



ANITA ™
GOODESIGN

ABOUT *US*

ABOUT THE COMPANY

Anita Goodesign was founded over 15 years ago by Steve Wilson, a leader in the industry. He has won over 20 digitizing awards, written over 70 articles on digitizing and embroidery techniques, and has produced 18 digitizing how-to videos. He has digitized thousands of designs for the home textile and decorating industries, and is bringing that experience and expertise to the Anita Goodesign Home Embroidery Collections.

When we started, we had 5 employees, a tiny 3,000 sq. ft. office, and a simple mission: to create the best designs in the industry and provide a top-notch embroidery education to go along with them. That mission remains the same (but now we have over 50 employees and 23,000 sq. ft. to stretch our legs.)



Everything Anita Goodesign creates from ideas, to designs, to production, to shipping it out to you, starts and is carried out right here in Charlotte, North Carolina. We want to take you step-by-step through our process, so you can see how much goes into everything we create.

We have a team of artists who draw or paint every single release that we ever come out with from scratch.

DEVELOPING CONCEPTS

Everything starts with an idea. Those ideas come from every member of our staff and even from our customers. These ideas and inspirations are compiled and put on a list of things that we might want to design. Some of those ideas are great, some of them might not be great, but we always explore them in art meetings and on retreats. Once we decide on the concept, then we consider whether it's going to be quilting, embroidery, or a project.

ARTWORK

We can then move forward with the artwork phase. We have a team of artists who draw or paint every single release that we ever come out with from scratch. We don't use clip art; every piece of artwork we use is completely original and created uniquely for our collections.

DIGITIZING

Once the artwork is approved, it goes on to our digitizing tablets. Everything is hand-digitized. That's what sets Anita Goodesign apart – we actually go into each piece of artwork and place the actual stitches. This allows us to create realistic animals, hand-shaded flowers, and authentic-looking hand-stitched designs, truly capturing a wide array of different art styles.

EMBROIDERY

Once the digitizing is complete we move on to actually embroidering each design. The designs are put on memory sticks, loaded into home embroidery machines, and stitched out step-by-step. This is when we check for errors, choose the colors, and make sure your embroidery designs are beautiful. After we test each design, we stitch out all of our samples, meaning that each design is embroidered a minimum of 20 times before you ever see it.

RESEARCH & DEVELOPMENT

Every time we create a collection we create a project that goes with it. That project could be a quilt, wall hanging, towel set, or something totally new like a plant cozy, a 3-dimensional design, or a fabric dyeing project. That's why we've added a whole new department to our process. The research and development team tests out all of these different project ideas to figure out the best way to do each one. They research what materials work best, figure out new and exciting ways to put our embroidery machines to good use, and do things like dunk an entire quilt in fabric dye, just to see what happens.



TUTORIALS

For every design collection or project we create, we write a tutorial to go along with it. These tutorials include step-by-step instructions with photos to show how to complete each design or project. We also include a list of color changes and thread colors that we used when stitching out the designs. The tutorials often include tips and tricks that can be applied to any embroidery or quilting project.

Once the artwork is approved, it goes on to our digitizing tablets. All of our designs are hand-digitized.



PHOTOGRAPHY & PACKAGING

Once the project is finished, it goes into our photography studio, and then to our graphic designers. Each project is photographed or scanned at a high resolution so that you can see each design clearly. Using the original artwork and photographs, the designers develop a look for the packaging and all related materials for every collection.



MANUFACTURING

Manufacturing is a very important step at Anita Goodesign. During the manufacturing process, CDs are burned, memory sticks are duplicated, collateral materials are printed and sorted, and product is shipped all across the country to our dealer locations and Club members. Every Anita Goodesign product that you own or will own started here, and has been 100% manufactured in the USA.

MARKETING

As soon we release a new collection or introduce a new program, you're going to know about it. Our Marketing department creates plans for how to best share news and show you our newest products. Any email blasts, social media posts, promotional videos, brochures, fliers, and contests you see were orchestrated by our Marketing team.

VISUAL EXPERIENCE

We have also added a department to handle all of our Visual Merchandising. Any of our new modular displays you see at our Events, or in your dealer's store were planned and carried out by our Visual Merchandising team. This way, you can best see our products and learn about all of our great collections and programs.





SUPPORT TEAMS

We couldn't do what we do here at Anita Goodesign without our teams who handle all the necessary day-to-day operations. Our Customer Experience Team makes sure that our dealers have everything they need to successfully carry our product, manage Club members, and run in-store promotions. We also have a full administrative department who handle our Club program, a customer service department to assist you with technical problems, and a team specifically dedicated to planning and coordinating all of our Events. It's because of these teams that we're able to offer the best possible customer service. That means, when you call or email with a question, you actually get a response from a real person.



EDUCATION

Education is the most exciting part of what we do at Anita Goodesign. We put together these beautiful Embroidery Parties that teach cutting edge projects in a fun, hands-on team-sewing environment. We have a team of over 12 educators that go show to show, all around the country to teach you the latest embroidery techniques.

Education is really the most important thing that we do here at Anita Goodesign, because what's the point

of creating beautiful designs and projects and not explaining how to do it. We take great pride in all of our educational materials that we produce every single day.

As you can see, every department works hand-in-hand to bring you the best designs, the best education, and the best customer service in the industry. We all look forward to continuing to grow and develop as a company, a feat that certainly wouldn't be possible without your loyal support.



ICONOLOGY

To show you what techniques appear in a collection, we came up with 19 different icons that represent 19 different embroidery techniques. The icons which are highlighted on the back of the packaging denote the techniques used in this particular collection. The other icons are faded, indicating that those techniques are not used, as in the example below:

THE ICON BAR:



THE ICON BAR (RELEVANT TECHNIQUES HIGHLIGHTED):



The example above shows how the icon bar will be displayed for each collection. The icons which are highlighted denote the techniques used in a particular collection. The other icons will be faded, indicating that those techniques are not used.

STANDARD EMBROIDERY

E	Standard Embroidery
A	Appliqué
P	Patch

PROJECTS & IN THE HOOP

FS	Free Standing
Z	Zipper
3D	Three Dimensional

QUILTING

FM	Free Motion
Q	Quilting
TS	Tile Scene
T	Trapunto
FF	Folded Fabric
C	Confetti
LS	Landscape
PF	Printed Fabric
RE	Ragged Edge

HEIRLOOM

CW	Cutwork
L	Lace
HS	Hand Stitched
SW	Shadow Work

PRODUCT LINES

SEW MANY CHOICES

Anita Goodesign offers a range of products for every budget. We have embroidery and quilting collections available at different price points, all with step-by-step tutorials, suggestions for colors, and other tips and tricks. With all of our collections, we strive to bring our customers not only the best and most original designs in the industry, but also an in-depth embroidery and quilting education. We have developed techniques over the years that make embroidery and quilting easy, fun, and consistent.



UNDERSTANDING OUR PRODUCTS

These methods are highlighted in our different collections and product lines. We have also released several box sets with their own designs, each providing additional education. This section will outline our different product lines and pricing.



Premium Plus Collections

\$250.00
retail price

THE LARGER, THE BETTER

Our Premium Plus collections offer you the most out of any of our collections. With a Premium Plus, you'll learn great techniques and receive hundreds of designs, each available in 5 different sizes including our largest AA size. All of these collections are also fully compatible with our Mix & Match line. Some even include projects like zippered bags and freestanding embroidery.



\$179.95
retail price

Premium Collections

DESIGNS GALORE

Our Premium collections offer new techniques and great designs to craft beautiful embroidered quilts. These collections are all Mix & Match compatible and offer you the option to create large-scale projects that are unique and stunning. These larger collections are released throughout the year and are great foundation collections for you to have in your Anita Goodesign library.



Special Editions

\$99.95
retail price

A STEP ABOVE

Special Editions include our beautiful designs along with step-by-step design instructions and stunning photos of the projects. Each collection has designs in multiple sizes and contains multiple project ideas. We wanted to include even more designs than you find in our full collections. Our Special Editions are released throughout the year for all to enjoy.



*\$69.95
retail price*

Full Collections

A LARGE VARIETY

Our Full collections contain beautiful designs along with fun project ideas like quilts, pillows and embroidered garments. They also include in-depth tutorials to help you successfully complete each element of the collection. Our Full collections are offered in a wide range of styles like Mix & Match Quilting, Heirloom, Fashion and standard embroidery releases.



DEEP BLUE SEA



TEA TOWEL TIZZY



MOMMY & ME

Mini Collections

\$34.95
retail price

PROJECTS & MORE!

The Mini Collection price point spans the entire Anita Goodesign product line. There are quilting designs, Heirloom, Projects, and standard embroidery designs all offered in this price range. The design collections contain tutorials and project ideas. The designs come in a variety of sizes and each collection is unique and different. There are hundreds of titles available at our Mini price point.



CONTEMPORARY
CARDS & LINERS



BOHEMIAN BOUQUET



\$29.95
retail price

Anita's Express



SIMPLE & EASY

The Anita's Express projects and tutorials are second to none in the industry. Express classes are typically 45-90 minute complete projects that are easy and fun to do for all skill levels. Each collection includes 8-15 designs. Newly released Anita's Express can be found in the All Access issue or may be purchased individually.



