

MBERBELL
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DIGITAL DEALER
EXCLUSIVES
— COLLECTION 2 PROGRAM GUIDE —



Welcome to Kimberbell's **Digital Dealer Exclusives** ("DDE") program! Created specifically for brick-and-mortar shops by Kimberbell Kids LLC ("Kimberbell"), this innovative program can bring more customers to your business, both virtually and in person, to learn new techniques and make exclusive Kimberbell projects. Here are the details to help you get started!

DIGITAL DEALER EXCLUSIVES IS AN IDEAL PROGRAM FOR SHOPS!

- Introduce beginners to machine embroidery.
- Create customer loyalty through embroidery clubs and classes.
 - Sell machines through make-and-takes and demonstrations.
- Promote your program with our teaching and marketing materials.
 - Adapt the program to fit your needs and share files digitally.
- Teach exciting techniques to both new and seasoned embroiderers.

Additional terms apply. For more information, please see the Digital Dealer Exclusives Program Terms and Conditions ("DDE Terms and Conditions") at kimberbell.com/digital-dealer-exclusives-program-terms-and-conditions. In case of any conflict between the description in this document and the terms in the DDE Terms and Conditions, the DDE Terms and Conditions will control.



We've taken all the work out of planning your monthly embroidery club! Kimberbell's **Digital Dealer Exclusives** program allows shops to purchase exclusive design licenses every month and use them for clubs, classes, make-and-takes, and more.

HERE'S HOW IT WORKS:

1. Sign up as a DDE participant and pay the registration fee.
2. Decide how many single-user design licenses you want to purchase at \$5 each.
3. Assign a single-user design license to each customer through their email address.

There are no minimum purchase requirements. We'll simply bill your account for your chosen number of licenses, then notify your customers that their new design is ready for download. (It's easy to add customers or adjust your license numbers as needed!)

This flexible program is perfectly adaptable for both small and large shops. And because projects are distributed digitally, your reach can extend well beyond your location! Shops who use the monthly designs both virtually and in-store are especially successful.



DDE PROGRAM VIDEO INTRODUCTION

Like our original Dealer Exclusives program, we will provide participating shops with exclusive designs that feature a variety of machine embroidery techniques. All projects can be made in a 5x7 machine embroidery hoop, and many include additional larger sizes as well!

INSPIRE CUSTOMERS WITH THESE TECHNIQUES:

- Piecing in-the-hoop
- Creating fringe
- Adding background quilting
- Completing projects in-the-hoop
- Adding applique and embellishments
- Creating dimensional houses
- Stitching on Kimberbell Blanks
- Making cinch sacks in-the-hoop
- Using Flexi Foam and other stabilizers
- Installing a zipper in-the-hoop
- Multi-hooping

**WE'D LOVE TO HEAR HOW
DIGITAL DEALER EXCLUSIVES HAS
HELPED YOUR BUSINESS!**



FREE TACO CORD ORGANIZER DESIGN

Use this FREE *Taco Cord Organizer* design any way you want to promote your program and introduce new customers to machine embroidery.

"Lettuce" share just a few ideas:

Invite new customers to make-and-take the FREE Taco project.

Host a demonstration, make a *Taco Cord Organizer*, then give it to an attendee.

Hold a taco night (with all the fixings).

Share the FREE taco design with everyone who attends!

Once your customers have tasted creative success, they'll crave even more machine embroidery projects.

Only the *Taco Cord Organizer* may be shared freely. All other DDE projects require a \$5 single-user license for each customer.





HEY SWEETIE PIE

Tea Towel

Topped with an Embroidery Felt crust, our *Hey Sweetie Pie Tea Towel* features a glossy cherry filling of applique fabric and iron-on vinyl. Stitch on a Tea Towel and gift with a treat!

HOOPS: 5x7

STABILIZER:
KDST123-124 Wash-Away Sticky-Back
KDST126-127 Fusible Backing
KDST133 Wash-Away Topping

PROJECT SKILLS:
Applique

COORDINATING PRODUCT:
KDKB1240 Embroidery Felt (Gingerbread)

JANUARY

LUCKY US

Bench Buddy

Our *Lucky Us Bench Buddy* is whimsically wonderful with an applique shamrock and darling background quilting. Add a flanged border and row of poms for extra charm!

