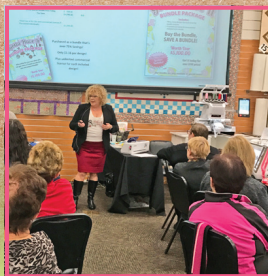


# THE NEXT BIG THING FROM

# RK

RNK DISTRIBUTING



## What is Embellish™?

Embellish is the name of our brand new product line and Independent Dealer Program developed by **RNK** and inspired by **Hope Yoder**. This new program will give a broader group of Independent Retailers a prominent product brand that is fresh, new, exciting and as FUN as Hope herself!

## Why would I want to be an Embellish™ Dealer?

If you are a retailer in the home sewing, quilting, embroidery or crafting industry, you are always looking for **THE NEXT BIG THING!** We are so fortunate to be in an industry that has stood the test of time. Our great industry has re-invented itself several times and we must always be looking for new, fresh opportunities. Embellish is **THE NEXT BIG THING** for our industry. Whether you became a Floriani Dealer 14 years ago or passed up the opportunity, you're again about to witness the same phenomenal success with Embellish. Don't miss out!

Just like Floriani and Quilters Select, Embellish will only be sold to and through independent retailers. It will be exclusively distributed by **RNK**, which means we will prevent the over saturation of retailers. The products have been manufactured specifically to Hope's specifications and are totally different from any other brand. Another similarity between Floriani and Embellish is the Dealer Program. Exclusive products, sold exclusively by dealers or independent retailers, with the support of our entire educational department. We can conduct lecture demo, or even better, hands-on machine events for any Embellish dealer. Embellish educators are available for these events at no cost to the dealer. Just like Floriani, Embellish dealers must abide by our MAP advertising policy that is designed to guarantee EVERY Embellish dealer maximum profit margin!

## What is required to become an Embellish Retailer?

Don't hesitate to call **Paula Bramwell**, our new Embellish Division Manager at **865-549-5115**. Or e-mail her at **Paula@RNKDistributing.com** and simply say, "tell me what is involved in becoming an Embellish Dealer?" Call today to see if the dealership is available in your market!

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