

Introducing Swatch Buddies™

■ Reusable Fabric Swatch Fan Kits

Now your customers can save time and money every time they shop using a new, helpful tool called Swatch Buddies. This reusable fabric swatch fan kit was created by Dave and Missy Azen of Glenwood, MD.

Explaining the idea for the product, Missy shared, “Dave and I created Swatch Buddies out of a real need I had. Over the years I started getting frustrated by the amount of times I bought the wrong fabric and realized the only way to prevent this was by shopping with swatches. But I didn’t like all the work it took for me to make and carry my swatches with me. After lots of trial and error and some collaboration with Dave, we actually came up with a method of making and carrying swatches that worked really well for me.”

Their Swatch Buddies kits include everything you need to make swatches, except scissors and fabric. They

come with a key-chain size ring that contains plastic cards to hold swatches. It also includes double-sided adhesive to attach to the plastic. The adhesive is pre-cut so it makes the perfect sized swatch every time.

Missy added, “Our peel and stick labels can be used to put on the back side of a swatch to note the yardage and key details about the swatch. This helps to know where to buy the fabric again in case of a shortage.”

Swatch Buddies are useful for all kinds of different purposes. Home quilters and crafters find them helpful for matching fabrics while shopping. Designers use them to present color and design options to their clients for consignment work. Store owners use them to present different color options for quilt samples hanging in their store.

Another neat idea is to use Swatch Buddies for home organization. Lots of crafters have fabric stored in plastic bins that are not easily accessible. It makes it difficult to see the fabric inside the box. To help with that problem, attach Swatch Buddies with an s-hook to the outside of the box to see the contents of the box at a glance.

Swatch Buddies are designed to be easy to use and adaptable to changing needs. They’re highly portable for shopping. They can even attach to a purse. When adding new swatches to a ring, the order of the swatches on the ring can be re-arranged so that it makes sense for the shopper’s needs.

Lastly, Swatch Buddies cards and rings are reusable. The adhesive and labels are designed to be removable from the cards. Use the Swatch Buddies Refill Kits that include more adhesive and labels to attach new swatches to the cards.

To carry this new product in your store, contact Swatch Buddies at 443-745-4507, e-mail info@swatchbuddies.com, or visit www.swatchbuddies.com.

