard -- more than 36". You pay for a yard, you get a yard, unlike commercial fabric.

- **High thread count**

The dyeing process, washing and drying makes for a very high thread count. It won't fray, it doesn't shred when doing raw-edge appliqué, and it needle-turns beautifully.

- **What is the advantage of working with JUST color?**

More focus is given to design lines when the eye is not distracted by pattern. All those seam lines you worked so hard to create will actually show.

- **Exclusive suede look on every piece we dye**

We dye in 2-yard pieces in order for that suede texture to come out evenly. There is no right or wrong side.

- **Unique color collections**

Karla never uses color straight from the manufacturer. Her formulas mix colors in a unique palette. Because of the "broken-in" look, every color of Cherrywood just seems to go together!

- **Colorfast**

The color is set in the dyeing process with soda ash. The fabric has been washed repeatedly to flush out as much of the excess dye as possible before it goes to the customer. Treat it with care, wash in cold, keep out of direct sun, and use Synthrapol.

## How is Cherrywood made?

### Synthrapol

#### PRE-WASHING FABRIC:

- Separate extreme darks and lights
- **WARM** or **COLD** water
- 2 teaspoons per load
- Run 8 to 10 minutes
- Complete **WARM** rinse

#### WASHING QUILTS:

- **COLD** water
- 2 teaspoons per load
- Run 8 to 10 minutes
- Complete **COLD** rinse
- **DO NOT** air dry (causes wicking)



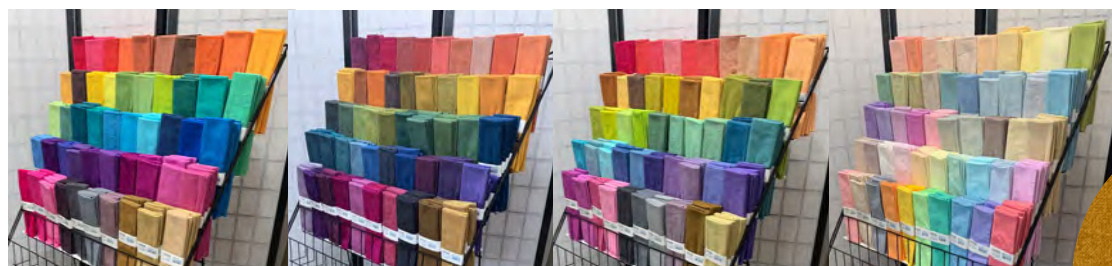
- **Washable with Synthrapol**

Synthrapol is a detergent. It is also a surfactant that suspends excess dye in the water so it washes down the drain. The fibers can only absorb so much dye, and the excess gets stuck in the fibers. Lots of water and agitation will flush it out. That is why we recommend to use Synthrapol any time you wash Cherrywood. It is a cheap insurance policy.

## Tell me about the bundles!

- **What is the advantage of the gradation bundles?**

Let us do the color work for you. We have already labored over hue, value, saturation, shade, tint... all those color theory terms... to create curated bundles. No matter how you use the gradations, they look fabulous.



**I don't know what to order - Do you have preselected packages?**

**• Packages**

If you are new to Cherrywood Fabrics and don't know where to start, we have you covered. You can always pick and choose colors from the website or make groupings with the convenient swatch cards. But we know shops have limited time to decisions. You know your customers...you know what sells in your store.

Bundle Packages - Do your customers like collections that are "grab-n-go" so they don't have to labor over color decisions? Bundles are irresistible gradations of colors that make a big impact. Three sizes of bundles are available in many colors.

Yardage Packages - Do your customers enjoy selecting JUST the right colors and having more control over size and selection? Stocking yardage in several sizes gives them control. We have broken down the collection of 200 colors into manageable groups to get you stocked up fast.

Premier Shops are dedicated to carrying the entire 200 colors of Cherrywood. Yardage is available in half yards, 1-yard cuts and 2-yard cuts. All cuts are pre-packaged and ready to sell right out of the box.