

# **embroideryarts**

a division of INTARSIA ARTS

1024 Addison Street Philadelphia, PA 19147  
888 238 1372 845 358 5546 845 358 2696 FAX intararts@gmail.com EMAIL

---

Thank you for requesting information on becoming part of our dealer network.

We are actively seeking dealers for our line of monogramming products, which are available in a format compatible with most popular embroidery machines or software programs.

This packet contains a list of ordering options, a brief description of our company and various elements of our dealer program, a sample of one of our "Project Corner" projects, a current wholesale price list, along with forms for dealer information, an order form, and a credit application for those dealers who prefer a net 30 days account status.

Initial orders are by credit card (Visa, Mastercard, Discover, American Express) or company check.

We are currently offering a **30% discount to all new dealers who enroll at our Platinum Level.**

I would be happy to answer any questions.

Sincerely yours,

Richards Jarden  
President

# **embroideryarts**

a division of INTARSIA ARTS

1024 Addison Street Philadelphia, PA 19147  
888 238 1372 845 358 5546 845 358 2696 FAX Intararts@gmail.com EMAIL

---

## **INITIAL ORDERING OPTIONS**

1. **Minimum Order** \$ 150.00 (US \$). Shipping and handling costs are included with an initial order. Along with your first order you will receive copies of all of the packaging inserts, one for each product. This will allow you to display images in full scale of examples of our complete collection so that your customers can place orders for product which you do not currently stock. Chose your own combination of individual products.

2. **Top 20 Monogram Sets** \$ 435.00 (US \$). Shipping and handling are included with an initial order. This package includes our top-selling 20 Monogram Sets: Arabesque 4, Arabesque 5, Arabesque 7, Art Deco 4, Art Nouveau 3, Candlewick, Chinois, Circle 1, Diamond 5, Diplomat, Empire, Gothic 5, Lace 1, Oval 1, Petite 1, Romanesque 1, Teen, Triangle 1, Victorian 4, Victorian 10. In addition, you receive the following:

- Free copy of Monogram Manager.
- Complete set Product Cards.
- Free high-resolution printable catalogue, with monthly updates.
- Free store CD containing the Top 20 Monogram Sets - sew out samples without having to open retail packaging. **(This CD has a value of \$ 500.00 !!!)**

3. **Silver Level** \$ 700.00 (US \$) . Shipping and handling are included with an initial order, as are a complete set of product cards. Chose your own combination of individual products. In addition, you receive the following:

- Free display rack. (Regular price \$ 87.50)
- Free copies of all 50 “Project Corner” projects.
- Free high-resolution printable catalogue, with monthly updates.
- Free shipping on all future orders. No minimum order size.

4. **Gold Level** \$ 1200.00 (US \$) Shipping and handling are included with an initial order, as are a complete set of product cards. Chose your own combination of individual products. In addition, you receive the following:

- Free display racks (2) - (Regular price \$ 175.00)
- Free copies of all 50 “Project Corner” projects.
- Enrollment in our Autoship program (2 copies of the new style each month.)
- Free shipping on all future orders. No minimum order size.

- Free Internet tracking link for online sales.
- Free high-resolution printable catalogue, with monthly updates.

5. Platinum Level (**OUR BEST DEAL!**) Order one of everything (currently 260 Monogram Set styles) - total wholesale cost is \$ 5143.50. Shipping and handling are included with an initial order, as are a complete set of product cards. In addition, you receive the following:

- Free display racks (2) - (Regular price \$ 175.00)
- Free copies of all 50 “Project Corner” projects.
- Enrollment in our Autoship program (2 copies of the new style each month.)
- Free shipping on all future orders. No minimum order size.
- Free Internet tracking link for online sales.
- Free high-resolution printable catalogue, with monthly updates.
- Free store CD containing every design in our Monogram Sets product line - sew out samples without having to open retail packaging. ***(This CD has a value of over \$ 2000.00 !!!)***
- Free store copy for each new Monogram Set introduced monthly.
- A standing discount of 15% off all future orders. No minimum order size. \*

Internet sales tracking link is free with Gold and Platinum level enrollment, and is available at other enrollment levels for an annual fee of \$ 100.00 (US \$).

