



What is it? The least favorite thing any hand sewer likes to do is thread those tiny little needles. This is especially true for those of us who have "mature eyesight". Just when you're getting into that new project you have to stop and re-thread the needle and it isn't easy and it takes time. Or you're finally taking an appliqué class and you're falling behind because you have to stop and re-thread with a different thread color. Well dread no more! Clover has developed two amazing tools that will make those problems a thing of the past. The Desk Needle Threader makes re-threading your needles as easy as turning the page of the new book you are reading. And if that's not cool enough, we've devised a tool, the Dome Threaded Needle Case, that lets you thread up to ten needles in advance and store them securely in a small case for easy access.

What does it do? Makes life easy and we all need that.

- The Desk Needle Threader is the absolute easiest way to thread hand sewing needles. It is a standalone device that rests solidly on any table or flat surface near your work area. Simply place the eye end of the needle into the threader, lay your thread across the indicated slot, press the white button and the needle is threaded. There's even an included thread cutter so you don't even need scissors. What could be easier? Just seconds and you're back to your sewing project.

- The Dome Threaded Needle Case is the easiest way to thread needles in advance. Using the Desk Needle Threader, thread up to ten needles with one or up to ten different colors of thread. Insert the needles one at a time into the turntable and spin. The needles are held securely and the threads do not become tangled.



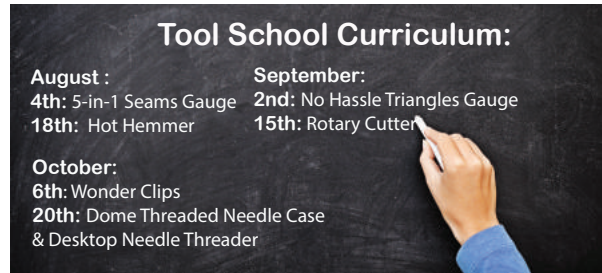
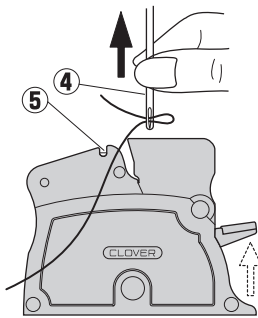
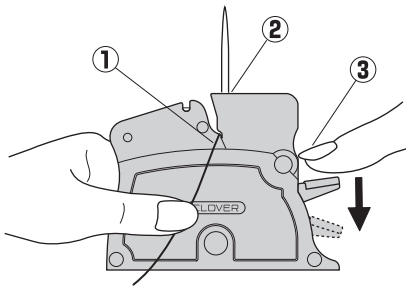
Dome Threaded Needle Case
Item No. 625

As each threaded needle is required for your project simply pull it out of its slot and the thread will follow. If you are going to a class or traveling simply pop on the clear dome to protect the thread and needles from contact with other items in your travel bag.

How do I promote it? - These two Clover sewing tools really do sell themselves, but you need to demonstrate them. Everyone who sews needs both of these devices. Put a set at your cutting table and while measuring out the customer's fabric just ask, "Have you seen the desk threader and dome threaded needle case?" A quick demo usually results in a sale. Do the same thing at the cash register during checkout. A demo at the beginning of each class taught in your store should be mandatory and will result in sales too. Make sure everyone in your shop knows how to demo them. Fashion, quilting, appliqué, heirloom, home decor . . . they all use hand needles at some stage so everyone who comes into your shop needs one of each of them. Make that a goal for your employees.



Steve Butler has expertise in the sewing and needlecraft industry. Co-founder of Superior Threads. Steve has taught numerous classes at all major sewing machine conventions, regional trade shows, International Quilt Market, various machine embroidery venues and has been a four time repeat guest on Martha Pullen's popular PBS series, "Martha's Sewing Room".



Desk Needle Threader (Green)

Desk Needle Threader (Purple)

Desk Needle Threader (Pink)



Art No. 4073



Art No. 4071

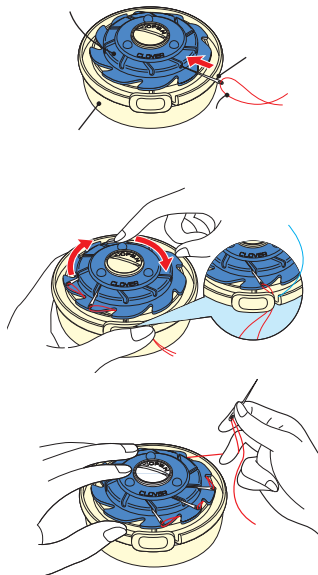


Art No. 4073

Dome Threaded Needle Case



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1. Insert the threaded needle into the groove.

2. Rotate dome to wind the thread

3. To remove the needle, hold the dome and pull the needle slowly.

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