HOOPS: 5x7

STABILIZER:
KDST111-112 Light Mesh Cut-Away
KDST126-127 Fusible Backing
KDST138 Project Batting

PROJECT SKILLS:
Applique, piecing in-the-hoop,
block-by-block quilting

COORDINATING PRODUCTS:
KDKB206 5½ x 9½" Pillow Insert
KDKB131 Tassels and Poms (White)



FEBRUARY



BUNNY SILHOUETTE

Mug Rug

Perfect for Easter baskets and neighbor gifts, our *Bunny Silhouette Mug Rug* features a design every "bunny" will love. Add a touch of Embroidery Leather to make your project shine!

HOOPS: 5x7, 8x12

STABILIZER:
KDST114-116 Medium Cut-Away
KDST126-127 Fusible Backing
KDST133 Wash-Away Topping

PROJECT SKILLS:
Applique, decorative stitching, completing a
project in-the-hoop

COORDINATING PRODUCTS:
KDKB1200 Embroidery Leather (French Pink)

MARCH

FRESH FLOWERS

Design

Our fabulous flower cart opens for business with applique fabric and beautiful blossoms! Stitch your *Fresh Flowers Design* with a canopy of Kimberbell Silky Solids fabric.

HOOP: 5x7

STABILIZER:
KDST114-116 Medium Cut-Away
KDST126-127 Fusible Backing

PROJECT SKILLS:
Applique



APRIL



MAY

BUTTERFLY TOOL

Pouch

Made entirely in-the-hoop, our *Butterfly Tool Pouch* features a butterfly of applique fabric, Embroidery Leather, and decorative stitching. Cinch your bag with Crocheted Edge Trim!

HOOPS: 4x4, 5x7, 8x8

STABILIZER:
KDST120-122 Wash-Away
KDST126-127 Fusible Backing
KDST133 Wash-Away Topping

PROJECT SKILLS:
Cutwork, leather applique, lined project
in-the-hoop

COORDINATING PRODUCTS:
KDKB1202 Embroidery Leather (Robin's Egg Blue)
KDKB180 Crocheted Edge Trim (Grey)

FATHER'S DAY

Card Wallet

Our *Father's Day Card Wallet* is the perfect gift for wonderful dads! Choose from two designs and stitch your wallet in-the-hoop with smooth Embroidery Leather.

HOOP: 5x7

STABILIZER:
KDST120-122 Wash-Away
KDST133 Wash-Away Topping

PROJECT SKILLS:
Background quilting

COORDINATING PRODUCTS:
KDKB1271-1272 Embroidery Leather
(Camel Brown, Forest Green)



JUNE



BEACH

Tote

Hit the beach in style with Kimberbell's Beach Tote! Available in two sizes, our tote is fully lined and features a sturdy strap and sunny embellishments.

HOOPS: 5x7, 8x12

STABILIZER:

KDST123-124 Wash-Away Sticky-Back
KDST132 Flexi Foam

PROJECT SKILLS:

Mylar, applique

COORDINATING PRODUCT:

KDKB262 Tote Blank, 18 x 20" (Dark Grey)
KDKB127 Mylar (Neutral Tones)
KDKB1240 Embroidery Felt (Gingerbread)
KDKB138, 148 Applique Glitter Sheet (Light Green, Pink)

DIMENSIONAL HALLOWEEN

Bat Jar Topper

A spook-tacular project in every way, our giftable *Dimensional Halloween Bat Jar Topper* comes in two sizes with dimensional wings and a Flexi Foam face.

HOOPS: 5x7, 8x12

STABILIZER:

KDST111-112 Light Mesh Cut-Away
KDST120-122 Wash-Away
KDST126-127 Fusible Backing
KDST129 Embroidery Topping (Black)
KDST132 Flexi Foam
KDST133 Wash-Away Topping

PROJECT SKILLS:

Applique, dimensional applique

COORDINATING PRODUCTS:

KDKB1257 Embroidery Felt (Granite)



REUSABLE SANDWICH

Snack Bag

Perfect for parks and school lunches, our *Reusable Sandwich/Snack Bag* has a vinyl interior for easy cleaning! Top with an adorable apple of red Embroidery Leather.

HOOPS: Snack: 5x7, sandwich: 8x12

STABILIZER:

KDST114-116 Medium Cut-Away
KDST126-127 Fusible Backing
KDST133 Wash-Away Topping

PROJECT SKILLS:

Applique, iron-on vinyl

COORDINATING PRODUCTS:

KDKB195 Embroidery Leather (Cherry Red)



PINEAPPLE CROSSBODY

Bag

Stitched, pieced, and quilted entirely in-the-hoop, Kimberbell's *Pineapple Crossbody Bag* is fully lined and topped with an adjustable strap!

