

SDTA NEWS

SEWING DEALERS TRADE ASSOCIATION

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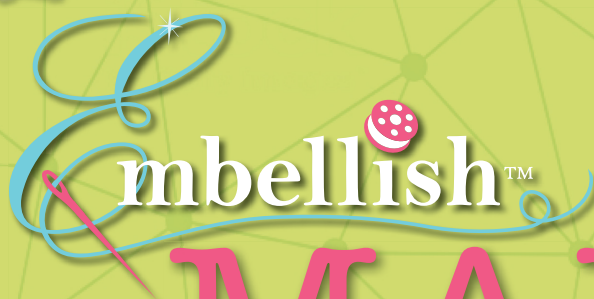
SEWING
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THE NEXT BIG THING FROM

RK
RNK DISTRIBUTING

► **Sisters Partner Up to Create One-Stop Shopping Experience, p 22**

► **RJR Fabrics: Exceptional History, Looking to the Future, p 12**



Classes and Exhibitors at VDTA Show, p 39

MAKER

See the official reveal of
RNK's Embellish Maker™
Embroidery & Crafting Software
at our classes at VDTA



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The Next Big Thing...From RNK

By Ricky Brooks

In 2004, my wife (Kay Brooks) and I introduced the Home Sewing Industry to a totally new concept in Sewing, Quilting, and Embroidery Supply Distribution. We founded RNK Distributing, a distribution company completely dedicated to the Independent Home Sewing Industry Retailer. Having owned and operated our own Sewing Retail Business for many years, we know first-hand the everyday challenges an Independent Retailer faces. We know how difficult it is to compete with the mass merchants and the Internet. We also know how important it is to have products that are not only different than what the mass is selling, but BETTER! Independent Retailers either learn to “Sell The Difference” or they allow their competition to force them out of business.

Kay and I were determined to produce better products that were indeed different and better, but we also knew no one would know the

without education. We bought the right to brand our new, different, and better products by a name that had a history in the world of embroidery for over a Century. We called it FLORIANI®, The Name That Means Beautiful Embroidery!

Two years later, Kay and I were approached by the iconic Jenny Haskins of Australia, who asked us to produce another complete line of quilting and embroidery products made specifically to Jenny’s specifications and branded as Jenny Haskins Products.

The only thing the Jenny Haskins Products had in common with Floriani was they too were ONLY sold through Independent Retailers, and the same is true today.

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In the summer of 2014, Kay and I were approached by yet another icon in the quilting industry, Alex Anderson. Alex had experienced a few of the exclusive Floriani products and was thrilled with the results. She specifically wanted all quilters to be made aware of the uniqueness of the Floriani products. Kay and I invited Alex to help us build a product line made specifically for QUILTERS. She agreed and today quilters all over the world have benefitted from Alex’s guidance in creating the Quilters Select® product line by Alex Anderson and RNK.

The continuous similarity between the Floriani, Jenny Haskins, and Quilters Select brands is their exclusivity to the Independent Retailer. None are sold or distributed by mass merchants or chain stores. All are sold exclusively by Independent Retailers.

After meeting Cheryl Sleboda at VDTA in January of 2017, Kay and I were intrigued by this phenomenon called Cosplay. We had heard about these Comicon’s and the staggering numbers of people attending them, but until we met Cheryl in Chicago the following April and attended one of them, we had no idea what it was about. WOW! We both wondered where on Earth we had been for the last 45 years. The Cosplay Industry is a mega billion-dollar industry that thrives on PASSION! The same type of passion that made the Home Sewing Industry explode when “Embroidery” was introduced in the mid 90’s. For the last nine months, Cheryl and Kay have been designing and creating an exclusive line of products made specifically for cosplayers. RNK is proud to be the exclusive distributors for Cheryl’s “Sew Much Cosplay” product line.



And Now RNK is Doing it Again...

In May of 2017, Kay and I were approached by another designer who has emerged as one of our industry stars with a totally different flare for creativity! I’m talking about the amazingly talented and tech-savvy Hope Yoder!

RNK’s DJ Anderson worked with Hope in developing the phenomenally successful Craft-N-Cut Software.



Hope and Kay have since shared the microphone at numerous teaching venues. We watched Hope build a hugely successful business around the same philosophy as that of RNK: Produce unique products, teach retailers how to sell the difference, and distribute exclusively through Independent Retailers. Hope brought us her ideas for a totally new concept in Embroidery and Crafting Products and we knew immediately, this is “*The Next Big Thing*” for our industry and **It Must Be Called EMBELLISH™!**

Please allow me to introduce the mastermind behind the Embellish™ Product Line, and allow her to share her thoughts and words of wisdom about what makes it different and a must-have for any Independent Retailer in the Home Sewing Industry.

