



## In This Issue

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## New Yarns & New Colors

Luxury is in the air this month with beautiful, new *Cashmere Queen Uni* by **Schoppel Wolle**. This single ply yarn is a blend of 45% Merino Wool, 35% Cashmere, and 20% Silk and has 153 yards per 50g ball. Cashmere Queen Uni has great stitch definition, and the subtle colors have a unique, almost heathery look due to the way the different fibers "take" the dye. All colors are available now in bags of 10 for \$99.75 (MSRP \$19.95).



#0781      #10      #130      #2965      #3543      #5723      #6165

**skacel** now has new colors of *In-Silk*, by **Schoppel Wolle**. 75% Merino Wool, 25% Silk, 219 yds / 100g (MSRP \$22.95/hank).



#1065      #3543      #5723

## Patterns, Patterns, Patterns!

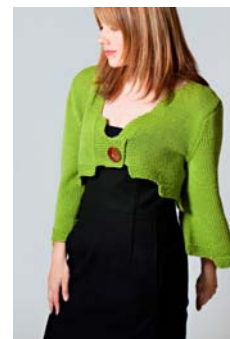
**skacel** has many exciting new patterns, featuring the latest fall yarns: *Unisono*, *Nimbus Multi*, *Sumerino*, *Noblesse*, *Mosco*, and *Kid Seta*, to name a few. Check out [www.skacelknitting.com](http://www.skacelknitting.com) for even more patterns.



Cabled Lace Pullover



Eyelet Capelet



Art Deco Jacket



Lattice Lace Stole



Cabled Cowl



Entrelac Stole

## Contact Us

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## Way to Ride Becky!

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On July 17th and 18th, **skacel's** own Becky Moss (Sales) participated in the STP (Seattle to Portland) recreational bike ride. This 204 mile ride has been an annual event since 1979, and though some do it in one day, the majority of riders take two days to complete the course. Becky has been training hard for many months for this ride, and completed it in about 22 hours and 45 minutes over two days. She had only two flats during the whole ride, but they were within the last 10 miles!

Becky is **skacel's** longest-term employee, having just completed her 15th year. Since many of you know her, either in person or by phone, **skacel** wanted to share her achievement with you, as well. Way to ride, Becky!



**Becky Moss taking a break on the STP**

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## Downloadable Patterns

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**skacel** is continually adding patterns to its free pattern vault, and the most recent are sure to get your needles clicking!

Believe it or not winter is just around the corner, and **skacel** has two perfect hats for the colder season, both knit in **skacel's Urban Silk**. The first is the **Kris Cap**, a cabled hat with earflaps and ties. The second is the **Comfort Cap**, a warm, silk beanie designed for those needing a snug cover for a head bared by medical treatments.

A third free downloadable pattern, perfect for cold weather, is one that was featured as a contest winner in July's newsletter. It is the **Bows & Arrows Socks** pattern knit in *Unisono*, by **Zitron**.

**skacel** is also offering three additional hat patterns all using new **Schulana** yarns. Being hats, they are great small projects for those looking to get a jump start on gift knitting. The **One Ball Hat**, as the name suggests, uses only one ball of *Pinturas*. The **Short Row Cap** is knit with *Cambada*, and the **One Ball Knit Flat Hat**, is knit with *Capo Nord*. These patterns (and MANY more) are available by clicking the free patterns link on the **skacel** website: [www.skacelknitting.com](http://www.skacelknitting.com).

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## As Seen In ...

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**Knit 'n Style** – August 2010

- 1) Classic Jacket, pg. 47  
**Schulana's Merino Cotton 90** in #01 (White) and #15 (Navy)
- 2) Urban Silk Cabled V, pg. 75  
**Skacel's Urban Silk** in #09 (Raspberry)

**Sandra** – July/August 2010

- Hooded Vest with Stripy Cuffs, pg. 24  
**Schoeller + Stahl's Pantino** #01 (White) and #33 (Azur)

**Interweave Knits** - Fall 2010

- Breacan Swing Coat*, pg 78  
**Zitron's Nimbus** in #413 (Grey), #414 (Silver), #407 (Cherry), and #406 (Tomato)

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## Survey Provides Helpful Data

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In July, **skacel** asked you to participate in a small online survey regarding advertising and how it affects you and your business. The responses will help **skacel** better focus advertising to the print media and online venues that are most popular and most influential to your customers.

Of the shops that responded, here are some of the results:

- 1) The top three most popular magazines carried in the shops are *Interweave Knits*, *Vogue Knitting*, and *KnitScene*.
- 2) Both the editorials and the advertising in *Interweave Knits*, *Vogue Knitting*, and *Knitter's Magazine* drove the most customer yarn requests.
- 3) Online advertising also prompts customer requests for products. The websites that shops and customers are most active on are *Ravelry*, *Knitty*, and *Twist Collective* (in order of popularity).

