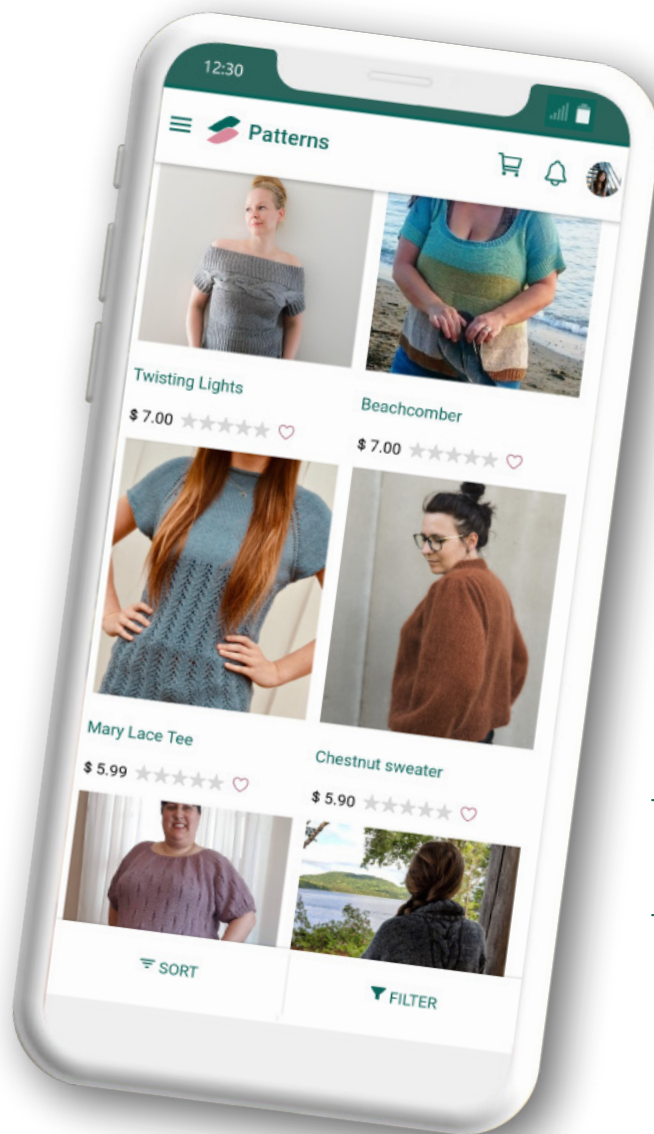




Your mobile optimized knitting studio,
featuring Custom Patterns

Sell More Yarn & Patterns!

LYS + YARN COMPANIES + DESIGNERS



***Connect digitally
with knitters!***

- + Custom size patterns increase yarn sales
- + Use social features to run knit-alongs and digital events to expand your community

www.knitfitco.com

Reach knitters in digital spaces!



ABOUT

Yarn companies have been hit hard by the switch to the digital space, but knitting is more popular than ever. Adapt to this digital knitting world with a new strategic tool!

The KnitFit™ app provides multiple ways to increase yarn sales including Custom patterns, links to your online retail sales outlets, management of digital events and ultimately, a more loyal and satisfied knitting community.

