





Alphabet Animal Flash Cards

by Lisa DeJohn

Red Rooster is pleased to introduce artist Lisa DeJohn as one of our new fabric designers! Lisa's fresh and unique style is well reflected in her premiere fabric collection. One of Lisa's signature products is a set of animal alphabet flash cards that is sold in gift shops of several large museums. The flash card images were used to create the fabric panel for her collection. Each letter is represented along with title and "The End" cards. You will find lots of uses for these 5" squares including quilt blocks, pockets for a hanging organizer, soft blocks, appliqués for clothing or bags and more! We have created a quick & easy pattern sheet to help you make the squares into actual flash cards along with a coordinating storage box. Such fun and a great gift idea! The panel is supported by an equally charming border stripe. In addition to quilt borders, you'll want to consider using this to make coordinating window valances and bed skirt. The animal motifs are tossed against a beige background to create a secondary, thematic print. If any of your customers choose not to use the panel, this print stands perfectly well on its own. A delightful print of dark green leaves and colorful caterpillars is just so cute! Great print for so many things but it would be ideal used as a picnic table cover! An alphabet collection wouldn't be complete without a tossed letter print and this one is extra fun. Dimensional letters are tossed across both cream and dark brown grounds. A unique, multicolor, mini-stripe with scalloped edges will make great sashing and quilt binding. Three tonal prints complete this collection – a wavy stripe with bubbles layered on top in yellow and aqua; a delicate canvas texture in five colorways and a mesh-style plaid in four rich colorways. Laura Blanchard designed our complementary project pattern. Her adorable quilt will make a wonderful nap quilt or if used as a wall hanging, it will make the perfect focal point for any child's room. *Delivers in November. 9 patterns/19 skus.*

Promote *Alphabet Animal Flash Cards* fabrics with these books, patterns and notions!

-  *Kids' Night In* by Christine Porter for JWD Publishing. Fun! Fun! Fun! This pattern makes a superb quilt for kids of any age. All that is needed is a fun theme fabric like *Alphabet Animal Flash Cards*! Besides being fun, this quilt is so very easy to make, as it is made entirely from squares and strips. This would be a great class project!
-  *Backpacks* by Cindy Taylor Oates for Taylor Made Designs. Backpacks are the perfect "hands free" tote. Each of the backpacks in this book has a cell phone pocket as well as a roomy pocket stitched into the lining. Sizes for both kids and adults so you can use *Animal Alphabet Flash Cards* for your favorite little one or favorite teacher!
-  *Clear Vinyl Bag for Charm Squares* by Graphic Impressions. These 6 gauge vinyl bags are great for packaging your kits, coordinating fabrics or anything else your creative mind will come up with. Each bag has a Velcro® closure. We recommend that you package assorted squares using *Animal Alphabet Flash Cards* fabrics and sell along with one panel of the alphabet squares. Make a sample to show how easy and fun it is to combine these prints into a great quilt!
-  *Pellon® Peltex® 72F Double-Sided Fusible Ultra Firm Stabilizer* This is the product that we used to create the flash cards described above. You could also use *Timtex®*

Build your display!

Use one of the fusible stabilizers noted above and fuse fabric to both sides. Cut out large letters to hang from the ceiling in a staggered arrangement. Drape your table with our project quilt or use it as a backdrop. Make several sets of the flash cards with their boxes so that both your customers and their kids can touch them and play! Make kits of these that include two coordinate fabrics for the box, one block panel, Peltex® and our instruction sheet. Make kits of the quilt as well and hang a sign to remind your customers, "It's never too soon to start on your next birthday or holiday gift!"

Written by Cyndi Hershey for Red Rooster Fabrics. Permission to make copies for distribution to independent quilt shop owners is granted by Red Rooster Fabrics.