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FOR IMMEDIATE RELEASE

SCHMETZ Color Coded Needles

Euro-notions is excited to announce color coding of SCHMETZ home sewing needles – needle system 130/705 H. Needles have two bands of color. The top color band indicates needle type and the lower color band indicates needle size.

The transition to the new color coded inventory has already begun. SCHMETZ Universal is the first available color coded needle in an orange band indicating size 80/12. SCHMETZ Jersey, a double orange band, is shipping now with a top color band indicating Jersey needle type and the lower color band indicating size 80/12.

Due to special features, SCHMETZ Universal, Hemstitch, Double Eye, and Quick Threading needles will have only one color band to identify needle size.

As non-color coded needles are phased-out, the new color coded inventory will be identified with an additional color coded dot on the shelf pack label. This allows easy identification for your warehouse to first pick and ship non-color coded inventory to your customers.

We are excited at this huge convenience to the sewing world. It is hard to improve on the highest quality sewing machine needle in our industry, but SCHMETZ listened to the sewing public and dealers. The transition of color code inventory is expected to be complete early 2014.

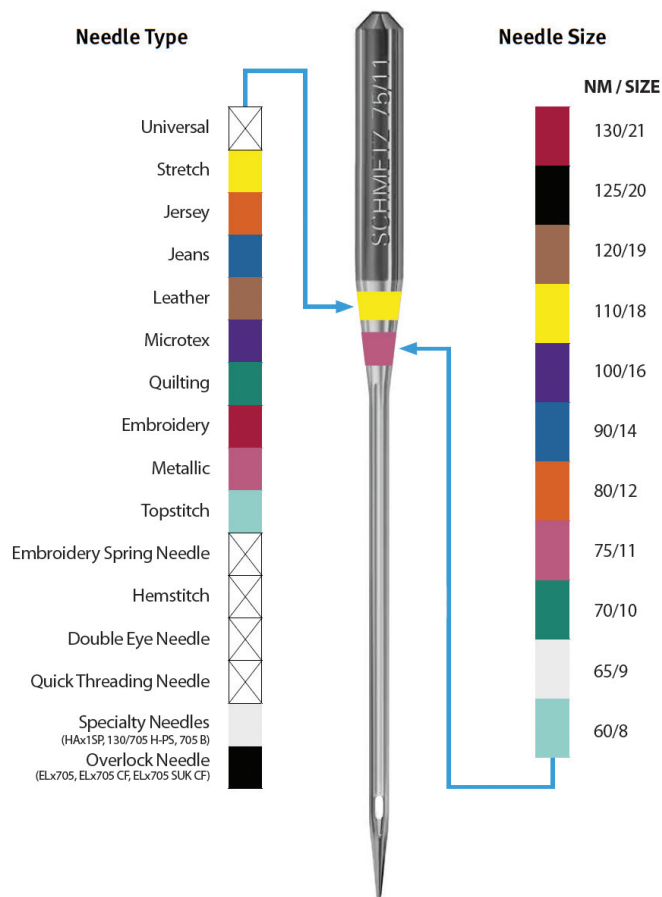
Euro-notions is a fourth generation family-owned wholesale sewing notion distributor and the North American importer of SCHMETZ home sewing machine needles. Contact Rhonda Pierce for more information and business or product acquisition inquiries.

Sew SCHMETZ!

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