Continued ►►

I'm so excited to branch out working with RNK to develop a whole new line of uniquely modern products that range from premium stabilizers to software. Embroidery designs range from big to bigger, fitting into our largest hoops, and Embellish™ premium stabilizers hold substantial stitch-count with ease and are perfect for today's bold embroidery.

As a designer I'm passionate about crafting, sewing, quilting, embroidery and digital cutting. The Embellish™ line-up of products will include new tools and notions designed exclusively for independent retailers, bringing a whole new world of fun and creativity to consumers.

As Ricky mentioned, my business has been successful solely because of independent retailers like you who have allowed us to host events selling your top-of-the-line machines using our products. That tradition will continue with Embellish™ Events, which will not only encompass our new embroidery collections, but also include all the Embellish™ and RNK family of products.

As of January 1, 2018 please place your orders for all Designs By Hope Yoder (DBHY) with RNK Distributing as they will be the exclusive distributors of all DBHY. If you already have accounts with RNK, it will be a simple process of simply adding my design sets to your next order. I have worked out a program with RNK that will allow you to continue to purchase the design sets at the same margin as you have been. If you do not have an account with RNK, please contact Paula Bramwell and she will assist you in getting set up. Please note you will be required to honor the MAP Policy when advertising my design sets as RNK will enforce their MAP Policy on DBHY design sets as they do on all products distributed by them.

Embroidery designs range from big to bigger, fitting into our largest hoops, and Embellish™ premium stabilizers hold substantial stitch-count with ease and are perfect for today's bold embroidery.



You are going to love the new DBHY design sets we have recently released and especially those coming in 2018, so please reach out to RNK and place your orders today. If you need to establish an account with RNK, please e-mail Paula@RNKDistributing.com or call her at 865-549-5115.

Please ask Paula about the Brand New EMBELLISH™ product line by Hope Yoder and RNK. We are aggressively seeking new dealers for this new exciting product line, and will be making a formal launch that will include the Brand New EMBELLISH™ MAKER SOFTWARE at VDTA in March. We have a team of Embellish Educators prepared to come your stores and help you introduce this totally new product line, and Paula is scheduling those educators now.

This is Rick again, and I want to invite each and every one of you to the EMBELLISH™ MAKER SOFTWARE class held in March at VDTA. EMBELLISH™ MAKER is a powerful & unique program! You won't want to miss this MUST ATTEND workshop that showcases a brand new era in software! Not only can the software be used to create, edit, personalize and embellish embroidery, but it has some key specialty features that are anything but vintage. EMBELLISH™ MAKER is embroidery present, past and future!

Embellish™
Maker
EMBROIDERY SOFTWARE

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EMBELLISH™ MAKER SOFTWARE

class schedule:



March 22nd

12:45 PM - 1:45 PM Room 203B

Introducing The Embellish™ Dealer Program

Instructor: Ricky Brooks and Hope Yoder, RNK Distributing

Open
to ALL
Retailers

We will explain the sellable difference in each Embellish™ product - what separates it from Floriani or any other brand and why any independent business owner should consider adding the line. As with all RNK brands, Embellish™ will only be sold through independent retailers. RNK has an entire team of exclusive Embellish™ Educators, trained & ready to introduce your staff and consumers to this fresh and exciting line. We're coming to VDTA•SDTA with the desire and hope to sign-up as many new Embellish™ Dealers as possible and book as many events as our calendar will allow. If you have been looking for a next big "thing" in our industry, **DON'T MISS Embellish™!**

2 PM - 3:15 PM, Room 203B

Introducing The Embellish™ Maker Software

Instructor: Hope Yoder, RNK Distributing

Open
to ALL
Retailers

You've heard the buzz about Hope Yoder's new product line for crafters, embroiderers, and quilters - Now see the software program that ties it all together. See how easy and seamlessly Hope can move from one segment of our industry to another, and with the Embellish™ Maker Software, bridge them all together.

March 23rd

10:45 AM - NOON Room 203B

Introducing The Embellish Maker Software

Instructor: Hope Yoder, RNK Distributing

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March 24th

3:45 PM - 5 PM Room 203B

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Instructor: Ricky Brooks and Hope Yoder, RNK Distributing

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