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.



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.

The different size bundles stack together nicely. Display the widest fold facing up on a table to give a nice presentation.

Hand the
customer the
bundle to hold.
Chances are they
won't let go once it is
in their hands!

Customers may send a swatch to Cherrywood to match dye lots

Include a flyer with purchase and tell them to read the complete care instructions on the back.

How do I sell Cherrywood in my shop? them if they know about Synthrapol and remind them to use it every time they wash any hand-dyed fabric. It's a cheap insurance policy.

Ask

Encourage collectors
to CUT it and USE it!
Life is short and we
will dye more!
There is a Permission Slip
on our fliers for
those who need
encouragement.

Don't wait for that
"Special Project" to
use your Cherrywood.
Every project BECOMES
special when you use
Cherrywood!

Show them how to quickly expand their palette by adding another 8-step or 4-step bundle that continues the gradation.

PERMISSION SLIP:

You are hereby given permission to cut up your Cherrywood! The perfect project is the one you are working on right now. The perfect color is in your hands. The perfect day is today. If you like touching it, you are going to LOVE sewing with it! We will make more. Promise. We dye a little every day...

Dye lots
will vary, so
encourage them
to buy the next
biggest size so
they don't
run out



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.

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

<u>Bundle Packages</u> - 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.

<u>Yardage Packages</u> - 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.