Having this information, **skacel** can better target its advertising for yarns, needles, patterns, and designs to the publications and online venues that most impact you and your shops.

**skacel** appreciates your time in taking this survey, and hopes that this information will help you in your marketing.

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## Addi's Owner Pays a Visit

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**skacel** has the best customer service in the industry, which would not be possible without the special relationships it has with its vendors. These relationships allow **skacel** to provide you with the cutting edge products and fashions that are changing the knitting world.

Last month Thomas Selter, 5th generation owner and president of **addi**, came for a visit to **skacel**, flying all the way from Athena, Germany. He combined a little business, discussing Lace Clicks, with a little vacation, celebrating the 4th of July dressed as Uncle Sam!



**Thomas Selter as Uncle Sam**

Many hours were spent analyzing and critiquing the addi Lace Clicks in order to overcome various production issues. Tips were measured, springs were tested, needle sizes were double checked and various wipe clothes were sampled for cleaning. Upon full analysis of the Lace Clicks, several solutions were brought to light that Selter has taken back to his factory in Germany.

In addition to wrestling with the issues surrounding the Lace Clicks, Selter also brought some great new **addi** products to sample. Without giving away too much information, here's a hint ... very soon everyone will be a happy hooker!

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## Join Us On Facebook

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As online social networking sites become more and more prevalent in the business realm, **skacel** is stepping up to ensure valued customers and their end consumers can stay updated on products and promotions. There has been great feedback since the launch of the **skacel** blog late last year. **skacel** is now following up with a new Facebook page.

If you are not familiar with Facebook, here's a brief overview.... Users of this website can add other users as friends, send messages, and even notify others of their activities - in real time. Additionally, users can join networks organized by businesses, workplaces, schools, colleges, and more by "liking" them.

Since **skacel's** Facebook page began, it has introduced new patterns, products, and events. To join **skacel** on Facebook, simply search for "Skacel Collection" while logged in to your Facebook account, and choose "like" (to the right of the Skacel Collection name). After that, you can follow all the doings at **skacel**, and as new products and promotions are launched, you will be among the first to hear of them!

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## Saying Goodbye to a Friend

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It is with heavy hearts that **skacel** says goodbye to our good friend and former sales rep, Al Bjornson. Al represented **skacel** in the Midwest, from 1997 - 2008, representing the states of IA, KS, MN, MO, ND, and NE. After his time with Skacel, Al continued to represent various fiber arts companies, right up until his passing.



Many of you met Al at trade shows or as your sales rep. For those who knew him, and for those who did not have the pleasure of meeting Al, **skacel** would like to acknowledge his passing with the statement that he was one of the kindest people we have known and with which we have had the pleasure to work. He will be missed.

## A Brief (No Pun Intended) Look At MSKR 2010

Men who knit ... how great is that? This May, the **Men's Spring Knitting Retreat** 2010 congregated in Easton Mountain, NY for their third spring retreat and the fifth retreat so far. Forty-four men gathered from across the United States to participate and spent a long weekend communing with nature while indulging in the delightful art of knitting. The many classes, including, Simple Steeking, Helical Knitting, and Portuguese Style Knitting, allowed opportunities for both teaching and learning new skills, which is the purpose and pleasure of any group of knitters who gather together.



Left to right: Chuck Wilmesher, Kenny Chua, John Silowsky, Kyle Kunneke

Last fall, **skacel** had the pleasure of hosting this great group of knitters when the retreat was held in the Pacific Northwest. Many of them fell in love with the Sox Appeal Boxers, and whipped



up a few pair to model at this year's retreat! And check out the matching socks! For more information on a retreat in your area, please go to <http://mensknittingretreat.com/>.

## Entrée To Entrelac Features Opus 1



In last month's newsletter, **skacel** announced that the cover of the latest XRX publication, *Entrée to Entrelac*, would feature a stunning scarf knit with two hanks of **Zitron's Opus 1!** **skacel** has recently learned that a different photograph has been chosen for the cover. Though the book will look different, the pattern will still be there and just as gorgeous as ever, showing how the vibrant progression of colors in this 100% Merino Wool works beautifully with this knitting technique.

*Opus 1* has an MSRP of \$23.95, and all 8 shades are now in stock and ready to ship! Imagine what your customers could create with the variety of colors available!

Image designed by Gwen Bortner in *Opus 1* by Zitron.

*Entrée to Entrelac* - © XRX, Inc., courtesy of XRX Books; photo by Alexis Xenakis.



#100

#200

#300

#400

#500

#600

#700

#800

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