---

All levels – 10% discount on orders for 10 products or more shipped at one time \*\*

---

***60 day swap policy applies for all levels - anything in your store for 60 days or more can be exchanged for another style \*\*\****

---

The Small Print:

\* *In order to receive this discount you must remain a participant in our Autoship Program.*

\*\* *Not to be combined with Platinum level permanent discount.*

\*\*\* *All dealers are eligible for our SwapPolicy without cost for the first 12 months of enrollment. After 12 months, dealers participating in our AutoShip program continue to receive free Swap support. All others can continue to use the Swap Policy for exchanges at \$ 3.75 per style.*

# ***embroideryarts***

a division of INTARSIA ARTS

17 Fourth Avenue Nyack, New York 10960  
888 238 1372 845 358 5546 845 358 2696 FAX Intararts@optonline.net EMAIL

## **DEALER PROGRAM**

### **Background**

***embroideryarts*** is a small digitizing company dedicated to producing high quality designs for monogramming and personalization. We are the only major company in the world dedicated exclusively to monogram designs.

We began in the commercial embroidery market in 1993, doing custom digitizing. We entered the home market in 1996. We advertise regularly in industry publications, and articles about monogramming featuring our products have appeared in home and commercial embroidery magazines.

### **Product Line**

We create and sell designs for monogramming and personalization for home and commercial machine embroiderers.

We introduce a new style at the beginning of each month.

Some of our designs are digitized for appliqué, so that the background color of the letter interior can be chosen by the user. By skipping over the color changes for the stitched interior areas of the design, the letter borders can be used by themselves. Most of our other letter styles come with two sizes included, so that the embroiderer can quickly set up a traditional three-letter monogram arrangement, with a larger central letter flanked by two smaller letters, without having to resize the designs.

Our pre-packaged Collections are specific Monogram Sets grouped together by theme. Our Custom Collection allows the customer to choose any 4 Monogram Set styles for a discounted price.

“LetterBits”, features guest artists who have created unique designs by copying, rotating and merging letters from our Monogram Sets into new and unusual arrangements.

Designed for small business embroiderers, our “Big Name Dropper” products (Block and Brush Script) contain over 5100 individually digitized male and female first names. In addition to the names, there is a utility file containing punctuation, numbers and individual letters for creating additional spellings or custom layouts within your embroidery software program, and a search engine to facilitate locating the name required.

“Monogram Manager” is a set of 15 translucent templates for monogram placement, reusable target stickers, a translucent mini-ruler and a 20 page full-color booklet explaining the use of each template with recommended stabilizers.

### Packaging

Our Monogram Sets are sold on mini-CDs in a format compatible with most popular embroidery machines or software programs. Each mini-CD has a simple installation wizard which prompts the user to choose from seven different machine formats - the rest of the installation is done automatically. After installation, each set contains the embroidery files, plus a text file which contains helpful sewing information, color sequences, thread color suggestions, etc.

Our pre-packaged Collections are produced on full-size CDs, and represent a significant savings, compared to individually purchased Monogram Sets. Each collection contains six individual Monogram Sets, grouped by theme. The CD contains the same simple installation wizard used for individual Monogram Sets:

*Collections 1: Appliqué* contains the Alphabet, Bluebird, Christmas, Flowers, Horticulture, and Teddy Bear Monogram Sets.

*Collections 2: Antique* contains the Arabesque 1, Celtic, Gothic 1, Gothic 2, Gothic3, and Medieval Monogram Sets.

*Collections 3: Heirloom* contains the Arabesque 2, Arabesque 3, Victorian 1, Victorian 2, Victorian 3, and Victorian 4 Monogram Sets.

*Collections 4: Modern* contains the Art Deco 1, Art Deco 2, Art Deco 3, Art Nouveau 2, Art Nouveau 3, and Roman Leaf Monogram Sets.

*Collections 5: Novelty* contains the Block, Boomerang, Harlequin, Nautical, Rodeo, and Wooden Monogram Sets.

*Collections 6: Classic* contains the Arabesque 4, Candlewick, Gothic 4, Lace 1, Petite 1 and Petite 2 Monogram Sets.

*Collections 7: Ornamental* contains the Art Nouveau 1, Avant Garde 1, Avant Garde 2, Jefferson, Victorian 5 and Victorian 6 Monogram Sets.

*Collections 8: Traditional* contains the Arts & Crafts 1, Art Deco 4, Circle, Diamond 1, Diamond 4 and Empire Monogram Sets.

*Collections 9: Vintage* contains the Bookplate, Folk Art, Gothic 5, Lace 2, Romanesque 1 and Victorian 7 Monogram Sets.

Our Custom Collection is a special-order product, and groups together any four Monogram Sets of the customer’s choice. It comes packaged on a CD.

Our “LetterBits” products are sold on mini-CDs, and use the same installation wizard as our Monogram Sets.

“Big Name Dropper” products come on a full-size CD with an install wizard.

