

Hot Hotfix!

Habico's Hotfix range is living up to its name with interest boosted by its appearance on shopping TV and retailer demonstrations around the country. All products can be applied with an iron, but the electric Hotfix Tool with several different bits makes it easier to fix the rhinestone jewels and metal studs. There is an ironing bit for the tool, but Hotfix Fabric lends itself to application by iron after the shapes have been cut or punched out. The fabric is available in 12 shades of glitter, 3 flock colours plus hologram, tartan and an animal print in A5 size and packs of assorted colours in A6 size (see pic).



The popular TV series Gok's Fashion Fix demonstrated how easy and effective it is to transform a basic garment using embellishments, including Hotfix items and with the party season approaching, the time is right for haberdashery retailers to get some of the action.

Habico have brought in from the recent Paris textile shows two types of sew-on large black rose trimmings – one on elastic and the other with sparkling highlights on a mesh ground, perfect for turning all those little black dresses into something really spectacular with ease.



Habico's new range of iron-on motif letters offer a less high fashion and more everyday personalisation for T-shirts and sports/leisure garments (see pic). Most of the letters of the alphabet are available for club or team names or for initials. These are very easy to apply with an iron and are washable once fixed.

Habico have re-packaged their extensive range of acrylic jewels from bulk retailer packs into consumer packs at a single price point with the pack quantities varying to fit the price. This move was generated by customer demand and is proving beneficial. A stand is available for display purposes.



Not all bad news

The demise of Woolworths has created an opportunity for independent retailers in certain product areas, and one of them is Dylon, where Habico as the main distributor to the haberdashery trade has seen sales of machine dyes increase by over 40% compared with last year. Woolworths only sold a limited range of basic colours but independents can profit from running a more current colour selection including the 3 new fashion shades for the Autumn: Stone, Petrol Blue and Plum. The current national TV advertising



campaign for Dylan's Colour Catcher has given a tremendous boost to sales of this special paper which picks up stray dye in the wash and prevents it from affecting other clothes. Habico's 10-sheet pack is different from the pack sold in the major supermarkets which avoids direct comparisons, although price is not a major issue on this product.

Retailer promotions

Habico have a number of retailer promotions running through the Autumn. They are offering 20% discount on placements of Gutermann mix'n'match bead cabinets and on the recently introduced Gutermann Hem Web plus a 5 for 3 offer on certain Sulky metallic thread collections. The popular nostalgia tins containing 4 reels for the price of 3 of 100m Sew-All thread with the tin free are also available while stocks last.



Janome are offering through Habico two excellent scissor collections. One features Sewing Wizards (the fastest selling scissors in the Janome collection) giving 9 pairs free, worth over £50 to the retailer (ex Vat) and the other is on Marvels budget level scissors, again with 9 pairs free, worth over £20 to the retailer (ex Vat). This promotion must finish on Oct 31 and is bound to be popular.

For new stockists of Loweth Wool there is a 10% discount on the first order with a minimum of just 50 packs. After the disruption which all yarn suppliers suffered following the closure of the Hull Courtelle plant, Habico have good stocks of all Loweth qualities including Cuddly Sparkle DK white yarn with twinkly highlights, all baby colours in 4-ply and 3-ply white.

There is a similar incentive of 10% discount on the first order for new stockists of Dill Buttons with a minimum of 100 tubes.

Details of these products and a copy of Habico's latest full price list are available from their sales office 0113 263 1500, email sales@habico.co.uk or look on the website www.habico.co.uk.



New Papercraft

Habico have some late arrival new Christmas Cardmaking items, adding to their popular toppers, embellishments and sticker sets. Glisten, Glitter and Ornament Stickers are in sets of 2 sheets with lots of bright and fun designs per sheet while a Snowman Set consists of 3 sheets.



Habico are constantly adding to their collection of clear stamps and the latest two are shown one is Modern Messages with a selection of popular messages in a modern style and the other is a Pansies set including a pansy fan in 2 sizes. The image is stamped several times to create a stunning fan effect and the result is shown on the back of the pack.



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