LYS

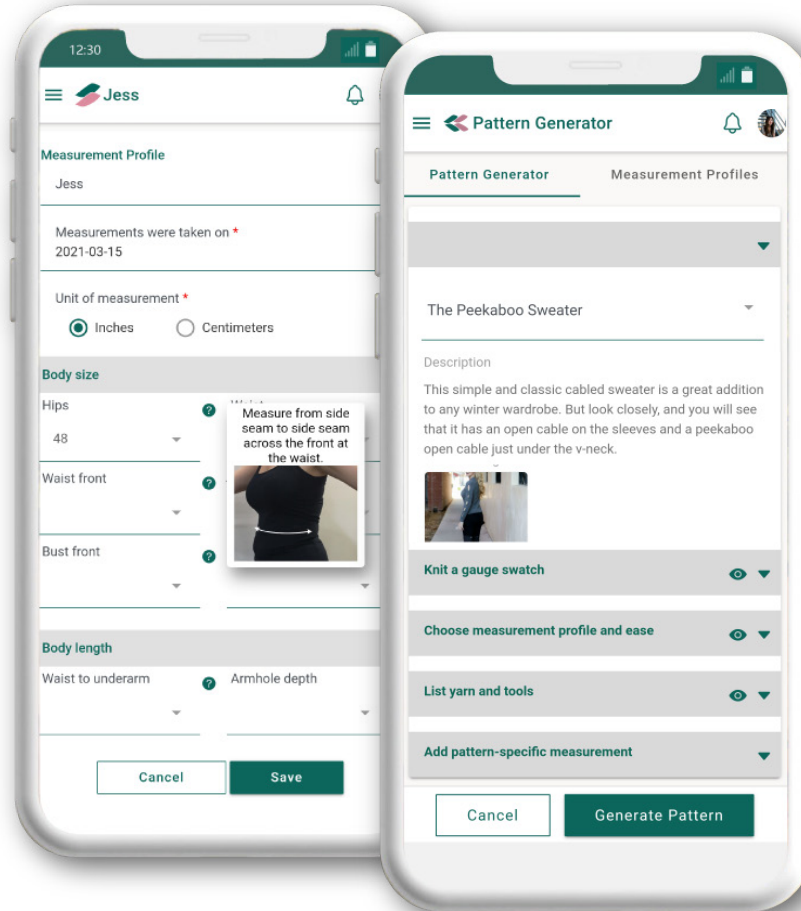
Sell more yarn in the shop

Maximize yarn sales and build an inclusive community in your shop by running a custom sized pattern KAL or class!

You can use the KnitFit™ Pattern Generator to lead customers through knitting custom-sized patterns. Stay connected with them by using our social features on the app, where they can share photos of WIPS and progress updates.

We would love to train dedicated LYS staff to offer classes for utilizing our app to its full potential. Custom patterns mean everyone can knit garments: and that means more sweater-quantity sales!

If you are interested in introducing a KAL or class, email us at info@knitfitco.com!



DESIGNERS

Offer mobile-optimized patterns

Make it easy for knitters to use your patterns on phones and tablets!

When you upload your patterns, we'll put them into a digital format that will display well on all device sizes. Knitters have moved to mobile and with StitchesStudio, our users can have all their patterns in one place on their phones.

CONVERT YOUR PATTERNS

>>GO TO [KNITFITCO.COM/WEBSITE/UPLOAD-PATTERNS](https://www.knitfitco.com/website/upload-patterns)

- Click the button, Submit Pattern.
- Fill out and Submit the form to share a pattern. We'll notify you within 1-2 weeks if accepted.
- If accepted, you'll upload your pattern information
- Review your mobile optimized pattern and provide feedback or approve for upload.



YARN COMPANIES

Sell more yarn digitally

Focus on sweater-quantity sales!