HOOPS: 5x7, 8x12

STABILIZER:

KDST111-112 Light Mesh Cut-Away
KDST126-127 Fusible Backing

PROJECT SKILLS:

Piecing in-the-hoop



FALL

Lumbar Pillow

Do you love fall most of all? Fringed dandelion seeds drift along a Rust Linen Pillow Blank, its prequilted pattern inspired by Kimberbell's Plant 1 design.

HOOPS: 5x7, 9x14

STABILIZER:

KDST136-137 Sticky-Back Tear Away

PROJECT SKILLS:

Couching, Fringe

COORDINATING PRODUCTS:

KDKB263 Quilted Pillow Cover Blank, 13 x 19" (Rust, Linen)

CHRISTMAS HOUSE

Gift Box

Say, "Merry Christmas" with a *Christmas House Gift Box*! Perfect for small gifts and treats, our dimensional house comes in two sizes and ties at the top with festive ribbon.

HOOP: 5x7, 8x12

STABILIZER:

KDST111-112 Light Mesh Cut-Away
KDST120-122 Wash-Away
KDST123-124 Wash-Away Sticky-Back
KDST131 Shape Form
KDST133 Wash-Away Topping

PROJECT SKILLS:

Redwork, applique

COORDINATING PRODUCTS:

KDKB127 Mylar (Neutral Tones)





The DDE dashboard enables participating shop owners to view, purchase, and assign single-user design licenses. Here you'll also find links to valuable resources like marketing materials, cut lists, program updates, and upcoming product releases.

DDE DASHBOARD TOUR

COMING SOON!

We've got you covered from promotion to instruction! As part of the Digital Dealer Exclusives program, Kimberbell will provide participating shops with the following:

SHOP RESOURCES



Give this flier to your customers through email or in person to teach them how easy it is to download their Digital Dealer Exclusives designs!



PREPARE your kits FOR CLASSES, CLUBS, DEMOS, & MORE!

Your customers love the convenience of ready-made kits! Create fabric kits and embellishment bundles to sell each month. (We provide a fabric cut list for every project!)



MARKETING MATERIALS

Marketing materials are provided for every project in the DDE collection, including social kits, professional images, PowerPoint presentations, and cut lists. Use these resources to promote your classes, clubs, and demos on social media, on your website, in your shop, and more!

MATERIALS NEEDED

Hey Sweetie Pie Tea Towel

| | |
|---|------------------------------|
| HOOF SIZE | 5x7 |
| MATERIALS | |
| FABRIC | 1 Fat Quarter (11 1/2 x 56") |
| KIMBERBELL® PRODUCTS | |
| GINGERBREAD EMBROIDERY FELT (KDB1240) | (1) 5 x 5" |
| • Center Crust | (1) 5 x 5" |
| • Braid Crust | (1) 5 x 5" |
| WHITE WAFFLE WEAVE TEA TOWEL (KDB229) | (1) |
| WASH-AWAY STICKY-BACK STABILIZER (KDS123-124) | (1) |
| WASH-AWAY TOPPING (KDS133) | (1) 6 x 8" |
| FUSIBLE BACKING (KDS126-127) | (1) |
| PAPER TAPE (KDTL100) | |
| A Fabric Strip is 5 x 12" A Fat Quarter is 9 x 11" A Fat Eighth is 9 x 21" A Fat Quarter is 9 x 21" | |
| FILE: centering-crosshair-kimberbell-designs EMBROIDERY FIELD: 3.89" x 3.89" or 98.9 x 98.9 mm | |
| NOT DESIGN: 0 | |
| FILE: 5x7-hey-sweetie-pie-tea-towel EMBROIDERY FIELD: 5.00" x 6.09" or 127.0 x 154.7 mm | |

KIMBERBELL®
EXPERIENCE THE JOY OF CREATIVITY™

DIGITAL DEALER
HEY SWEETIE PIE TEA TOWEL

PREPARATION

- Stitch a shop sample for every project.
- Use our provided cut lists to prepare fabric kits for your customers.
- Create embellishment kits to sell to your customers.

INSTRUCTION

- Display PowerPoint presentations with step-by-step instructions (use with a projector while teaching or show as part of a lecture/demo).
- Teach a variety of project skills at your club or class, including completing a project in-the-hoop, fringe, and applique with fun textures such as **Embroidery Leather**, **Embroidery Felt**, **Applique Glitter**, and more.

