

WINTER
2018

SCHACHT *Gazette*

WHAT'S NEW



THE WEAVING STICK

This small, versatile tool can be used as a pick-up stick and weaving needle. Its slim profile allows extra maneuverability for any weaving project, whether on a simple frame loom or intricate double weave pick-up on a floor loom. 9" long x 1/2" wide.

WS6007 \$9.50 (minimum order of 5)

WHAT'S PRETTY NEW - In case you missed it

SCHACHT FRINGE TWISTER

Comfortable to hold and works smoothly for right or left hand twisting. You can twist 2 or 3 strands at a time, count your rotations, and you will have beautiful, even fringe to trim your projects.

WS6205 \$35.00



LILLI LOOM

This sturdy frame loom is perfect for on-the-go weaving, tapestry projects, classes and weaving get-togethers. Comes complete with all the tools needed to weave.

SL2700 \$59.00



3-IN-1 MAGIC STICK

A pick-up stick, beater, and sewing needle all in one; this versatile tool is a must have accessory for any type of weaver.

WS6005 \$15.00 (Minimum order of 3)



WOLF PUP DOUBLE BACK BEAM

Now available. Wolf Pup/ Wolf Pup LT/ Wolf Pup 8.10 Double Back Beam

FL3070 \$285.00



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DOLLARS & SENSE

YOUR SHOP IN THE INTERNET AGE

Internet resources have made information instantaneous. It is just a click or swipe to find patterns, yarns, tools, and Pinterest inspirations. For shops this is both a blessing and a curse. Your customer can learn and get ideas from browsing the internet which keeps them engaged in the craft. The down side for brick and mortar shops, is that click-and-buy shopping from on-line stores is easy and convenient.

We often hear from frustrated dealers who wonder how they can compete with on-line stores, especially “showrooming”, where

a potential customer visits the store to touch, feel, and try, then leaves to order the item on-line at the lowest possible price. It’s not all doom and gloom though. You

No website can duplicate the one-on-one interaction you provide in your store.

can compete on a level that on-line stores can’t. First, price isn’t always what sells, and if you can compete on “experience” you will see these customers lingering in your space, learning more about what you have

to offer, and buying from you.

No on-line store can duplicate the one-on-one interaction you provide in your store.

This is even more important as we have become more isolated.

To compete, you must find ways to connect with your customers.

Your job is to make their experiences in your store enriching.

Dealers who form relationships with their customers, offer knowledgeable information, friendly service, and an inviting space with inspiring inventory will always outshine convenient on-demand, lower price shopping venues.

GOOD TO KNOW

Want to know more about the future of Millennial and Gen Z shoppers at brick-and-mortar shops? Check out this excellent article by Davor Sutija at www.marketingland.com

Join Craft Industry Alliance for business discussions and excellent articles. www.craftindustryalliance.org

HOW TO CREATE A DYNAMIC BUYING ENVIRONMENT

- *Be welcoming.* This seems obvious, but it is critical. Are you greeting customers when they come into the shop? Are you offering assistance when needed? Are you friendly?
- Make your space inviting. Snap some pictures of your shop, inside and out. Then study them. Is there clutter? Does the space look clean? Are the displays inviting?
- Classes are critical to your success. They create customers, increase your shop community and sell products. If your classes aren't filling, you may need to make adjustments. Is the teacher knowledgeable and friendly? Does your teacher understand that classes are an extension of selling? Should you be offering a different class mix or classes at different times?
- Create informal times and events that bring people into your shop. If you aren't doing a knit/spin/weave/make gathering, you are missing out. These free events help nurture your shop community and are another reason for people to visit your shop.
- Give your customer an incentive to buy from you. Provide knowledgeable product information and stress that you are always available to help

PRESS ROOM

Planning projects, classes and events using Schacht products?

Let us know and we will give you and your shop a shout out on our social media platforms.

Email Benjamin Krudwig:
benjamink@schachtspindle.com

them with their new product at no charge when they buy it from you. Some shops offer customers a coupon, a free book/DVD, or a free class with their purchase to help close the deal.

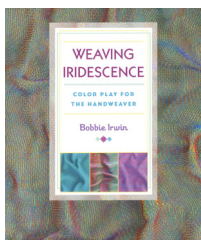
- Inventory. You have an advantage over on-line stores because the customer can purchase product immediately. Therefore, in order to compete, you must have store inventory.
- Find ways to create a unique personal touch that your customers can only get from you.

"We'd love to hear about your successes, ideas, and special initiatives."

- Heather McVickar, Schacht Sales and Marketing Director
Heatherm@schachtspindle.com



NEW BOOKS



Weaving Iridescence *Color Play for the Handweaver*

By Bobbie Irwin
BK1076 \$24.95

Iridescent fabric is fascinating and rather magical. In the folds of the fabric and when light hits at various angles, different colors appear. This book will teach you the tricks and how to evaluate and choose yarn and colors to create fabrics that shimmer and glow.



On The Loom *A Modern Weaver's Guide*

By Maryanne Moodie
BK1007 \$27.50

You will find rectangles, circles, triangles and 3-dimensional shapes throughout the 24 projects in this book. Learn basic techniques that work for traditional looms as well as incorporating found objects for the non-traditional and unexpected.

Maryanne Moodie uses the ancient art of weaving to create a uniquely modern collection of projects for the home.

**Check your email
for your level
2018 dealer level**



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