### “Project Corner”

We have created 50 projects that can be completed utilizing selections from our Monogram Sets. These projects are available to dealers for use in sewing clubs, as give-aways to good customers, etc. They are always inexpensive to make, and provide unusual project ideas, along with step-by-

step instructions. Where specific materials are necessary, we have done research to find sources for small-quantity purchases. A sample project is included with this information packet.

### Internet

We have maintained an active Internet website since 1998 at [www.embroideryarts.com](http://www.embroideryarts.com). We have created a dealer locator page for all active participants in our dealer program, listing your company name, address, phone and fax numbers, and your store hours. If you have your own website, we will include a link to your site.

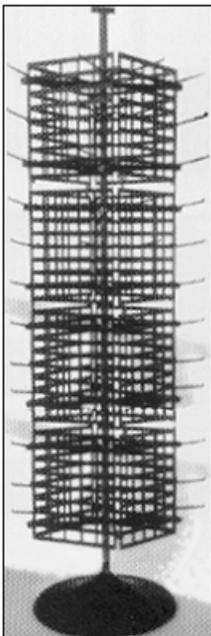
Our website also offers a popular feature - "Free Download Letter of the Month" - a free sample from the new style introduced each month, which embroiderers can download to try out before making a purchase. Our site has secure on-line ordering, and processes downloadable complete Collections, Monogram Sets, or individual letters from any of our styles. Dealers can participate in these sales by creating a link on their website to ours. We provide you with a specific URL for your company. When this link is used to access our website, it provides us with the ability to track each sale generated by your customers.

We track internet sales monthly for each dealer link, and a 40% credit for each sale is paid by check. (This link is available free for Gold and Platinum level dealers, and can be set up for all other dealers for a one-time processing fee.)

### Ordering

Dealer cost is 50% off suggested retail (see Price List). Shipping and handling costs are included with an initial order. There is no minimum for repeat orders, although shipping and handling costs may apply. Along with your first order, you will receive a complete set of product cards, which contains color illustrations of sewn samples. As we add additional styles, you will receive new cards each month.

### Display



We can provide a display rack suitable for use in displaying our product line. The rack is 72" tall, and consists of four sections of four-sided cubes (13" x 13" x 13") with 2.5" long x 1/4" diameter pegs which can be placed anywhere on the grid. The cubes are easily assembled, and can be locked together with the joint pins provided, and rotate on a 1" diameter pole, which comes in three pieces, along with an 18" circular floor base. The set includes a printed header on heavy vinyl. It is easy to assemble, no tools required. Weight: 20 lbs. Black Only

Silver level enrollment includes a free rack.  
Gold and Platinum level enrollment includes two free racks.

## Payment Terms

Initial orders are by company check or credit card. (Visa, Mastercard, Discover, American Express). Credit terms are available for subsequent orders following credit approval. Orders placed with approved credit are net 30 days. Please request a credit application if this option is desired.

## Reorders

There is no minimum quantity for reorders. Shipping and handling costs apply to small reorders, so bulk ordering will be more economical. Shipping and handling costs, based on total sets ordered: 5 sets or less: \$ 5.50 (US \$). More than 5 sets: *Shipping and handling is included.*

Silver, Gold, and Platinum level dealers receive free shipping on all orders, large or small. Platinum level dealers receive an additional discount on all orders.

Orders may be submitted, indicating payment method, by phone, fax, mail, or e-mail. Orders will be shipped via First Class mail or UPS ground.

## Returns

Returns for technical reasons (damaged media) must be made within 72 hours of end-user purchase, and must be accompanied by details of the basis for the return, including date of sale, customer name, and a description of the problem. Returns for opened software packages not based on technical faults will not be honored.

## Swap Policy

Products which do not sell can be exchanged for other products, provided that they are returned in original condition, and that they have been in your possession for at least 60 days. Dealers participating in our monthly Autoship Program can exchange products without cost. Dealers not participating can exchange products for \$ 3.75 per style.

## Autoship

We have an autoship program, which provides a specified number of copies of the new style introduced at the beginning of each month.

# ***embroideryarts***

a division of INTARSIA ARTS

17 Fourth Avenue Nyack, New York 10960

888 238 1372 845 358 5546 845 358 2696 FAX Intararts@earthlink.net EMAIL

## ***Project Corner***

### ***Monogrammed Purse with Bamboo Handles***



*This project set consists of the following:*

*Complete step-by-step instructions.*

*Sources for Materials*

### *Directions for Monogrammed Purse with Bamboo Handles / September 2003*

(This project utilizes letters from our Asian Monogram Set 1.)

