



AMERICAN Spirit

BATTING™

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EXCLUSIVE
for
Quilt Shops

Our American Spirit Batting was developed for sale exclusively through independent quilt shops and specialty retailers. Four premium battings are available in vibrant packaging, featuring landscape quilts by some of America's finest designers. These battings are also offered on bolts for cut-by-the-yard put-ups.



Luxury Blend Batting

A luxurious blend of 50% Rayon fiber from Bamboo and 50% Natural Cotton makes this a light "summer weight" batting that is supple and soft with a natural drape. This needle-punched batting remains soft even with dense machine quilting or heavy thread painting.

Low loft
3.2 oz per square yard
No need to presoak
Estimated shrinkage 2-3%
Quilting distance: 2" - 4"



Superior Blend Batting

A balanced blend of 70% Natural Cotton and 30% Polyester, this batting quilts and drapes like cotton, yet resists creases like polyester. Ideal for machine quilting, it is both washable and non-allergenic. This batting is needlepunched through a light scrim that provides stability, making it a great choice for quilting on a longarm machine.

Low loft
4 oz per square yard
No need to presoak
Estimated shrinkage 2-3%
Quilting distance: up to 8"



Classic Cotton Batting

Our 100% Natural Cotton needlepunched batting is designed to create a flat "antique" look when the finished quilt is washed and the batting shrinks gently. It is wonderful in pieced and appliqué quilts when you want a flat quilt with soft quilting definition. Hand-quilters will love the ease of needling with this batting. It can also be machine quilted.

Low loft
3.6 oz per square yard
No need to presoak
Estimated shrinkage 2-3%
Quilting distance: 2" - 4"



Premium Polyester Batting

Our premium 100% Polyester batting is ideal for quilters of all skill levels who quilt by hand or by machine. This medium loft batting is bonded to prevent bearding and will retain its shape and loft through multiple washings.

Medium loft
2.43 oz per square yard
Bonded to prevent bearding
Quilting distance: 2" - 4"

Quilts featured on our American Spirit Batting packaging, and shown in detail on the reverse side, are:

Meadow & Mountains and City Skylines by Karen Eckmeier
Country Roads by Nancy Prince
Umpqua River Lighthouse by Sandra Kintz

Quilt patterns are also available for sale from the designers, offering unique in-store merchandising opportunities.



Call us for information:
1-800-243-0989

 **Fairfield**
www.fairfieldworld.com

Claim one of 50 special gifts.



Portable Ironing Pad

Dear Quilter,

Take this flyer to your favorite local quilt shop and ask them to order American Spirit Batting™. When the shop places its first order of American Spirit Batting, we'll ship your gift to the store as a thank you. Be sure to include your name, phone number and email address so the shop can contact you when your gift arrives.

Name: _____
Phone: _____
Email: _____

















Dear Quilt Shop,

We are pleased to introduce to you American Spirit Batting™, our line of premium quilt batting developed exclusively for independent shops and requested by your own customer. Plus we're excited to kick off our national quilt calendar contest, *Catch the American Spirit*, with terrific prizes for quilters and their quilt shops alike.

When you place your first order, we will ship a special gift to you for your customer, identified at left, to pick up in your store. This offer is limited to one gift per retailer while supplies last. If you have already ordered American Spirit Batting™, we will honor the offer of one gift for qualified first orders.

Give us a call at 1-800-243-0989 for more information or to request samples. We'd love to talk with you.

(See the reverse side for instructions and limitations.)

American Spirit Batting™	Type	Loft	Recommended Quilting Method	Quilting Distance	Shrinkage	Oz. per Sq. Yard
Luxury Blend - 50% rayon from bamboo, 50% natural cotton			 	2" - 4"	2% - 3%	3.2
Superior Blend - 70% natural cotton, 30% polyester	 			Up to 8"	2% - 3%	4
Classic Cotton - 100% natural cotton			 	2" - 4"	2% - 3%	3.6
Premium Polyester - 100% polyester			 	2" - 4"	None	2.43

We'd love to include you!

Quilt shops carrying Fairfield's product line are eligible for a free listing in the store locator on our website, which is searchable by product or geography: www.fairfieldworld.com/store-locator. We are happy to provide your location and contact information, as well as a link to your website. Contact your Fairfield CustomerCare representative to be included: 1-800-243-0989.



Be part of our Facebook community

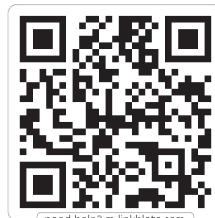
Fairfield world also has a lively presence on Facebook, and we invite you to join us at facebook.com/fairfieldworld. With features such as our ongoing "Block of the Month" series, and shoutouts to friends from designers, authors, retailers and quilters alike, we are a resource to build "buzz" and draw quilters to share with one another. Like us on Facebook, post to our wall....we're all members of the quilting community.



Learn more about
Catch the American Spirit,
our unique calendar contest

Scan this QR code to learn more about our exciting contest. To download a code reader to your phone, open your mobile browser and visit m.linkblots.com

Or visit: <http://bit.ly/catchtheamericanspirit>



Facebook quilted logo by Lisa Williams

 **Fairfield**

www.fairfieldworld.com

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Instructions for Shop Owners

To claim the gift for your customer, please follow these instructions as applicable:

Fairfield direct order: Advise promo code "GIFT" at time of order via phone, fax or email and provide your customer's name, phone number and email address to your CustomerCare Account Manager.

Distributor order: Fax the lower front portion of this flyer along with the distributor's invoice or packing list indicating the purchase of American Spirit Batting™ to 203-792-9710 (Attn: American Spirit Gift Offer).

Previously placed first order (direct or distributor): Fax the lower front portion of this flyer along with the invoice or packing list indicating the purchase of American Spirit Batting™ to 203-792-9710 (Attn: American Spirit Gift Offer).

Limited to one gift per qualified retailer. Offer valid while supplies last. Retailer is responsible for contacting the quilter/customer when the gift is received. Quilter/customer will pick up the gift at the retailer's location per instruction from the retailer. No prize substitutions.