You'll only need 45-90 minutes to complete these cute and unique projects!

Online Collections

ONLINE
prices vary

SEW CONVENIENT

Each week we release new Online designs that can be purchased for digital download. These design sets range from 5 – 10 designs that will also sometimes include a project. The weekly designs are a fun way to add to your library and also come for free if you are a member of the All Access Club.





JOIN ALL ACCESS CLUB

And You will Receive
Everything That
ANITA HAS TO OFFER

There is thrilling news for the All Access club! Our clubs are going into their 15th year and have exciting changes. As always, we are looking for ways to improve our product for you, our customers. In an effort to make All Access available to everyone, we have created a Month to Month program. This is perfect for those who prefer a monthly plan with far less financial commitment or financing.

YOU DECIDE

Joining All Access can be done in two easy ways. New and renewing customers can take advantage of our best value which is the \$1,400 one time payment and receive 12 months of the All Access membership, plus \$1,400 in retail gifts that you choose OR you can join the club without limits. The Month to Month program is \$99 and includes all the great monthly benefits, but can be canceled or paused at any time, offering flexibility to all budgets.

LET'S JUMP RIGHT IN!

As an All Access member, you will receive each of our monthly releases which includes our Mini, Full, Special Edition, Premium and Premium Plus collections that are released each month during your membership. Additionally, you'll receive our Anita's express and weekly online collections conveniently included in each issue. All of our releases contain a vast array of quilting designs, unique projects and detailed embroidery collections. As a member, you receive each month printed out in one large, magazine style book, saving you time and money!

NEW CONTENT FORMAT!

There is so much content in each issue of All Access we had to come out with a new format. Each issue starts with an Introduction, Release Radar, Coming Soon section and Special Features section. Each issue looks more like a magazine than a tutorial book! We have recently added DIY projects and exclusive content only members can receive!



Reach out to your local dealer or contact us today!

704-708-9277 ext 1

customerexperience@anita-goodesign.com



\$1400
in free gifts!

CURRENT PROMOTION

Past or new members can enroll at \$1,400 and receive \$1,400 in free gifts. Free gifts can include any combination of available products up to \$1,400 in retail value that you choose!

The monthly program is available to both new and renewing members at \$99 per month. This program does not include free gifts, but can be canceled or placed on hold (payment is completed on the 9th of every month).



EVERY MONTH, YOU GET:

- All the Full and Mini releases!
- Every weekly online collection
- All of the Anita's Express collections
- A full-color book containing all of the monthly tutorials and design images! You no longer have to spend money to print your tutorials!
- All of the Special Editions, Premiums, and Premium Plus collections that we release during your membership. You no longer have to preorder or pay extra!
- Bonus content in your full-color book every month, plus sneak peeks of upcoming designs!

TESTIMONIALS:



I don't know how you keep doing it but I continue to be amazed at all the new ideas and designs that you come up with every month. I am always inspired to make more new creations.



- KATHY S.



It is like Christmas every month. A surprise to see what beautiful design sets have been created. I have found that I am more likely to complete a project with All Access because the instructions are already printed and clearly illustrated in a nice bound book that is inspirational to read through.



- SYLVIA G.



I've been a member since All Access first began. I own several different digitizing software packages, but hardly ever use them. Why should I take the time, when I have access to all your beautifully digitized designs!



- SANDI S.

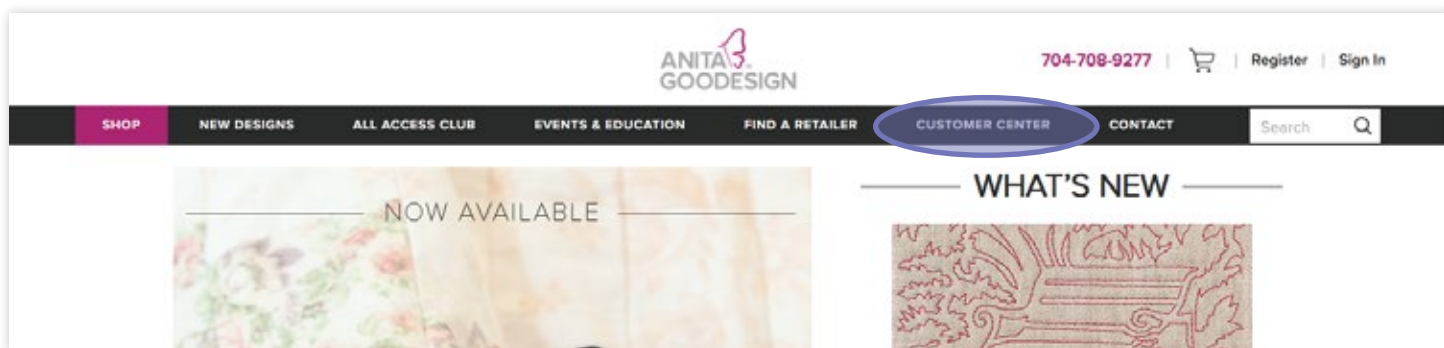
OUR CUSTOMERS ARE NUMBER ONE!

YOU ARE IMPORTANT TO US!

We appreciate every single one of our Anita Goodesign customers. Our highly trained Customer Experience Team is here to help you with all of your embroidery and quilting needs. When you call our Customer Experience Team, we promise you will speak to a real person! We believe this is the best way to assist our customers. The Team is available 9am-5:30pm M-F (EST).

We have created an exclusive Customer Center section on our website at www.anitagoodesignonline.com. We want to assist you in all aspects of the embroidery process. If you haven't had a chance to visit this page on our website, you are missing out! Let's take a glimpse of what our Customer Center has to offer. The Customer Center can be accessed by first going to our website and then selecting the "Customer Center" tab from the main page.

For technical and/or design support please contact Martha at martha@anita-goodesign.com

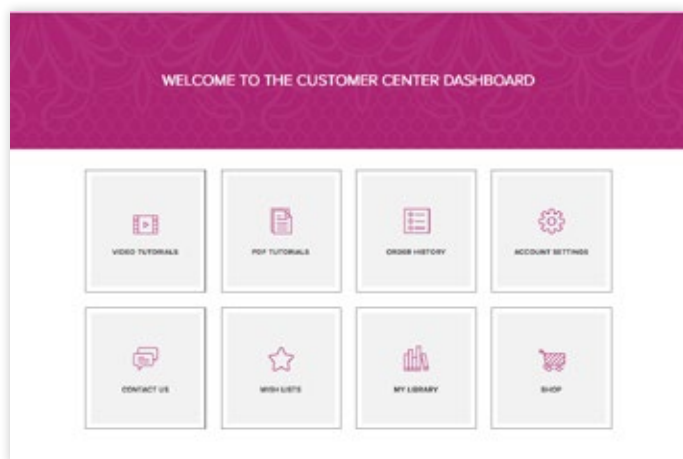
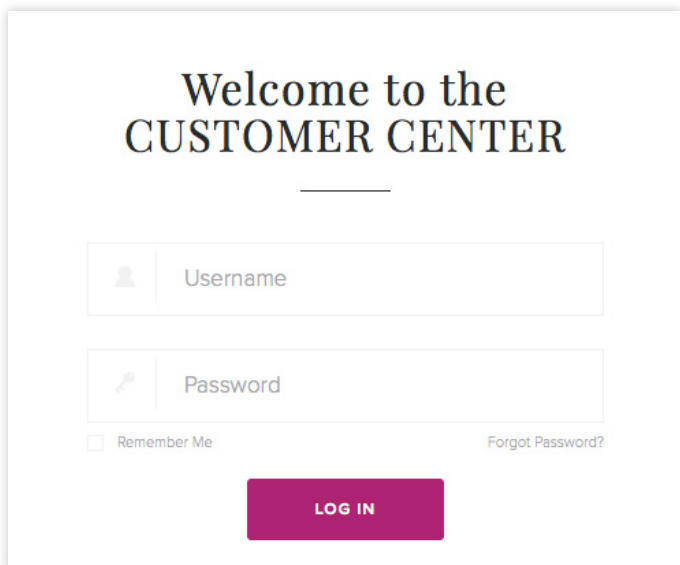


CREATE YOUR ACCOUNT

You will be prompted to create or enter a username and password. When you sign up, you will have access to amazing learning tools like PDF and video tutorials and webinars. You will also have the ability to create a Wish List and your very own personalized collection library. Other aspects include viewing your previous AGD online purchases.

