

SUMMER
2016

SCHACHT *Gazette*

WHAT'S NEW

THE FLATIRON

We've had our new Flatiron Spinning Wheel out and about at Ply Away, Maryland Sheep and Wool, and most recently at TNNA. We are thrilled with the response we have been receiving on our new, imaginative, and well-engineered Saxony wheel. What people are loving is



The Saxony style Flatiron wheel comes with everything needed to spin. Just add fiber.



the smooth treading, the solid feeling of this wheel, as well as the scale and its unique look. People are loving the option to assemble the wheel with the flyer on the right or the flyer on the left. The price point of \$795 seems

right on as well. The Flatiron will be packed knocked down in compact packaging and can be shipped worldwide via the US Postal Service. With nearly all the tools necessary for assembly in the box,

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GOOD TO KNOW

BOOKS AND DVD'S ARE BIG

To make it easier for you to purchase weaving and spinning books, we are stocking more and more of them—and adding new ones all the time. Our carefully curated list of books are chosen to support the weaving and spinning programs in your shop. With a few exceptions, our list is nearly exclusively how-to—because these are the books

that your customers want and need when they are passionate and want to know more. Additionally, we have included a few dyeing and felting books and DVD's that we especially like. We are sending you our current list but you can always check our Dealer Resources page on our website for our most up-to-date titles. The password is: *Schacht2016*

FLATIRON TRIVIA

- The drive wheel is made in the USA by a company that makes wheel chairs. We love the generous 22 1/2" drive wheel.
- A bulky plyer flyer will be available in the future. It will be the same bulky flyer as we use for our other wheels, but will have its own unique front maiden.
- Add your own Kate. Since many spinners have multiple wheels, we felt that it wasn't necessary

to include a Kate with the spinning wheel package. We recommend our Tensioned Lazy Kate if your customer needs one.

- We named our new wheel after Boulder's iconic Flatiron geologic rock formation, but many folks think it echoes the Flatiron building in New York City as well. Either way, the Schacht Flatiron stands in good company.

TEACH TO SELL; SELL TO TEACH



Great classes and great teachers are key to your success as a shop. Here are a few notes from this class Jane taught at TNNA in DC this June. We've shared the text with you on our Dealer Resources page under Business Development. The goal of classes are:

1. To create a weaver or spinner or knitter (i.e. a new customer).
2. Actively purchase from you: a loom or wheel or needles and yarn.
3. Inspire them to take the next class
4. You want them to become part of your shop community.

DOLLARS & SENSE

WEBINARS: HELPING YOU SUCCEED

Each month, throughout 2016, we will be conducting webinars for our dealers on the fourth Thursday of the month. Each webinar is designed to help you in some way; whether it's using social media, our Schacht dealer resources, or assisting with product support. If you can't make the airing time, all of the webinars are posted on our Dealer Resources page under the listing "Business Development." A guidebook is included when appropriate.

WEBINARS CURRENTLY ONLINE:

- Social Media Basics
- Social Media – "What to Post and When"
- How to Use the Schacht Dealer Resources Website
- 15 Tips for Sizzling Summer Sales
- The Nuts and Bolts of Selling
- Jane and Barry Talk About Schacht and Answer Your Questions

IN THE KNOW

We often hear:

"I didn't know that there was a price increase."

"I didn't know you had a new spinning wheel."

"I didn't know you had a special."

Be in the know by making sure our emails are reaching your Inbox...and then open and read them for all our up-to-date news and information. Each week we send an email to our

dealers with updates on product changes, new products, and policy changes. Our emails may be going into your Spam or Clutter folders. You want to be the source

for all things fiber for your customers. As a Schacht dealer you want to know the current Schacht news, so you can share it with your customers instead of hearing Schacht news from them. We want to enable you to be the person "in the know". So, right now, check your Inbox for our email. If you find it in your Spam or Clutter files, just move it to your Inbox.



Make a Schacht file folder for all your Schacht emails, making all Schacht news easily searchable.



WHAT'S NEW

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the Flatiron can be up and spinning in just a few hours. We've used self-aligning bearings in the maidens, and created a drive wheel that is fully adjustable. Like our other wheels, the Flatiron bobbins can be changed out quickly with our clever quick release lever.



The Flatiron can be set up in all three spinning modes. Our thoughtfully designed fine threaded tension control is convenient and responsive. All of our current whorls



can be used with the Flatiron, providing a broad range of spinning capability. **Availability:** We are scheduled to start shipping in August. We will give you an estimated ship date when you call to order. 800-228-2553 or email: schacht@schachtspindle.com.



Flatiron Specifications

Item # FI8801

Material: 1/2" Maple/Apple ply

Double Treadle

Scotch Tension/Double Drive/
Bobbin Lead

Dimensions:
33" wide X 33" tall X 18" deep

Weight: 15 lb.

Orifice Height: 26"

Drive Wheel: 22 1/2"

Spinning Ratios:

Whorl	Ratios
Extra Slow	4.6:1 & 5.2:1
Slow	6.8:1 & 8.5:1
Medium	10.4:1 & 12.4:1
Fast	15:1 & 17.4:1
High	20:1 & 25.2:1
Super High	21.2:1 & 26.1:1

Included:

- 3 bobbins
- Medium and fast whorls
- Threading hook
- Cotton & poly drive bands
- Manual

Optional:

- Tensioned Lazy Kate
- Bulky plyer flyer
- Extra slow, slow, high speed, and super high speed whorls

Special features:

- Can be assembled with flyer on the left or with flyer on the right
- Packs flat for shipping

PRICE: \$795.00

Heard at TNNA:

“This is like

the race car of spinning wheels.

Step on the treadle and it goes.”



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