

Midwest Textiles & Supplies
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pg. 27

Inside

4 New Member Benefit – Sew Days!

Host Sew Days in your shop and be part of this nationwide program to encourage sewing. Registration is free to FabShop members!

4 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

8 On Display

Keep It Simple and They Will Buy

It's not how much "stuff" you have, say Julie and Kathy, but what you do with it. They offer tips to simplify your merchandising and displays—and boost your sales.

14 Fabric Companies Use Factors for Financing – What Shopowners Need to Know

Understanding how factors operate is important because what goes on behind the scenes can affect your business. Here's how.

18 Become a Savvy Buyer Market Wrap

Karen Montgomery shares her observations from the recent Spring Quilt Market in Portland and advises how to expand successfully into a trending category.

21 On Our Cover Feathered Peacock by Timeless Treasures

With a touch of metallic silver for an eye-catching gleam, the fabrics featuring these regal birds flaunt the magic of nature's colors.



23 FabShop Finds

Take a look at these distinct discoveries from Spring Market, to inspire your customers' creativity, expand your customer base, and keep your register ringing.

28 Set the Stage

Spring Quilt Market 2018

Kelly Davey highlights Market displays that stood out as sources of inspiration—or duplication—for your own in-store displays.

30 What's New at QT Fabrics

It has a very long textile history, and QT Fabrics is staying on top of its game, going all-digital in its fabric printing.

32 The Rubber Band The Law of Expansion

How do you expand on what you know? Sandra Pirdy explores awareness, ability, and choices on the way to expanding your thinking capacity.

34 The Fine Print The Commercial Lease: What You Should Know

Looking for new retail space? Brian Powers alerts you to issues to consider and negotiate before entering into a commercial lease.

38 The Necessary Evil of Mrs. Hanson Free Is Good (will)

In this new column by Karen Hanson's evil twin, "Mrs. Hanson" spells out the ways that *free* can be an irresistible lure to help build goodwill—and help people buy.

42 Advertiser Index

42 FabShop Events

FabShop Member Dinner Party Recap

FabShop says another thank you to its premier dinner sponsors and showcases the evening's fun and festivities.

44 When Aurifil Comes to Town

In the U.S. for Spring Quilt Market, Aurifil's Alex Veronelli presented a thread seminar at a nearby shop. Kelly Davey was there and filed this review.