

print your own
marketing pack

woollywormhead.com/lateralis

Woolly Wormhead



Woolly Wormhead offers these packs to indie dyers and yarn traders for use with samples of Woolly Wormhead Hat patterns. We all know samples sell yarn and customers go home happy when they have all the details they need to recreate the Hat they saw.

By printing these you'll be able to offer customers pattern details for the samples you have on display. Both the postcards and business cards include yarn weight, yardage requirements, needle size, Hat size details in both imperial and metric, gauge and where the patterns can be found online.

The business cards also make good swing labels for samples, as they make clever use of a check box system meaning that each business card can be used for any samples from the same collection – ideal if you've knitted more than one!

Each graphic is offered print ready as full bleed with 2mm trim allowance, 300dpi in RGB, suitable for professional or domestic printing.

PYO wholesale packs are also available should you wish to create kits.

Included in this pack are files for postcards and business cards as follows:

1. Single postcard PDF files, in both landscape and potrait formats; images are 109mm x 152mm, intended for printing at 300dpi for standard A6 postcards with a trim size of 105mm x 148mm. Full colour, RGB.
2. 4 postcards per sheet PDF files in both A4 and US letter. Greyscale, RGB.
3. 10 business cards per sheet files in both A4 and US letter. Greyscale, RGB.

Also included in this pack is a bonus PDF file containing tutorials for a DIY Hat stand and Woolly's famous knit framed portable mirrors – super handy for displaying Hats at shows, both of which fold down and are travel friendly. The Hat stands are customisable and ideal for adding your branding.

Thank you for interest in my patterns and I hope they sell you lots of yarn!