*Step 1. Review instructions and materials required (materials list at the end of these instructions).*

*Step 2. Create a monogram and merge designs.*

The Asian Monogram Set 1 consists of 55 designs (A-Z in two sizes, plus three circular borders).

We used the larger size letters (3/4" - 19mm) along with the medium-sized border ( 1 3/8"- 35mm) to create a single letter monogram.

Merge the letter of your choice, along with the border, within an embroidery software program. Once you are happy with the design, save it under a new filename.

For this project, we created nine copies of this monogram, enough to create an accent strip across the front of the purse, near the bottom. If you have a 5" x 7" hoop, you should be able to fit five designs in one hooping, and will have to rehoop for the other four. A large hoop will require a single hooping, a smaller hoop will require more hoopings.

*Step 3. Prepare the fabric and embroider the designs.*

(Note: the kit for this purse contains two bamboo handles with brass rods and endcaps, along with instructions and templates for constructing the handbag. Please refer to these instructions for handbag assembly)

Cut a piece of fabric for the outer layer 14" x 20".

Create a line on the right side of the purse fabric 2 1/2" above the center fold using Wonder Tape. This line will mark the placement for the bottom edge of the monogram stripe.

Hoop all layers of stabilizers and fabric with tear-away stabilizer on the bottom.

We used ultrasuede for this project. If you are unable to hoop the fabric because of the nap (suede, velvet, etc.) spray hooped stabilizer with temporary spray adhesive and press the fabric into place on the top.

Check to see that the monogram stripe will be correctly matched and aligned to the top edge of the Wonder Tape.

Your hoop size will determine whether or not the monogram stripe can be sewn all at once, or will need to be sewn in sections. If rehooping is required, sew the first section, then move the fabric over for the second hooping. To successfully align the second hooping, overlap the first new monogram design with the last one stitched. Do not stitch - test the placement by lowering the needle to match stitch points, adjusting the layout with the machine's directional arrows as needed. When pleased, advance the design to the second monogram in the row and continue the embroidery.

To create an accent, change the thread to a contrasting color for one of the monograms. We chose the seventh one so that the contrasting monogram would be on the right side.

Be sure to leave room for a 1/2" (13mm) seam at each side.

*Step 4. Assemble the purse.*

Following the manufacturer's directions, select a lining fabric, with an additional piece for the inside pocket. Cut the lining fabric to 14" x 20" and the pocket fabric to 5" x 8".

Fold the pocket piece in half to 5" x 4", then fold under raw edges 1/4" on three sides. Top stitch to the right side of the lining fabric, centering and placing the pocket 3 1/2" down from the raw edge. Press down flat.

Pin the 14" x 20" pieces right sides together on all four sides. Leave a 6" opening on one side in the middle of the long seam to allow turning. Machine stitch the right sides together with a 1/4" seam all around before turning trim interfacing as close as possible, and trim corners. Turn and press, pulling corners with a pin. Top stitch opening together (this will be the seam)

Fold and pin top 14" edges down 1/2" to form casings, lining sides together. Top stitch the edge down.

Fold bag in half with right sides and casings together. Measure 3" down from the top mark and 1 1/2" from bottom mark. Stitch 1/4" seam between these two markings. Press seams open and pull out end opening into a triangle. Mark a straight line and stitch 3" straight across (1 1/2" on each side of seam.) Press triangle up to side seam and tack with needle and thread.

(Select beads of your choice for an optional embellishment. Stitch them to the center of the casing line before attaching the bamboo handle.)

Clear residue from the drilled holes of the two bamboo handles, and place them with the two rods and 2 caps in front of you on a hard surface. Lace open end of rod into one end of the handle, then through the bag casing, easing gathers as tight as possible, then through the other side of the handle. Repeat for the other side. Bend bamboo with pressure and insert into the other end of the handle. (You may need assistance from another person.) Screw on endcaps tightly.

***Congratulations! Your project is complete.***

Sources for Materials

*Stabilizer, Wonder Tape, Thread, Fabric:*

Widely available at local sewing stores.

