



Crochet Extra

EDITION 1 - JUNE 2005



EXTRA, EXTRA,
READ ALL ABOUT IT!!

Welcome to the 1st edition of **CROCHET EXTRA**, a newsletter for you the crocheter, combining feature articles, new books and products, crocheter's corner, competitions, and the inside story. *Crochet Extra* is packed with specials and is the perfect addition to every mail order sent.

By now you should have all received our **2005 Crochet Australia Catalogue** and hope you like it as much as we do.

We have posted you this 1st edition of *Crochet Extra* so we can explain how future editions will be distributed. Each month there will be a new edition, which will be posted out with your mail orders. Specials in each newsletter will expire on the last day of the month to which they relate. For example June specials will expire 30th June 2005.

At the beginning of each month, the previous month's newsletter articles will be available for viewing on our website www.crochetaustralia.com.au in case you missed them. This link will be e-mailed to all of you who have become members of our online mailing list. (Visit our website to join)

Alternatively you can request previous editions when you order or send us a stamped self addressed business size envelope and we will post you the edition you request. Please include a separate envelope for each edition requested.

We hope that by receiving our newsletter you will be kept up-to-date and informed on what's going on at *Crochet Australia*.

So until next month.....happy crocheting!!

CROCHET AUSTRALIA

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PRODUCT OF THE MONTH

"CROCHENIT"



ALSO KNOW AS
CRO HOOKING
CROCHET ON THE DOUBLE
REVERSIBLE CROCHET



Crochenit uses a double ended crochet hook which produces a soft knit like fabric.

This technique is similar to Tunisian (tricot) work but uses 2 or more colours of yarn and produces a soft reversible fabric.

The stitches are drawn up either through the vertical or horizontal bars (the pattern will tell you) with the loops left on the hook (like knitting).



When all the loops are on the hook, turn the hook, change the colour, and take the stitches off in 2's or 3's as the pattern indicates.



The yarn colour is changed every 2nd row so there are no ends to sew in later, just run them up the side of the work.

The yellow crochenit hooks work great with 2 strands of 8ply and is so quick and easy you can produce beautiful soft rugs in no time at all. All our Crochenit books have a "how to" section that explains the technique.



Hooks can be seen on page 22 of our Catalogue and Crochenit Books are on pages 105-108.

Free classes at our showroom are available.

If you are wishing to visit our showroom for classes or otherwise, please ring to make an appointment.

Phone Vicki on 07 5496 6826.



CROCHETER'S CORNER

Crocheter's Corner gives you, the crocheter, the chance to write in or e-mail us with your views, hints and tips, crocheting experiences and favourite products.



If you have crocheted a masterpiece, send us a photo and tell us what you used to make it and from which book you got the pattern and we may just publish it in one of our future editions. It may be a dog sweater you crocheted for your beloved pooch, a baby outfit for the new arrival of the family or even a simple towel top or doily. We'd love to hear about and see what you've been up to.

Send your letters to:-



CROCHET AUSTRALIA
CROCHETER'S CORNER
PO BOX 126
WAMURAN QLD 4512

Or email us at info@crochetaustralia.com.au

Since our **2005 Crochet Australia Catalogue** went out we have received an overwhelming response, we would like to take the opportunity to thank everyone that has called, faxed, or emailed us to let us know what a good job we did.

Here's what some of you had to say!



"Thank you very much for your catalogue, I was overwhelmed by the range available!"
P.PASCOE - BROKEN HILL, NSW

"Congratulations on your new catalogue which arrived in today's mail. I like the format - easy to read and the colour illustrations are much more interesting than black and white. Well done!"
L GRIMES - GAYNDAH, QLD

"I was pleasantly surprised yesterday when I received your catalogue. Congratulations! It must have taken many hours of compiling to give us such a wide range of supplies!"

K WADE - SALAMANDER, NSW



"Thank you for the best catalogue I have ever had the pleasure to have sent to me!" G GASTON - BINDOON, WA

"Just a quick note to congratulate the team on a job well done. The web site is coming along in leaps and bounds and the printed catalogue is fantastic!" C SMITH - SLACKS CREEK, QLD



"It is here! Congratulations! This catalogue is wonderful. Thank you so much for putting it together and sending it out to me. All my spare time has been spent leafing through your fabulous catalogue! I have shared it with everyone within cooeee and, while not crocheters, I have caught them all looking through with some asking for lessons and some with requests for me to crochet!"

C GUTHERIE - GREENSLOPES, QLD

"I just arrived home from holidays and found my order on my doorstep. Thank you very much. It's perfect. Thanks also for your catalogue - that will give me some pleasurable browsing during the coming winter months!"

M BERTOLI - METFORD, NSW

**THANK YOU ALL AND
HAPPY CROCHETING!!**



HAPPY HOOKERS COMPETITION



As you already would have seen in our catalogue we currently are giving away a free gift with every order over \$100 but now there's more.....

Each month we will be giving you the chance to win our **"HAPPY HOOKERS COMPETITION"** All you have to do is place an order - it's that easy!! All orders received each month will be placed into the random draw to win a \$20 Crochet Australia gift voucher to spoil yourself with next time you order! The competition will be drawn on the last day of every month and the winner notified by mail. So get your orders in and watch this space to see who next month's lucky winner is!!



THE INSIDE STORY

Now, some of you may think that Mum spends her days crocheting while Dad's on the golf course, but I'm afraid that just isn't the case. In fact, I too thought that's what went on when I started working here in February, but now I know otherwise. There's always something to be done and just not enough hours in the day to do it all (luckily I get to go home at 5 o'clock!).

Owning your own business is a lot of hard work and I should know I just sold my Hydrobathing Franchise so I could come and help out around here. (At least my puppy dogs (Dancer and Shadow) are happy now, because now instead of me going out to see other dogs, I get to take them to work with me!) So I know all about putting in the hard yards.



Mum and Dad have been self-employed for as long as I can remember, so I think it's just a part of life for us. Even my sister and her husband have their own business just two houses up the road! (So if you need any design drafting done you know who to call or visit them at www.mckdd.com.au.)

So what started out 3 years ago as something to keep Mum and Dad occupied during the day, has quickly turned into what we now know as "Crochet Australia".

In Mum's quest to teach the world to crochet, she started having crochet classes every 2nd and 4th Wednesday at our showroom, but they have become so popular they now run every Wednesday morning. From beginners to experienced crocheters they all have fun getting together and having a chat and a cuppa! (Sometimes I wonder how much crocheting actually goes on in there!!)

**CROCHET CLASSES
IN PROGRESS!**



So that's all for the inside story this month. Stay tuned for our next exciting edition of Crochet Extra.

Kim