YOUR DASHBOARD

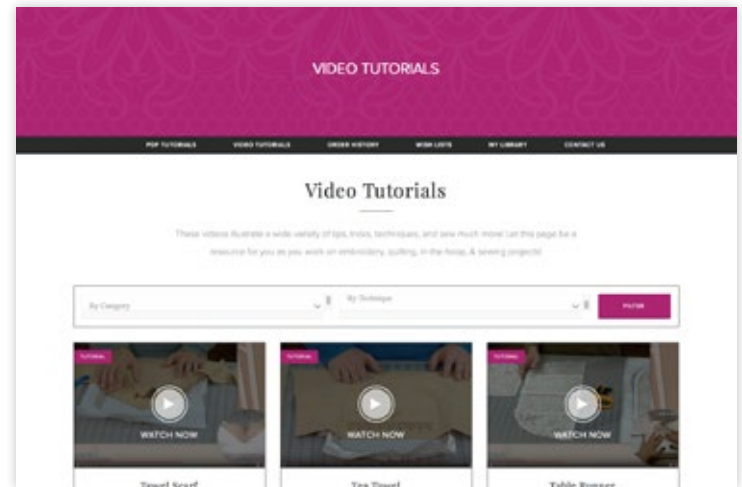
Once you create your username and password, you will be directed to your Customer Center dashboard. there, you will be able to choose between 8 sections (pictured below) to assist in your needs. The Customer Center is available 24/7 to support you any time, day or night! The next few pages will take a detailed look into each section.



Video Tutorials

SEEING IS UNDERSTANDING

These videos illustrate a wide variety of tips, tricks, techniques, and sew much more! Let this page be a resource for you as you work on embroidery, quilting, in-the-hoop, & sewing projects! If you are searching for a specific category or technique, you can filter the videos. There are over 60 video tutorials on an array of topics and projects to peruse.



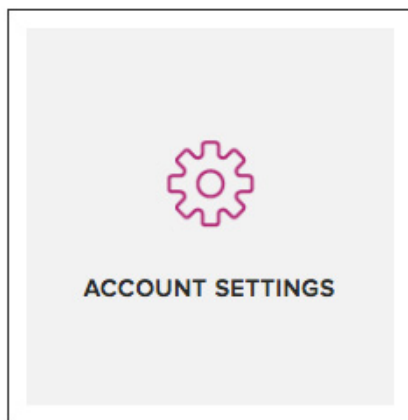
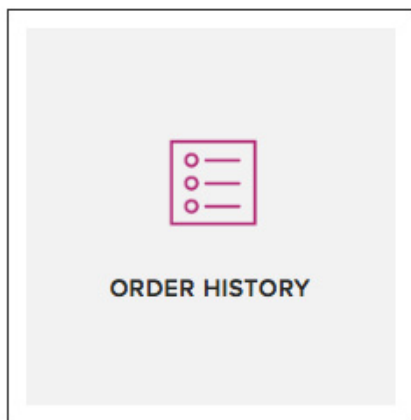
USING YOUR RESOURCES

In this section, we've uploaded several helpful tutorials, quick reference sheets, and guides for you to access when you come across questions. We know being new to embroidery can sometimes be very overwhelming. When you purchase an Anita Goodesign product, you'll find all of the designs, plus tons of other great information included on the design CD. The transferring designs tutorial will show you how to insert the CD into your computer and transfer the designs onto your USB stick. Other tutorials you can download absolutely free are:

- » [Re-sizing Printable Fabric](#)
- » [How Much Fabric Do I Need?](#)
- » [How Many Blocks Do I Need?](#)
- » [Re-sizing Embroidery Designs](#)
- » [Finishing Your Quilt](#)
- » [Fabric Questions Answered](#)
- » [Different Machine File Formats](#)
- » [Design Colors On Machine Screen](#)
- » [Choosing Stabilizers](#)
- » [Choosing Fabric and Thread Colors](#)



Manage Your Account



STAY UP TO DATE

Stay up-to-date on your account and order history! You can view your recent orders, manage your shipping and billing addresses, and edit your password and account details from the privacy of your own home. Your order history will automatically be updated any time you make an online purchase.

Keep in mind, All Access Club members should contact us directly with any address changes to ensure information is correct.

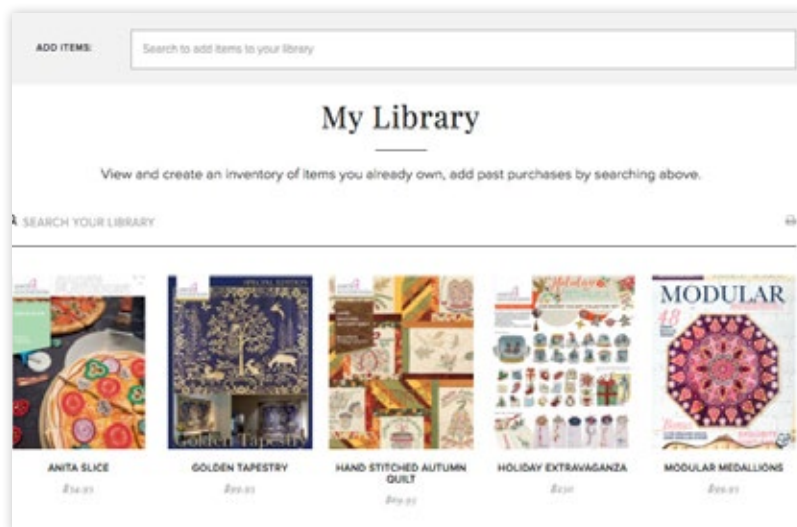
Customize Your Shopping Experience

KEEP ORGANIZED

Have you ever been out shopping for a collection and can't quite remember whether or not you have it already? Keeping your embroidery library up-to-date is easy when using the "My Library" section in the Customer Center.

We recommend setting up your personal library so you always have a list available to reference when shopping. Once you select the "My Library" tab, you will be directed to a page where you can type in the name of each collection you already own. Once you find the collection, you can choose from one of three tabs. Choose "Add To Library" and your library will automatically be updated.

You can also choose to add collections to your Wish List or shopping cart for designs you wish to purchase now or in the future. If you are out and about and need to access your library or Wish List, you can pull it up on the web browser of your phone or tablet. You will never have to wonder again! Be sure to update your library every month when you receive your All Access book with new collections.





CONTACT US

WE WOULD LOVE TO HEAR FROM YOU

We encourage our customers to always reach out to us with questions and concerns. You can do this by choosing the “Contact Us” tab in the Customer Center. This will direct you to a page to fill out your contact information. Be sure to thoroughly fill out each section. Let us know if you are specifically looking for technical or order support. There is also a space for you to enter your machine brand and model. Adding this information will facilitate the entire process. You can even schedule a tour on this page! We look forward to hearing from you!

CONTACT US

Contact Us

Our highly trained staff is here to help you with all of your embroidery and quilting needs. We look forward to hearing from you!

FIRST NAME *

LAST NAME *

EMAIL *

PHONE *

REASON FOR INQUIRY? *

MACHINE BRAND *

MODEL *

MESSAGE

SUBMIT

GETTING STARTED

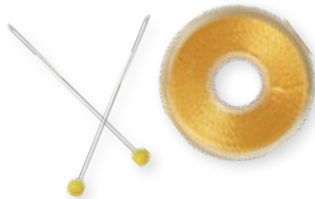
EASY TO FOLLOW GUIDES

When beginning any embroidery or quilting project, the most daunting part can sometimes be as simple as where to actually start. In the following pages we will give you several guides that will help steer you in the right direction so that whatever you are creating will be as effortless as possible. In the first section we will go over transferring designs.

Then we will talk about choosing colors and the different methods we use to create a color way with fabrics and threads. We will then give you all the basics on how to understand what type of stabilizer you will need, and of course some tips and tricks we have come across over the years when it comes to using them properly.

The guides will finish off with two very handy charts that will make creating your quilt a cinch! First we will show you our quilt size chart that will give you a general idea on how many blocks you will need to create any of the five average quilt sizes ranging from a crib to the mammoth king size! Finally we will show you our fabric calculator that takes the guesswork out of estimating the amount of fabric you will need for all of your quilting projects.

Whether you are a beginner or a seasoned veteran, these guides are sure to make your life as an embroidery enthusiast sew much easier!



Transferring Designs

CD TO USB

When you are an All Access member, you'll find all of the designs, plus tons of other great information included on the CD located in the back of your book. A common question is how to transfer your designs to a USB stick. Most machines have a built-in USB port and can read

the designs directly from the USB stick. If your embroidery machine uses a different method such as a card reader or a direct connect, see your local dealer for additional instructions. This section will cover both a Windows and a Macintosh operating system.

KEEP IN MIND

» If you do not have embroidery software installed on your computer, there is no way for your computer to open the embroidery design. Only your embroidery machine and embroidery software can read the design files and show you a picture of the design. However, you do not need embroidery software in order to transfer your designs.

» We have included pictures of each design in the tutorial along with a list of steps and colors.

» Each design comes in multiple machine formats.