FABRIC CUT LISTS

- Fabric measurements, including cuts of fat sixteenths, fat eighths, and fat quarters
- List of coordinating Kimberbell products for each project, including **Paper Tape**, **Stabilizer**, **Kimberblanks**, and **Kimberbellishments**

EMBROIDERY FILES

- Through the Digital Dealer Exclusives program, participating shops will purchase single-user design licenses and assign them to customers through their email addresses. Customers will then receive an email from Kimberbell letting them know that their new design is available to download.

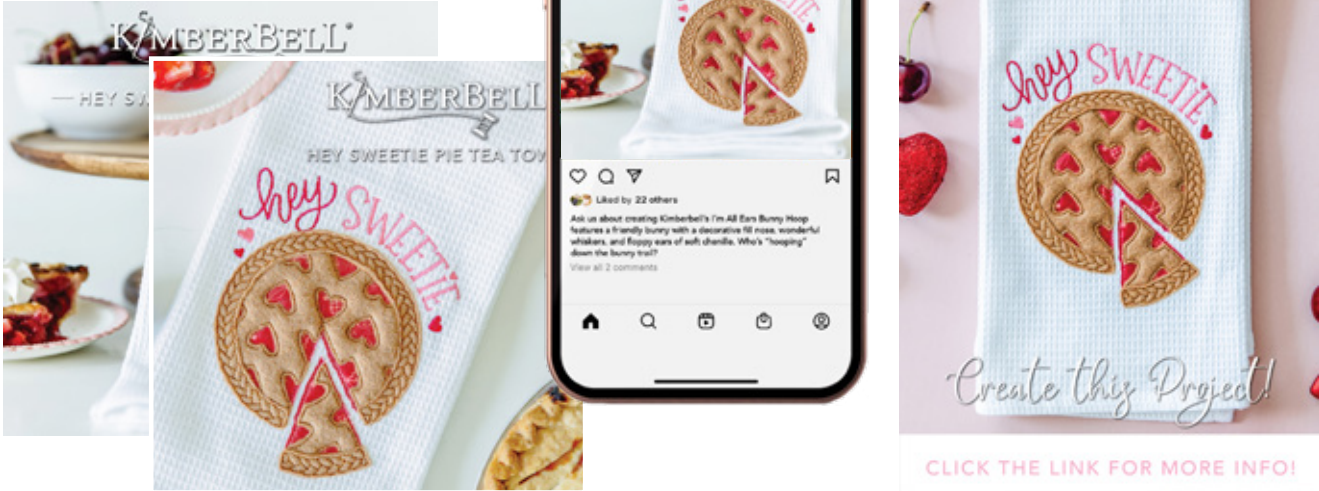


MARKETING MATERIALS

- Social Kits
- Images
- PowerPoints
- Cut Lists

SOCIAL MARKETING KIT

- (2) Social Graphics
- (2) Story Graphics
- (1) Facebook Header
- Professional Images



TERMS & CONDITIONS

These Digital Dealer Exclusives Program Terms and Conditions (“Terms and Conditions” or “Terms”) apply to Kimberbell’s Digital Dealer Exclusives (“DDE”) program and are issued by Kimberbell Kids LLC (“Kimberbell,” “We,” “Our,” or “Us”). These Terms shall govern the access to the program and sale and supply of the Digital Dealer Exclusives Program single user-licensed files from kimberbell.com (“Website” or “Platform”), and the use of those associated files.

These Terms and Conditions shall constitute a legally binding agreement between you and Us and you will be asked to give your express consent to these Terms before you place an order related to the DDE program on the Website or download a DDE file. Please read these Terms carefully. Additional terms apply. For more information, please see the Digital Dealer Exclusives Program Description (“DDE Program Description”) at kimberbell.com/digital-dealer-exclusives, and the Terms & Conditions at kimberbell.com/digital-dealer-exclusives-program-terms-and-conditions, which are incorporated by reference into these Terms.

In case of any conflict between the terms in this document, the terms in the DDE Program Description, and the Terms & Conditions (for website use), the terms for these policies will be applied in the following order: (1) these DDE Terms and Conditions, (2) the DDE Program Description, and (3) the Terms & Conditions (for website use).

[FULL TERMS & CONDITIONS](#)





[FAQ & PROGRAM OVERVIEW](#)

If you have any questions, please reach out to your Relationship Manager.