



## Private Label Information

Private Labels can be a game changing opportunity for shops to carve out a unique niche in a crowded marketplace. By offering these exclusive kits, you have the power to establish a distinct brand identity that resonates with your customers with the assurance that the Private Label Kits can only be sold by YOU.

Retired Private Labels - The original owner of the Private Label has retired or no longer sells the item. We always ask Private Label Owners first before offering the opportunity to another shop.

Free Demo Boards - So many people really need to see how the process works. We offer free demo boards. They are a wonderful way to educate your customers that only takes about 10-15 seconds. It can result in a forever customer.

Some Ideas that have worked for other Quilt Shops:

HiBearNation (retired) - a seasonal quilt shop in Alaska. The shop was strategically located in an area that cruise ships docked. The dock times were published and a person was positioned at the door doing demonstrations. They offered the Quilt Boards with and without fabric kits. It was a huge success - the customers either bought the fabric kits or fat quarters. Lots of inspired customers were talking about starting the projects on the cruise! Some customers got home and wished they had bought more kits and contacted Artsi2 which in turn told them the items were only available through HiBearNation.

The Quilted Butterfly (retired) - Located in North Carolina, a tourist hot spot. Her goal was to have all the North Carolina Lighthouses available in the Quilt Boards. She had numerous other designs made that were complimentary to the Lighthouse theme. It was another big success.

Quilt Shop of Deland (retired) - Although they did not have any Private Labels - their Artsi2 Quilt Board program was an enormous success. Every customer that came through her door had to see the demo. As time went on - her customers would actually do the demo for new customers. She created fabric kits that included embellishments which were very popular. She offered the quilt boards with or without fabric kits. Judy Hanson, the owner, told me that the Quilt Boards were in the top 5 best sellers in her shop.