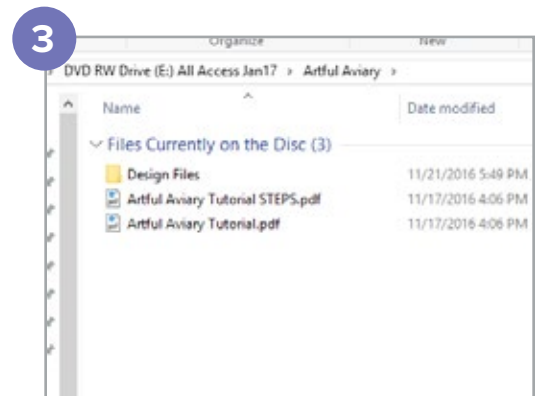
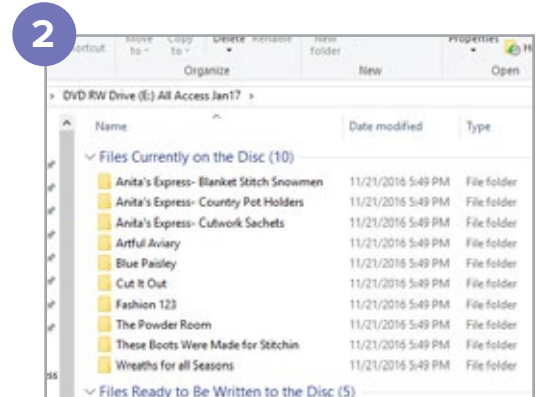
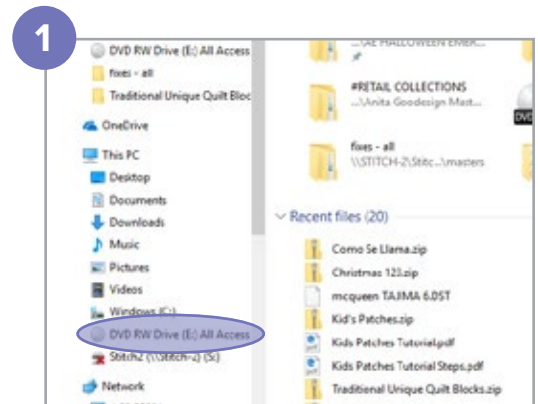
» Most designs come in several sizes, therefore you do not need to resize them. Please double check the size and make sure it is compatible with your hoop size.

USING A WINDOWS OPERATING SYSTEM

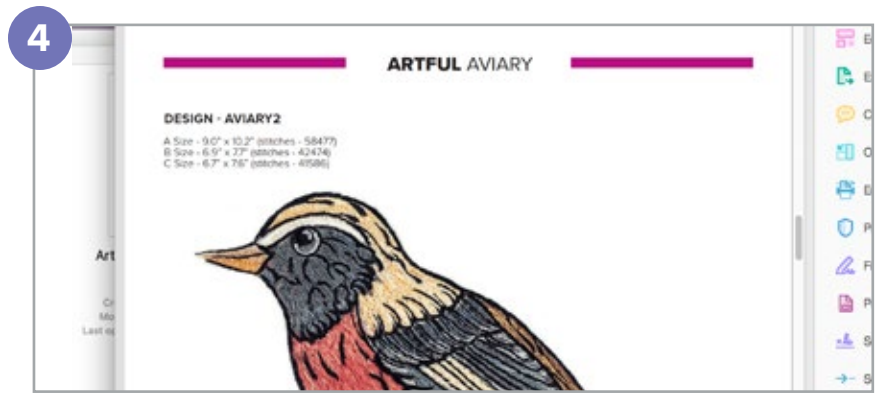
1. Start by inserting the CD into your computer. Once inserted, a dialog box may open and ask you what you want to do next. Select the function that allows you to view the files on the CD. If the box does not automatically appear, you can go to your Start menu and the File Explorer. You then should see all the folders on the CD.

2. Double-click the CD to access the folder. A new window will open. Inside, you will find a folder for each collection. We are going to use Artful Aviary in this example. Double click to open the collection folder.

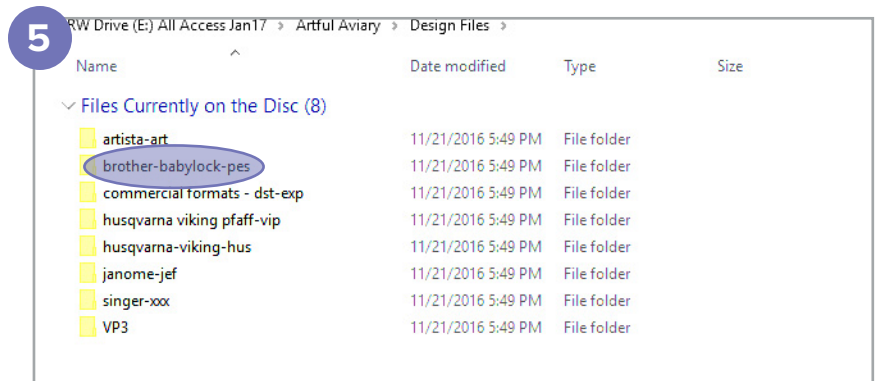
3. Once you open the collection you will see three folders. You will want to use both the tutorial and tutorial steps to complete your stitch out.



4. As you scroll through the tutorial version, you'll find a stitched sample of each design. The steps tutorial will just have a small thumbnail picture and design steps. Look through and determine which designs you would like to stitch. In this case, we're going to stitch AVIARY2.

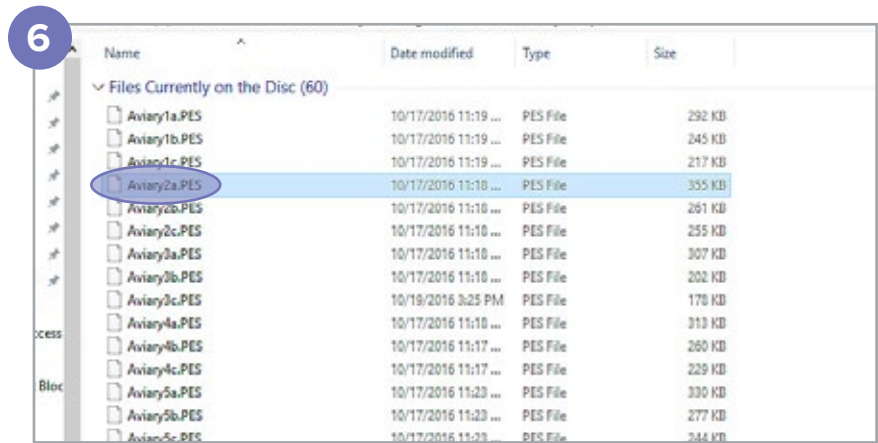


5. Next, you'll need to locate your design on your CD. Go back out to the D: drive which showed all of the available files on the CD. Double-click on the Design Files folder. You will see a list of folders containing different formats. Locate the format your machine uses and double-click to open that folder. For this example we'll use the brother-babylock-pes files.

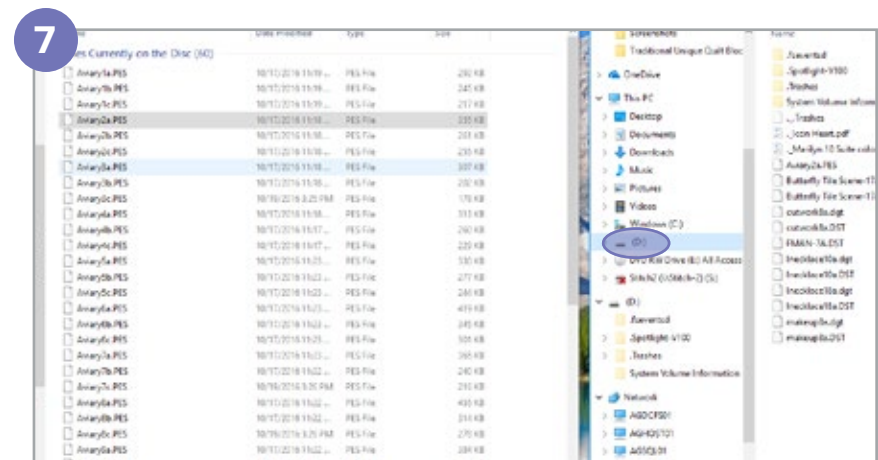


6. Within this folder is all of the design files in the .PES format. You will not see pictures of the designs - that's why we include pictures of each design in the tutorial.

Locate the design you want to use - in this case, AVIARY2.

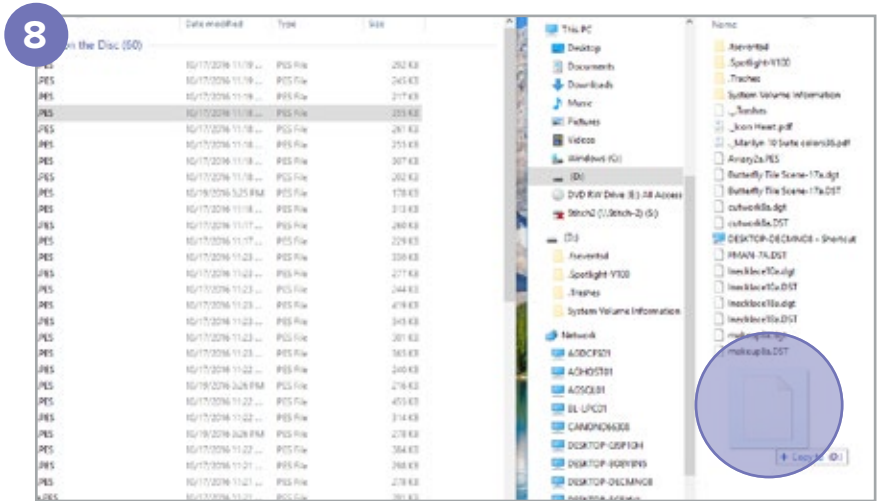


7. Insert your USB stick into your computer. When your USB stick folder opens, you will want to have both windows side by side so you can see the files on the CD and the USB stick. In our example, the box on the left is the design CD and the box on the right is the USB stick.



