

AURIfil[®] 40Years
STRONG



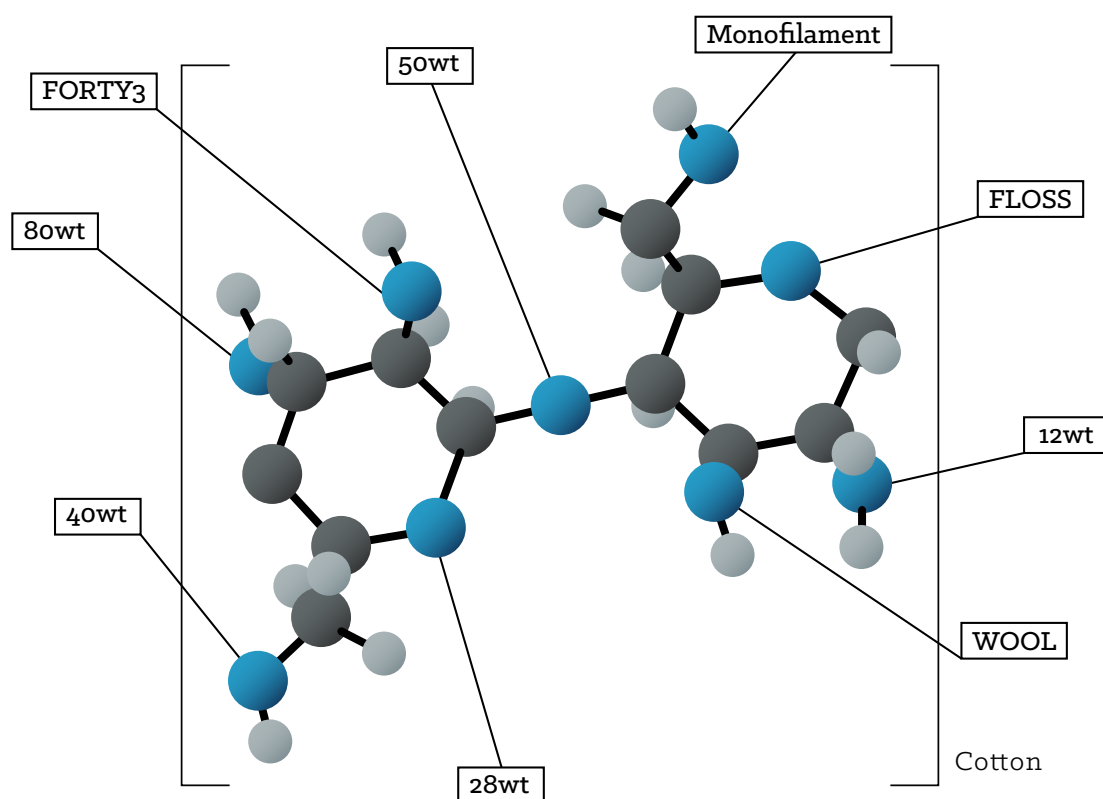
Thread Labs

2023

subscription box

Intent	Homage to 40 years of Aurifil	
6 THREAD LABS	Methodology	
6 MONTHS		
8 TECHNIQUES		
DIGITAL CONTENT		
Objective	Thread Education, Skills Lab	
<p>Introducing Thread Labs, Aurifil’s 2023 subscription series curated in celebration of our 40th Anniversary. Thread Labs is a six part series that tells the story of Aurifil— from our history and unique production process to an in-depth education on our revered threads. It was developed as a no-fuss program for you, our valued retailer, in reaction to the increased consumer demand for education and is aimed at generating new revenue, securing brand loyalty, and strengthening customer relationships. From July through December, your customers will gain the necessary tools to more confidently create with a variety of thread weights and techniques. They will finish the year inspired, armed with new skills and a wealth of knowledge.</p> <p>The subscription is a must-have for both the Aurifil enthusiast and novice. Each lab presents a project designed to educate and inspire via a featured thread weight. A secure online portal plays host to exclusive content including downloadable project PDFs, educator interviews, thread tutorials, and more. Month one (<i>fig. 1</i>) provides early access to our newfangled swatch book, an exploratory Aurifilosophy session with Aurifil’s Master Educator, Karen L. Miller, as well as other essentials.</p>		
Schedule	Lab 1.1: JUL23 Lab 1.2: AUG23 Lab 1.3: SEP23	Lab 1.4: OCT23 Lab 1.5: NOV23 Lab 1.6: DEC23
Lab Notes		
Registration END: May 12, 2023		Min. Order: 10 boxes/shop

Techniques	
Thread Fundamentals	Big Stitch Quilting
Foundation Paper Piecing	Machine Quilting
Machine Appliqué	Cross Stitch
Needle Turn Appliqué	Embroidery
Threads	Full range of weights / fiber content



Lab Notes

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Enquiries		<i>fig. 1</i>
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