



Display ideas presented by Kelly Mueller of The Wooden Bear



Here are a few ideas to help you display and promote our *Farmers Market* fabric that I designed for Red Rooster Fabrics. Many of these ideas will be available to download and print from our website's wholesale gateway at www.thewoodenbear.com. If you are not already signed up, you can do so by clicking on the wholesale link from our homepage. After you receive your login name and password, you can access the information contained on this form, our wholesale contacts for other products we sell on our site, and the ability to purchase from our site at wholesale prices. You can also see the entire fabric line on Red Rooster's website at www.redroosterfabrics.com.

Display Ideas

To give your store that farmers market feel, use items such as small hay bales (found at crafts stores such as Michael's), market baskets or buckets that customers can use to "pick-your-own" fat quarters, and decorative flag garland showcasing the fabrics. (*You will be able to download the flag garland pattern from the WB website's wholesale gateway.*)



Group your fat quarters in color groups and display in containers such as buckets or strawberry boxes to resemble fruits and vegetables at market. The master panel from the fabric line already pro-

vides a great sign for your display. Sew the banner together with a piece of batting and backing. Use raffia, ribbon, or fabric strips sewn to the top for hanging. You can also make little pockets on the backside of the quilted banner and insert dowel rods at both ends. Plant these into clay pots or hay bales.



Making Kits

To help with kits, I have designed "seed packets" that you can download and print from our website! Each one has a picture of either the free market bag project from Red Rooster, or pictures for projects that will be in my upcoming *Farmers Market* book. These can be attached with mod podge to gable boxes and kraft bags, or simply punch a hole in the top and hang from the bag handle. You can also find instructions for the fabric-covered pots (shown below) that you can make for display, use to make adorable kits for a special *Farmers Market* class, or simply give away as a free project! Be sure to ask us about our **Bear Bundles** bags that can be used for kitting any of our Wooden Bear patterns!