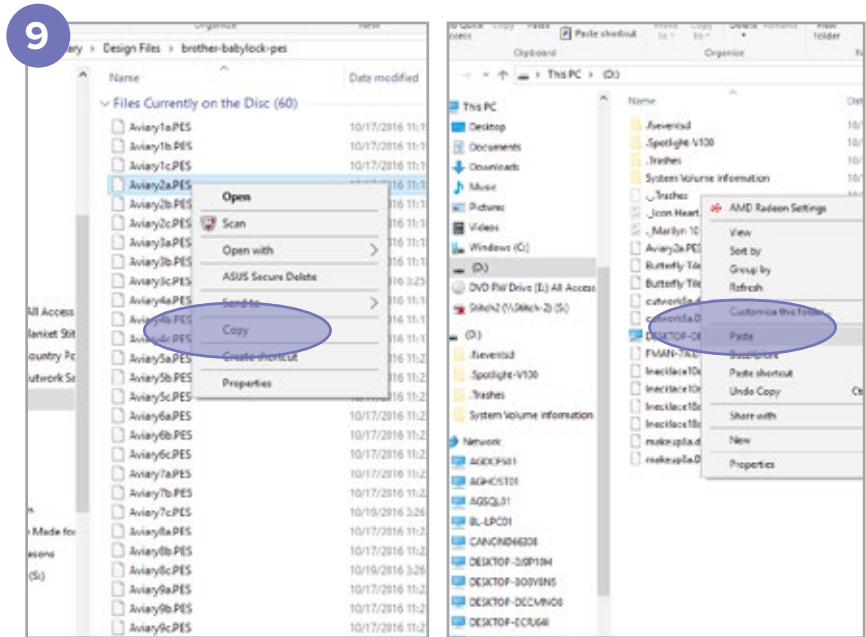
8. There are a couple ways to copy your designs over to your USB stick:

The first is “Drag and Drop”, you could click on the file you wish to use and hold the button down as you drag the files from the CD to the USB box. Once you are in the USB box, you can let go of the mouse. Notice that the file says “Copy” as you drag it into the USB box. We are copying this file over, not removing it from the CD - so don’t worry about losing files from the CD.

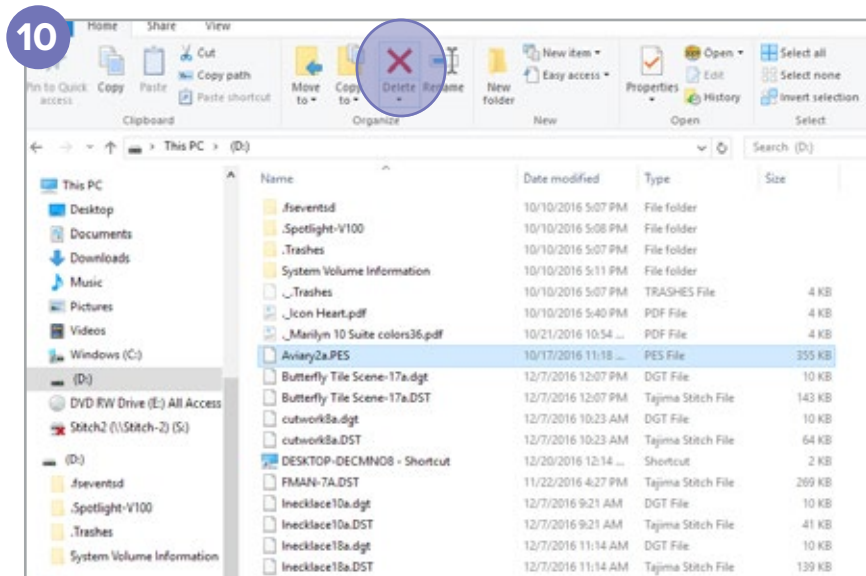


9. The second is “Copy and Paste” simply right click on your file on the CD, and select “Copy” from the drop down menu that appears. Then right click in the USB box, and select “Paste” from the drop down menu. A new dialog box may appear as your computer copies the files over. When the files have finished copying over, the box will disappear.

Repeat either the Drag & Drop or Copy & Paste steps for all the designs you want to create, but remember not to load too many designs on to the USB stick at once.

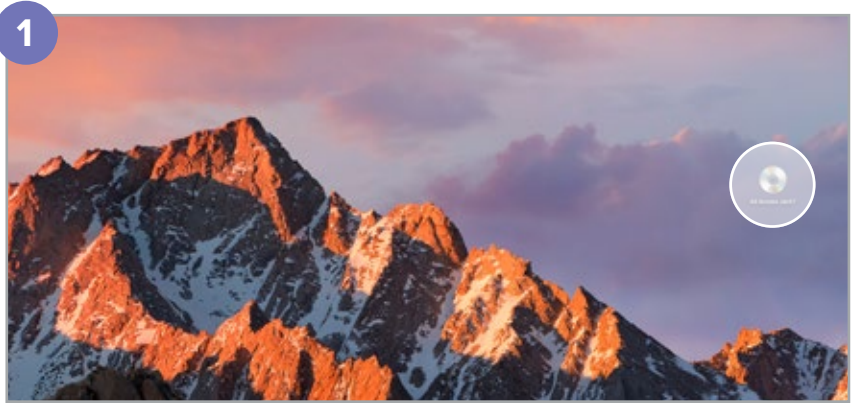


10. Once you are finished stitching the design, you can delete it from the stick. You can right click the design and select “delete” from the drop down menu. You can also click the delete button from the tool bar along the top of your File Explorer menu as shown in the picture. Simply eject your USB stick when completed.

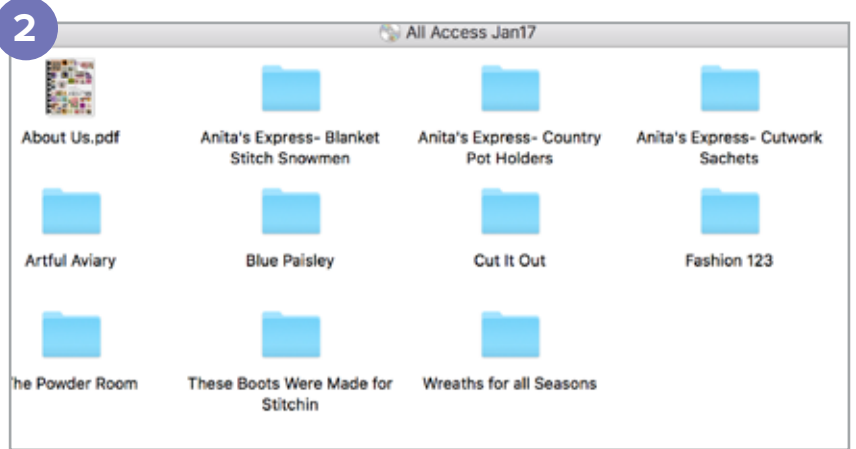


USING A MACINTOSH OPERATING SYSTEM

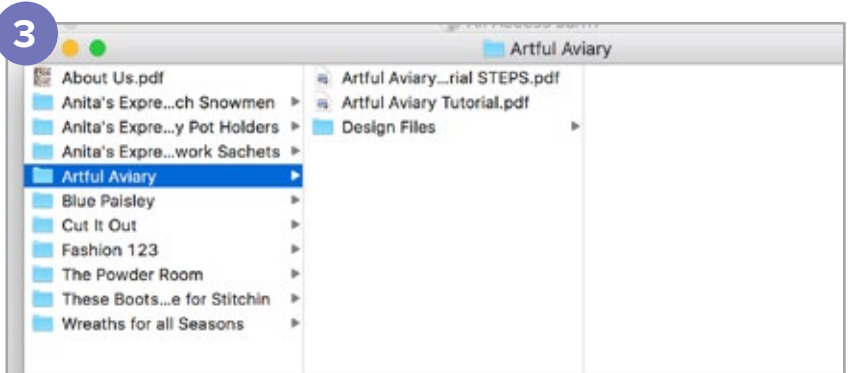
1. When you insert your design CD into your Mac computer, the process will look slightly different, but you'll find that the steps are very similar. The design CD will appear on your desktop by name.



