

KNITTER'S®
P R I D E

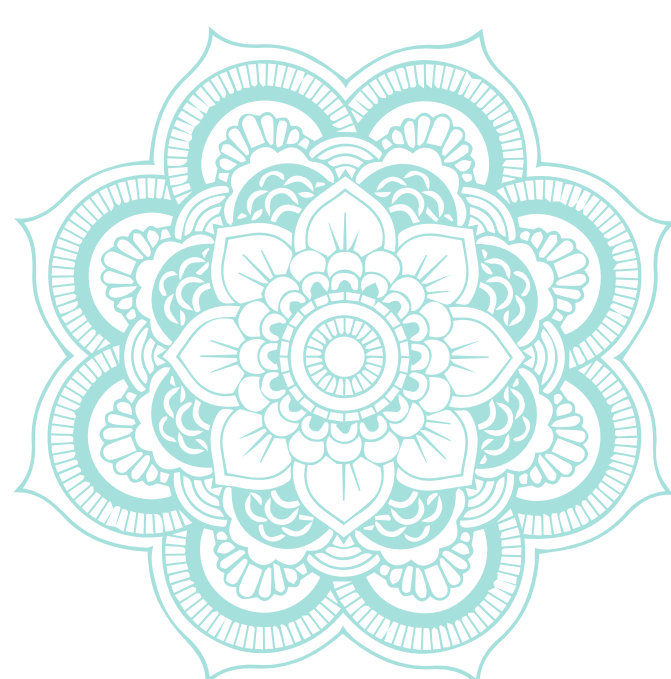
The Mindful Collection

It has long been known that the practice of knitting has unique powers to calm the mind and soothe the spirit. With that in mind, we feel the time is right to introduce our new line of knitting needles, bags & accessories

The Healing Power of Knitting

Crafted of polished stainless steel, these lace tip needles honor the therapeutic aspect inherent in mindful knit and crochet work. Inspirational words, unique to each size, are laser printed on each needle to help the knitter focus and reap the healthful benefits of therapeutic knitting.

An e-catalog of The Mindful Collection provides comprehensive details on the thoughtfully designed collection. It can be viewed at:
<http://www.mindful.knitterspride.com/catalog/>



Support for Our Retailers

We recognize that these have been difficult financial times for many of our independent storeowners. We are offering an extra margin of 20% to all retailers of The Mindful Collection this Fall, plus a special offer on the first order. Your distributor has all the details about this special local business promotion.

In an effort to support the Local Retail Yarn Shop, Knitter's Pride is restricting sales to the LYS only. Sales of the Mindful Collection will be prohibited on Amazon, Etsy and Ebay.



Marketing Support

The Mindful Collection is being supported with a comprehensive marketing campaign, which will debut in print and specific on-line media, in September. Look for our full-page ad in *Vogue Knitting's* Fall 2020 issue (on sale 9/19) and in the upcoming *Vogue Knitting* Winter Special.



For Your Customers

A separate interactive Mindful Collection Website <https://mindful.knitterspride.com/> will help customers learn more about the line and list the stores carrying the product.

We are also offering complementary "The Knitters Mini Mindful Handbook" <http://mindful.knitterspride.com/infopack/> for distribution to your customers. Printed copies of the Handbook can be obtained from your distributor.

Be Mindful!

Download Catalog

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