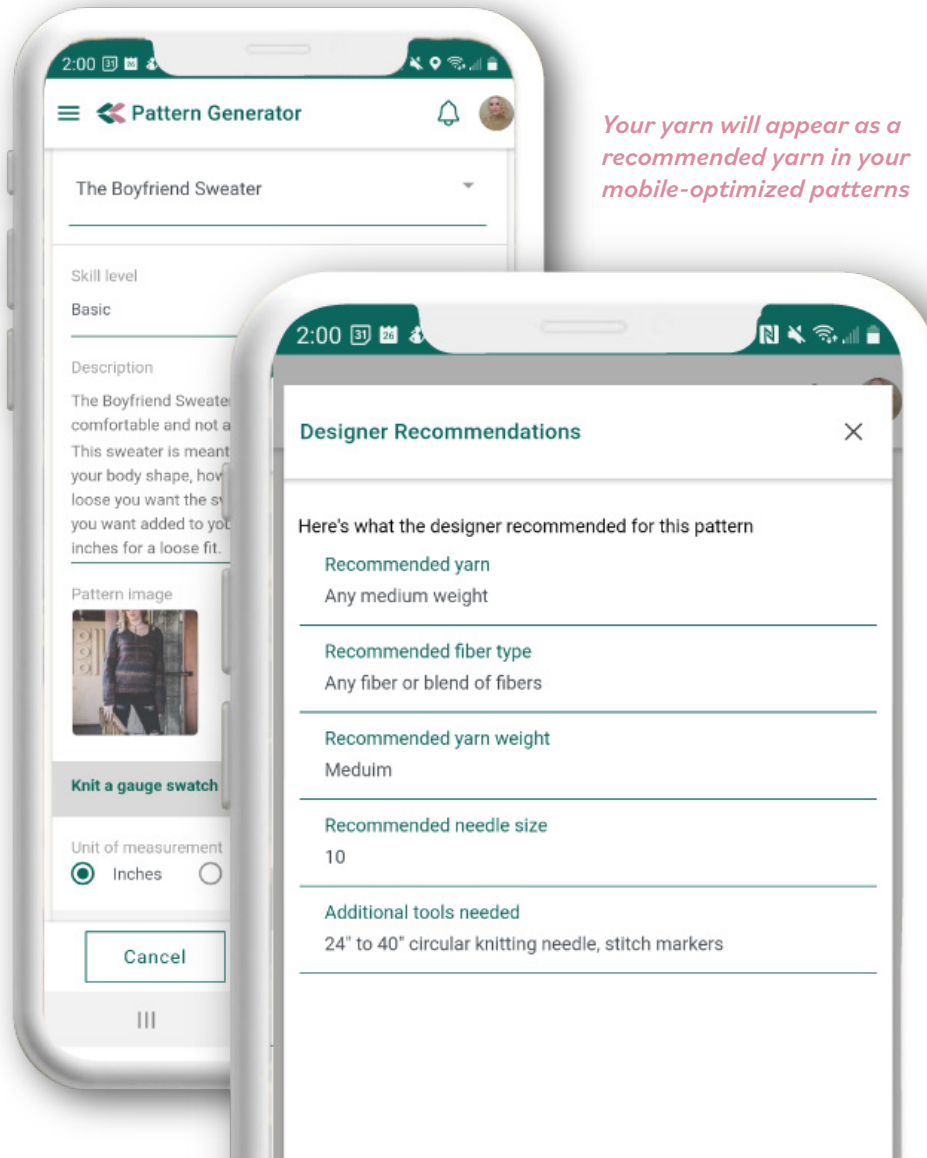
With patterns available in every size, KnitFit™ has the power to inspire more sweater-quantity sales, a fact that can impact yarn companies in a major way. Get started by listing your patterns in our shop with links to your yarn.

SELL PATTERNS WITH YOUR PRODUCT LINKS

>>GO TO ***KNITFITCO.COM/WEBSITE/UPLOAD-PATTERNS***

Follow the checklist for designers under CONVERT YOUR PATTERNS on the right-hand side of this page. Please indicate that you are a yarn company and the name of your company while submitting. You can also email us at info@knitfitco.com

Learn more at www.stitchersstudio.com/website/yarn-companies



The screenshot shows the KnitFit web interface. At the top, there is a navigation menu, the KnitFit logo, and a user profile for 'Amelia'. Below this is a 'Broadcast' section with a 'Broadcast message' button. A table lists four groups with the following data:

<input type="checkbox"/>	Title	Group name	Group type	No. of Members	Actions
<input type="checkbox"/>	Jollette's swing coat-Test knitting	Jollette's swing coat group	Custom	84	
<input type="checkbox"/>	The Aida pullover-Pattern instruction update	Friends	Custom	77	
<input type="checkbox"/>	Cliff's of moher group-Knit along	Followers	Knit along	34	
<input type="checkbox"/>	Beachcomber group-Important	Beachcomber group	Knit-along	21	

At the bottom of the table, it says 'Showing 1 to 4 of 4 entries' and has 'Previous', '1', and 'Next' navigation buttons.

GROUPS

Our newest feature empowers you to create communities surrounding your patterns, products, or business and connect directly with customers. Send messages to group members or chat with them in a feed for sharing updates and photos.

Upon each pattern purchase, users are automatically added to your group where they can receive helpful hints, pattern support, and FAQs. They can also connect with other group members and teachers who have knitted the pattern for advice.

*Inventing new ways for you to
connect with customers digitally*

www.knitfitco.com/website/get-the-app