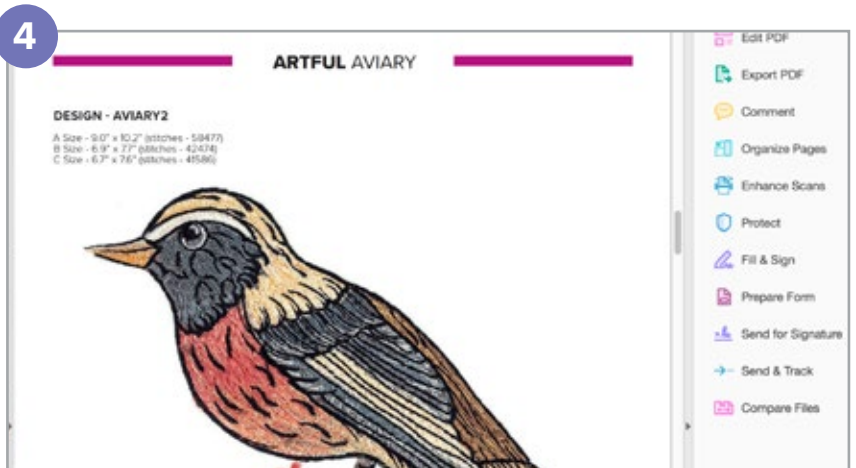
2. Double click the CD to access the files. A new window will open. Inside, you will find a folder for each collection. We are going to use Artful Aviary in this example. Double-click to open the collection folder.



3. Once you open the collection you will see three folders. You will want to use both the tutorial and tutorial steps to complete your stitch out.



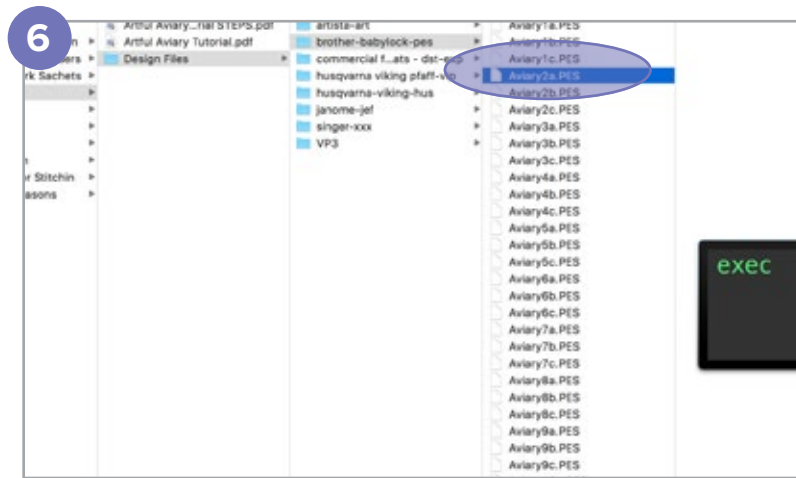
4. As you scroll through the tutorial version, you'll find a stitched sample of each design. The steps tutorial will just have a small thumbnail picture and design steps. Look through and determine which designs you would like to stitch. In this case, we're going to stitch AVIARY2.



5. Return to the main folder which showed all of the available files on the CD. We will get to our design by double-clicking on the Design Files folder. You will see a list of folders containing different formats. Locate the format your machine uses and double-click to open that folder. For this example we'll use the brother-babylock-pes files.



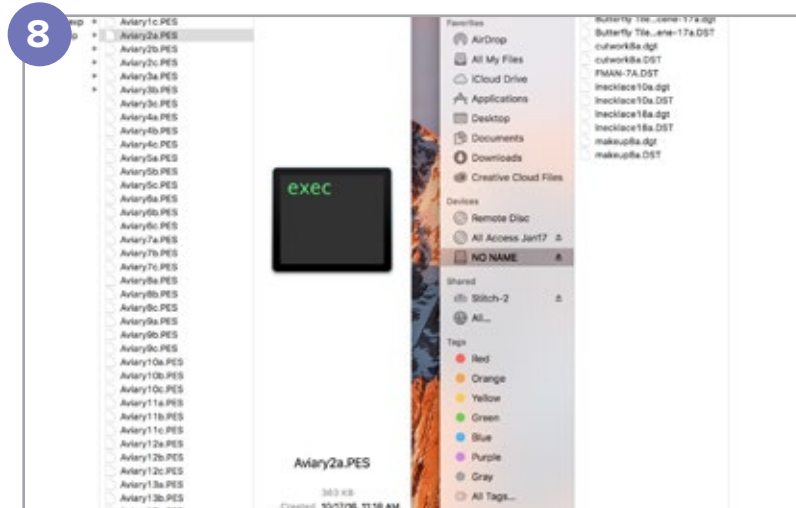
6. Within this folder are all of the design files in the .PES format. Locate the design you want to use - in this case, AVIARY2.



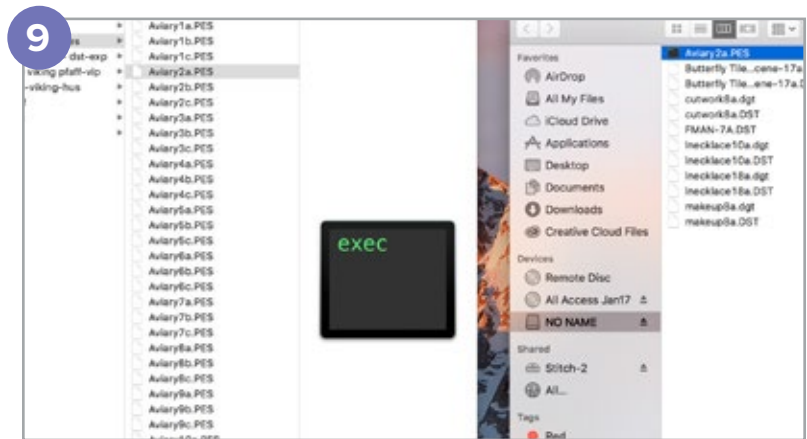
7. Insert your USB stick into your computer. The USB stick will appear on your desktop - the icon will look something like this. Double click to open the USB stick folder.



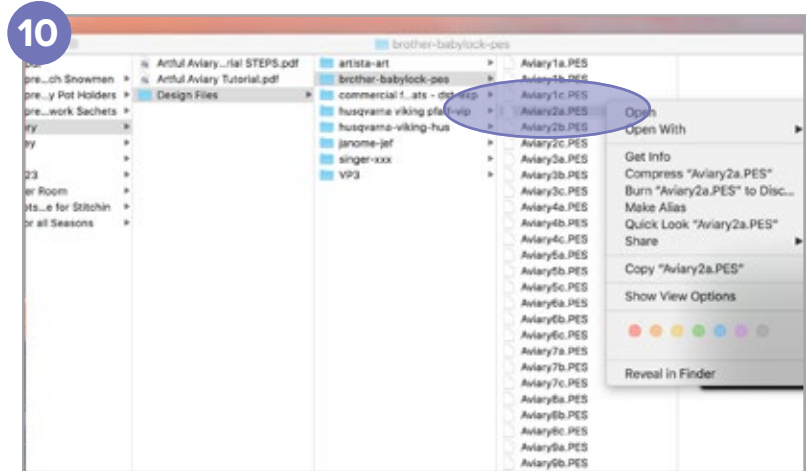
8. Position both windows side by side so you can see the files on the CD and where you'll be transferring them to on the USB stick. The box on the left is the design CD, the box on the right is the USB stick.



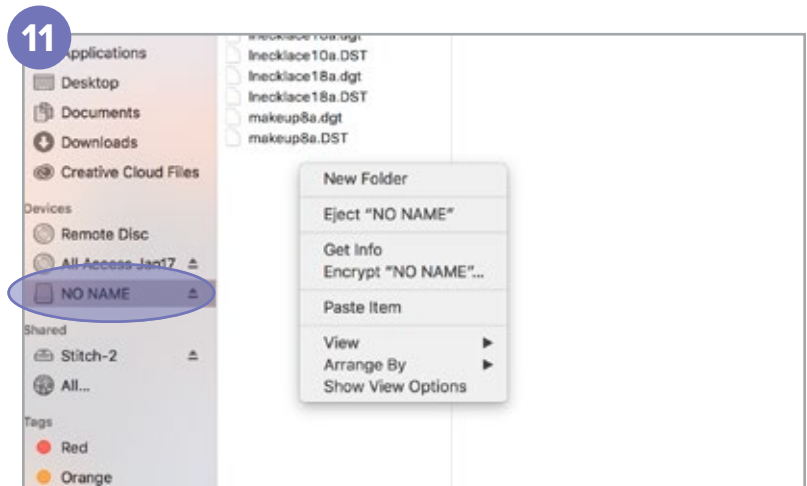
9. There are a couple ways to copy your designs over to your USB stick:
 The first is “Drag and Drop”, you could click and hold your mouse on the file you would like to use. Continue holding the mouse as you drag the file over to your USB folder. Once you are in the USB box, let go of the mouse. The file name should appear in the USB box.