*6" Bamboo Handle Handbag Kit:*

Sudberry House

The company has local retail distribution, and also has secure online ordering:

<http://www.sudberry.com/catalog/bamboohandlesbrassclips.htm>

# embroideryarts

a division of INTARSIA ARTS

1024 Addison Street Philadelphia, PA 19147  
888 238 1372 845 358 5546 845 358 2696 FAX Intararts@gmail.com EMAIL

## Dealer Price List (all prices in US\$) -9/1/19

Please see our Online Catalogue for a detailed listing. We add a new style on the first of each month

Monogram Sets	\$19.98
Monogram Blends	\$19.98
Monogram Flourishes	\$9.98
Monogram Frames	\$9.98
Big Name Dropper	\$27.48

### Themed Collections

Applique	\$49.98
Antique	\$49.98
Heirloom	\$49.98
Modern	\$49.98
Novelty	\$49.98
Classic	\$49.98
Ornamental	\$49.98
Traditional	\$49.98
Vintage	\$49.98
Custom	\$49.98

### Miscellaneous

"Project Corner"	\$19.98
Monogram Manager	\$19.98

Suggested Retail Prices: Monogram Sets - \$ 39.95, Flourishes - \$ 19.95, "Big Name Dropper - \$ 54.95, Collections - \$ 99.95, "Project Corner" (50 Projects) - \$ 39.95, Monogram Manager - \$ 39.95

All Monogram Sets are available in multi- format packaging, with an install wizard.

"Big Name Dropper" consists of over 5100 pre-digitized male and female names, plus a utility file containing punctuation, numbers, and upper and lower case letters for creating missing names within your embroidery software program. There is a simple installation wizard and search engine.

Collections are groups of Monogram Sets. Each pre-packaged Collection, arranged by theme, contains 6 complete Monogram Sets, along with sewing notes for each Monogram Set, and a simple install wizard. Custom Collection is a group of any 4 Monogram Sets chosen by the customer.

Monogram Sets, "Big Name Dropper" Sets, "LetterBits" and Collections support the following formats: Brother (.pes), Babylock (.pes), Bernina (.pes), Pfaff (.pcs), Viking (.hus), Janome/New Home (.sew), Elna (.sew), Singer / P.O.E.M (.csd), Tajima (.dst), Melco Expanded (.exp).

"Project Corner" contains 50 unusual projects utilizing our Monogram Sets, and includes 88 companion designs. Monogram Manager is a set of 15 translucent templates for monogram placement, reusable target stickers, a translucent mini-ruler and a 20 page full-color booklet explaining the use of each template with recommended stabilizers.

# embroideryarts

a division of INTARSIA ARTS

17 Fourth Avenue Nyack, New York 10960  
888 238 1372 845 358 5546 845 358 2696 FAX Intararts@optonline.net EMAIL

## DEALER INFORMATION FILE

Date:

Company:

Office Phone #:

Address:

Toll Free #:

City:

Fax #:

State/Prov:

Postal 1:

Postal 2:

Country:

Contact:

Owner:

Email:

Website:

Fed Tax ID #:

State/Prov Tax #:

Autoship:

---

Store 1:

Store 1 Phone #:

Store 1 Address:

Store 1 City:

Store 1 State/Prov:

Store 1 Postal:

Country 1:

Store 1 Hours:

---

Store 2:

Store 2 Phone #:

Store 2 Address:

Store 2 City:

Store 2 State/Prov:

Store 2 Postal:

Country 2:

Store 2 Hours:

---

Store 3:

Store 3 Phone #:

Store 3 Address:

Store 3 City:

Store 3 State/Prov:

Store 3 Postal:

Country 3:

Store 3 Hours:

---

Machine Types

Babylock

Brother

Husq/Viking

Pfaff

Bernina

Elna

Janome/New Home

Singer

Other



# embroideryarts

a division of INTARSIA ARTS

17 Fourth Avenue Nyack, New York 10960  
888 238 1372 845 358 5546 845 358 2696 FAX Intararts@optonline.net EMAIL

## CUSTOM COLLECTION ORDER FORM (WHOLESALE)

Date:  
Order #  
Contact:

Dealer #  
PO #

Company:

Ship To:  
Address:

Form of Payment (check one)  Visa  Mastercard  Amex  Discover  
 Net 30 Days (requires prior credit approval)

Credit Card # \_\_\_\_\_ Expiration \_\_\_\_\_

\*\* List 4 Monogram Styles for each Custom Collection

Custom Collection Wholesale Price: \$ 64.98

--

Subtotal \_\_\_\_\_  
Shipping & Handling \_\_\_\_\_

**ORDER TOTAL** \_\_\_\_\_

Shipping & Handling Cost for US, Canada, Mexico - 5 Custom Collections or less: \$ 5.50 (US \$), more than 5 - no charge.  
Gold and Platinum Level Dealers receive free shipping on all orders - no minimum.

All shipping by USPS First Class Mail or Priority Mail  
Express Shipping and International Orders: Contact us for pricing