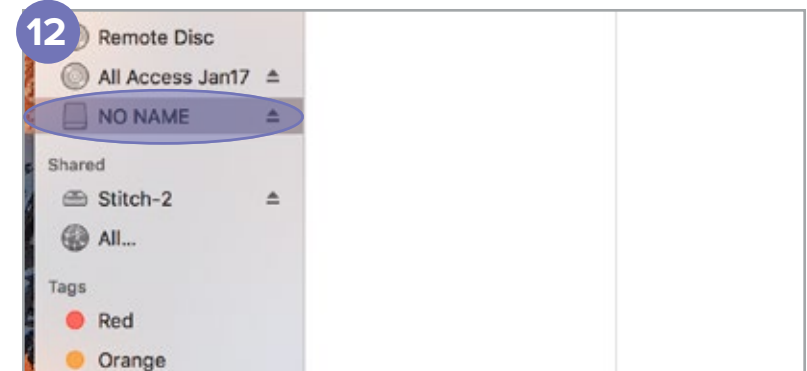
10. The second way is “Copy and Paste”, right click on your file on the CD, and select “Copy” from the drop down menu that appears.



11. Then right click in the USB box, and select “Paste” from the drop down menu. A new dialog box may appear as your computer copies the files over. When the files have finished copying over, the box will disappear.



12. We now have a copy of the design we want to use on the USB stick. Repeat necessary steps for other design files. Remove the USB stick from your computer by right clicking the up arrow beside your USB stick in the menu to the left side of your window.



Design Size Guide



Designs with the letter **"AA"** at the end are the large designs for a hoop that can embroider at least 9.1" x 13.8".

Designs with the letter **"A"** at the end are the large designs for a hoop that can embroider at least 7.8" x 11.8".

Designs with the letter **"B"** at the end are the large designs for a hoop that can embroider at least 6.8" x 10.2".

Designs with the letter **"C"** at the end are the large designs for a hoop that can embroider at least 5.8" x 8.8".

Designs with the letter **"D"** at the end are the large designs for a hoop that can embroider at least 4.8" x 7.2".



Designs with the letter **"AA"** at the end are the large designs for a hoop that can embroider at least 9" x 9".

Designs with the letter **"A"** at the end are the large designs for a hoop that can embroider at least 7.8" x 7.8".

Designs with the letter **"B"** at the end are the large designs for a hoop that can embroider at least 6.8" x 6.8".

Designs with the letter **"C"** at the end are the large designs for a hoop that can embroider at least 5.8" x 5.8".

Designs with the letter **"D"** at the end are the large designs for a hoop that can embroider at least 4.8" x 4.8".

A LITTLE MORE INFORMATION

Each of the block designs come in five sizes. Of course, the larger sizes take longer to embroider. We created all of our samples using the "A" size.

Choosing Colors



Choosing fabric for a project can be either the most fun or the most challenging part of the designs process. We have created some tips for choosing fabric and thread colors that will hopefully make this process fun!

THE FABRIC METHOD

You can use fabric to choose thread colors for your designs. Simply choose a beautiful piece of fabric then match the thread colors to the colors of the fabric. This method works great on both embroidery and quilting designs. If you think about it this makes perfect sense. Fabric is designed by experienced color artists, so let those experienced color artists help you. Using this method, the fabric used as part of your project or appliqué will have perfectly matched colors. For those of you who love appliqué this technique works two-fold, by using fabric to choose your colors the thread colors will pleasantly blend with the fabric and the design itself.

THE TRIM METHOD

Have you ever tried to buy trim to coordinate with a project after you have already embroidered it? It is almost impossible. However, if you buy the trim first, then use the trim to choose coordinating thread colors, the resulting design will match perfectly. This works great for embroidered towels, for example.

THE QUILTING METHOD

As you know, quilts have a number of different fabrics in them and usually follow a theme. We love fat quarter bundles and jelly roll strip packs because they give a sample of several coordinating fabrics to choose for your quilt. Start with a fat quarter bundle then choose a coordinating solid fabric for the quilt backgrounds. Use fat quarter bundles to choose your thread colors by pulling thread colors that match the fabric. Use this color theme to choose the thread colors for all of the designs you are embroidering on the quilt. This way whatever design or fabric you choose, all of the fabrics and threads will coordinate perfectly giving you a beautiful cohesive quilt design.

COLOR STORY METHOD

Choosing fabric for one quilt block or project is hard enough, but how do you choose fabrics for multiple projects that all need to coordinate? Always start with a neutral color as your base. The embroidery will stand out better on a solid fabric. Then choose 3-5 coordinating prints, don't be afraid of busy prints, just use those fabrics sparingly. Make sure all of your thread colors match your fabrics, but don't pick too many different colors of thread or the theme will be lost. Once you have your color story, use those colors for all of your quilt blocks or projects.

Choosing Stabilizers

Stabilizers for Embroidery Designs

TEAR-AWAY

For most designs a medium weight tear-away will be sufficient. This stabilizer is best for designs stitched on a woven fabric and that are not too stitch intensive. This type of stabilizer is also used for some “in-the-hoop” projects because it tears away clean and does not have to be washed. Be sure to use a tear-away that tears cleanly and does not leave a fuzzy edge especially when creating “in-the-hoop” projects. If the fabric or placement is too difficult for you to hoop use a temporary spray adhesive with the tear-away stabilizer.

STICKY BACK TEAR-AWAY

If you prefer not to use spray adhesive, a sticky back tear-away works great when you can't hoop the garment or bulky towel, for example. Some have an adhesive, like a sticker, and some are activated by water. If you are using sticky back or wet-and-stick stabilizers, always test it on a scrap of fabric to be sure it doesn't leave residue and tears away cleanly. If you do not like the results, use the spray adhesive method discussed above.

CUT-AWAY

This type of stabilizer stays behind the embroidery design indefinitely to help hold the stitches. There are a few different weights of cut-away: a light-weight or no-show mesh, a medium-weight, and a heavy-weight. The No-show Mesh version works great on light-weight knit or stretchy fabrics and is also used in the quilt blocks. See *Stabilizers for Quilting Designs* for more info. The medium and heavy weights are best used on thicker knits, thick sweatshirts, or if a design is very stitch intensive (over 50,000 stitches).

WATER-SOLUBLE

Water-soluble stabilizers are great for creating freestanding embroidery designs. Be sure to look for versions that are fibrous, meaning they look like a dryer sheet versus clear like a piece of plastic wrap. We find these fibrous water-soluble stabilizers do not stretch and perforate while stitching and produce much better freestanding embroidery designs.

TOPPING

There are two types of topping; water-soluble and heat-away. Toppings are used when stitching fabrics that have a lot of texture. You do not need to use a topping on regular cotton. Water-soluble comes in handy as a topping for difficult fabrics like minky, fleece, and waffle weave or when embroidering on garments like sweaters or sweatshirts. When using this, make sure the fabric you use can get wet. Heat-away or melt away topping is best used on towels or terry cloth since it remains underneath the embroidery after use and washing. This topping also works well on fabrics you cannot wet, like velvet or velour.

Stabilizers for Quilting Designs

Since the Mix & Match quilting designs are stitched directly on stabilizer, using the correct stabilizer is very important. We recommend using a light-weight or No-show Mesh cut-away stabilizer as the base. To insure optimum embroidery results hoop the stabilizer as tight as possible. These designs need to have a stable base. We also suggest doing a test with your brand of stabilizer to be sure you like the results.

Light stitch designs are designs that have very few stitches in them. Light stitch designs have less than 15,000 stitches. Folded fabric designs and free motion designs fall into this category as well. Medium stitch designs are designs with 15,000-40,000 stitches. That category includes most of the Mix & Match Designs. All of these type of designs only require one layer of No-show Mesh Stabilizer.

Heavy stitch designs are designs with more than 40,000 stitches. Use two layers of No-show Mesh and you may also need to back the fabric with fusible interfacing. Fusible interfacing will eliminate puckering and distortion in your embroidery designs. A medium weight iron-on woven fusible such as Pellon Ultra-Weft 860F works well. Avoid thick craft interfacing because they will make the fabric too thick. To use the interfacing, simply iron it on to the back of the entire piece of fabric and use as normal. You will notice an improvement right away.

HOW MANY BLOCKS DO I NEED?

We have created this chart as a reference only. These are measurements based on “average” quilt sizes, you can make your quilt whatever size you prefer, just be sure to account for block size variance and seam allowance.

We suggest test sewing a few blocks together for a more accurate measurement. Take your desired finish quilt size and divide by your finished block measurement. Then, round up this number to the closest whole number. This will give you the number of blocks you need to achieve your desired finished size. These measurements were taken after the blocks were embroidered and sewn together using a 1/2” seam allowance.

Example: $45 \div 7.375 = 6.1$ or 6 Blocks

6 columns by 6 rows will result in a ~ 45” x 45” crib quilt.

*This measurement does not include borders, sashing or bindings. These measurements are for the square blocks. If you would like to use the rectangles or diamonds, you will need to reconfigure the numbers.

QUILT SIZE	SIZE AA FINISHED BLOCK ~ 8.5”*	SIZE A FINISHED BLOCK ~ 7 3/8”*	SIZE B FINISHED BLOCK ~ 6 3/8”*	SIZE C FINISHED BLOCK ~ 5 3/8”*	SIZE D FINISHED BLOCK ~ 4 3/8”*
CRIB FINISHED SIZE: ~ 45” X 45”	5 Columns x 5 Rows = 25 Blocks Total	6 Columns x 6 Rows = 36 Blocks Total	7 Columns x 7 Rows = 49 Blocks Total	9 Columns x 9 Rows = 81 Blocks Total	11 Columns x 11 Rows = 121 Blocks Total
TWIN FINISHED SIZE: ~ 67” X 89”	8 Columns x 11 Rows = 88 Blocks Total	9 Columns x 12 Rows = 108 Blocks Total	10 Columns x 14 Rows = 130 Blocks Total	12 Columns x 16 Rows = 192 Blocks Total	15 Columns x 20 Rows = 300 Blocks Total
DOUBLE/FULL FINISHED SIZE: ~ 82” X 89”	10 Columns x 11 Rows = 110 Blocks Total	11 Columns x 12 Rows = 132 Blocks Total	13 Columns x 14 Rows = 156 Blocks Total	15 Columns x 16 Rows = 240 Blocks Total	18 Columns x 20 Rows = 360 Blocks Total
QUEEN FINISHED SIZE: ~ 89” X 96”	11 Columns x 11 Rows = 121 Blocks Total	12 Columns x 13 Rows = 156 Blocks Total	14 Columns x 15 Rows = 210 Blocks Total	16 Columns x 18 Rows = 288 Blocks Total	21 Columns x 22 Rows = 462 Blocks Total
KING FINISHED SIZE: ~ 104” X 96”	12 Columns x 11 Rows = 132 Blocks Total	14 Columns x 13 Rows = 182 Blocks Total	16 Columns x 15 Rows = 240 Blocks Total	19 Columns x 18 Rows = 342 Blocks Total	23 Columns x 22 Rows = 506 Blocks Total

Fabric Calculator

HOW MUCH FABRIC DO I NEED?

BLOCK SHAPE	AA SIZE	A SIZE	B SIZE	C SIZE	D SIZE
SQUARE	10" x 10" piece 12 cuts	9" x 9" piece 20 cuts	8" x 8" piece 20 cuts	7" x 7" piece 30 cuts	6" x 6" piece 42 cuts
RECTANGLE	10" x 15" piece 8 cuts	9" x 13" piece 12 cuts	8" x 11.5" piece 15 cuts	7" x 10" piece 20 cuts	6" x 8.5" piece 28 cuts
SMALL SASHING	3" x 15" piece 30 cuts	2" x 13" piece 44 cuts	2" x 11.5" piece 54 cuts	2" x 10" piece 66 cuts	2" x 8.5" piece 88 cuts
MEDIUM SASHING	4" x 15" piece 22 cuts	3" x 13" piece 30 cuts	3" x 16.5" piece 45 cuts	3" x 10" piece 45 cuts	2" x 8.5" piece 88 cuts
LARGE SASHING	5.5" x 1.5" piece 16 cuts	5" x 13" piece 18 cuts	4.5" x 11" piece 30 cuts	4" x 10" piece 33 cuts	3.5" x 8.5" piece 48 cuts
FOLDED FABRIC STRIP*	10" x 2.5" piece 54 cuts	9" x 2.5" piece 70 cuts	8" x 2.5" piece 70 cuts	7" x 2.5" piece 84 cuts	6" x 2.5" piece 98 cuts

*Folded fabric blocks use 2 ½" strips from a jelly roll. If you wish to make your own jelly roll strips cut 2 ½" wide stripes from the length of the fabric. You should get approximately 14 strips per yard. Each folded fabric block is different and may require a different number of strips.



Finishing Your Quilt

THE FOLLOWING PAGES WILL SHOW YOU HOW TO FINISH YOUR QUILT, ADDING THE BACKING AND BINDING.



Finishing Your Quilt



A

Once you have stitched all of the blocks, lay them out on a table to complete your arrangement. Now we need to stitch the blocks together.



B

We will start with the first 2 blocks.



C

Place the 2 blocks together face-to-face so that the squaring lines around each block are lined up. Pin the blocks together.



D

Using a straight stitch and walking foot on your sewing machine, stitch the blocks together. Stitch just slightly inside the squaring line.



E

After you are finished stitching press open the seam of the blocks.



F

You will continue along in this manner and stitch the rows together. This is all of the rows stitched together separately.

Finishing Your Quilt



G Once the rows are finished, you will stitch the individual rows together in the same manner.



H After you are finished stitching, press open the seam of the blocks.



I Your finished quilt top will look something like this. Your shape and size may vary.



J Next, place a piece of backing fabric facing down and layer it with your batting and your quilt top. Cut the batting and backing at least 2" bigger than your quilt top all the way around. Make sure your fabric is flat when cutting your backing and batting.



K This is a close up of the quilting safety pins that we use. They are curved which make it easier to pin through all of the layers.



L Carefully pin all three layers together inside the quilt blocks. We use 4 pins inside each block, you do not want your fabric or batting to shift while you quilt your layers together.

Finishing Your Quilt



M Here is a picture of the back. Make sure your back fabric is facing out.



N Using a walking foot, carefully stitch in the ditch through all of the layers of your quilt. “Stitch in the ditch” simply means that you stitch along each of the quilt block seams to secure the layers together. This method minimizes how much thread shows on the top of the quilt. Since our blocks are embroidered, we prefer this method of quilting.



O Even though stitching in the ditch is somewhat invisible on the top of the quilt, we use either a matching thread or mono-filament (a very fine, invisible) thread when stitching in the ditch. We also stitch around the outside of the entire quilt, within the seam allowance, so you don't see it once it is bound.



P This is the back. Sew slowly and carefully to avoid shifting and puckers.

Note: We used a light thread here for the pictures. You will want to match your thread or use invisible thread for your quilt.



Q Next, trim the excess batting and backing from around your quilt. Your seam allowance will still be $\frac{1}{2}$ " Now we will attach the binding.



R Start by cutting your binding strips. Our strips are 2.5" wide, which creates an approximate $\frac{5}{8}$ " binding. We cut ours on the straight of grain or the bias depending on how much coordinating fabric we have left. The amount of binding you need varies depending on the size of your quilt.

Finishing Your Quilt



S With right-sides together, lay two strips of binding perpendicular to each other. At a 45° angle, stitch the two strips together leaving a ½” allowance. Use regular sewing thread to attach the strips.



T Trim the seam allowances to ¼” and press open. Repeat until enough binding strips are connected to measure the entire perimeter of your quilt, plus a few inches.



U Starting at one of the seam lines along the side of the quilt, place the binding along the edge. Fold the start edge back to make a triangle, this creates a finished start and stop point. Make sure that the raw edge of the binding is aligned with the raw edge of the quilt and that right-sides are together. Pin along one edge at a time.



V Sew using a ½” seam allowance, but stop stitching ½” from corner. Then, sew at a 45° angle to the edge of the binding. Remove the quilt from your machine.



W Fold the binding back on itself, perpendicular to the seam you just stitched.



X Fold the binding again. This time, align the fold in the binding with the raw edges of the seam you just sewed and align the raw edges of the un-stitched binding with the next edge of the quilt. Pin in place.

Finishing Your Quilt



Y

Starting $\frac{1}{2}$ " from the edge of the quilt, stitch the binding to the next corner of the quilt.



ZZ

Your corners should look like this. Repeat sewing each edge and the remaining corners.



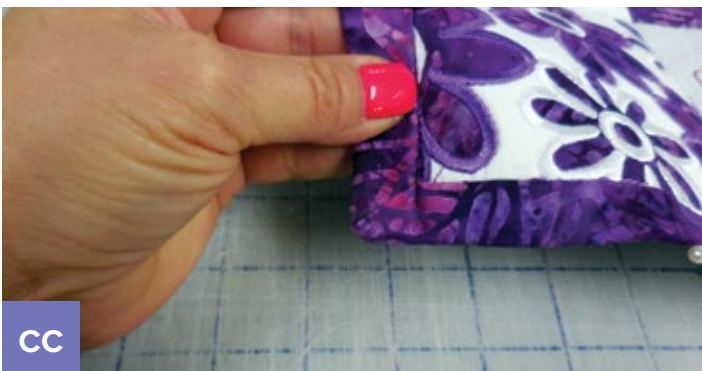
AA

To join the beginning and end, simply overlap the end with the beginning by about 2". This edge will finish itself once you wrap the binding back.



BB

Fold the binding over the raw edges of the quilt to the quilt back. Fold the raw edge of the binding in to meet the raw edge of the quilt, about $\frac{5}{8}$ ". Pin the fold in place just beyond the stitching line.



CC

The corner should look like this on the top side.



DD

Pin the binding to the back all the way around the quilt, making the mitered corners pretty as you go.

Finishing Your Quilt



Using a walking foot, carefully stitch in the ditch from the top side. Remove the pins from the back as you stitch a few inches at a time. Do not sew over the pins. Take your time, this is the final step, do not rush now.



This is an example of a finished quilt.