Hemline_____ SUPPLEMENT 2021



A website to support our brand. Designed with consumers in mind. Retailers will also find this site useful. WWW.hemline.com

- View the complete Hemline product range online.
- Extremely user-friendly, with easy access to product information.
- The first place to see new products.
- Instructional videos and other downloadable resources.
- Educational material on specialised products.

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- Comprehensive product information for store staff to answer customer queries instantly!
- Feedback section for direct communication from consumers.





- Hemline welcomes feedback. Via www.hemline.com consumers get in touch with us daily, helping us to add value to our range, allowing us to improve our products and to enhance usage experience. Consumers will often share tips and tricks with us which contribute to useful product development.
- All consumers who contact us through the site, will be replied to within 48 hours and many of them will receive a token gift from us as a reflection of our appreciation.





Video QR code



Hemline

New Consumer Pack

ready to use. So easy to store and use!

generating more sales per metre/ft.

Panishing Unite COLOUR Marks clearly on fabrics and disappears within 72 hours 3 pcs Hamline Kingel Plated Steel Pearl head 0-65mm shaft x 34mm long, approx 75pcs Hemline

Instructional diagram

CONTINUOUS INNOVATION

The Hemline product development process continues to add great new products to the range. Through feedback from consumers via our websites, ideas from our internal staff and our distribution partners throughout the world, new products are constantly evolving. We are passionate about sewing, always striving to improve our product offering.

Continued enhancement of on-pack product instructions is an ongoing and never ending passion for us. Our team at Hemline is constantly adding **NEW USAGE FEATURES** and **INSTRUCTIONAL VIDEO QR CODES** to our products. We engage with world renowned experts in the sewing field to refine and improve usage and care instructions, adding more value to our products and providing a better consumer experience.

Minimising packaging waste is also a hugely important matter for Hemline. We have an ongoing program aimed at reducing card sizes and moving more products away from single-use throwaway packs to RECYCLABLE MATERIALS and KEEPSAKE/REUSEABLE PACKAGING.

Superb new Colour Shank system

We are delighted to introduce coloured shanks as a new standard feature across the Hemline needle range. This outstanding and distinguishing new feature, is the only range wide colour system available. All Hemline needle point styles are now easily identifiable by consumers and retailers alike. The Hemline brand is now even more consumer friendly.

Universal – Standard Silver Tops Ball Point - Black Tops Stretch - Red Tops Jeans - Blue Tops Leather - Brown Tops Sharps/Microtex - Green Tops Guilting - Lime Green Tops Embroidery - Purple Tops Metalfil/Metallic - Yellow Tops Top Stitching - Orange Tops Anti-Glue - Gun Metal Tops

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With this new colour shank system, consumers will always know what style of needle they are sewing with. This colour system is completely unique to Hemline needles.

Needle Shank Size Marking Hemline: the first machine needle brand to provide range-wide shank colour referencing Hemline shanks are stamped with the needle size in both metric & imperial measurements.



Hemline is also introducing a new consumer friendly pack. Super lightweight

one-piece design with a unique flip-top and sit function. Needles will simply slide in and out as required. This new pack is a world-first and cuts down on

single-use plastic packaging, whilst keeping needles safe and secure and

Retail space is expensive! From the retailer's perspective, the new compact

pack enables retailers to stock a wider range of needles in the same space,



Homling

G R O \sqrt{E} S Hemline_display stands

Looking for a successful range of Hemline and want everything to be as simple as possible? Then why not choose one of our special "ready to sell" Hemline selections? We have used all our experience to choose the best-selling products from across the range to create these two selections, both ideal for the UK market.



HLM1

170 products Perfect for all retailers wanting to provide a useful and profitable care & repair service to customers with limited space available.

Display space: (h) 214 x (w) 100 x (d) 50cm Total width: 105cm





HLM2 290 products

The ideal range for retailers with enough space to offer an extensive range of general haberdashery, including a care & repair service.

Display space: (h) 214 x (w) 200 x (d) 50cm Total width: 210cm



Both selections are delivered carriage-free in our attractive display fixtures as shown. They are fully loaded with products and ready to sell immediately.

The G R O \sqrt{E} S Free Advisory Service

We are always eager to work together with all our customers to develop individual selections from all our brands. Selections that are tailored to suit their stores and local market conditions. Your representative will be happy to discuss special requirements and our extensive showroom is open by appointment for customers to view ranges as they might look in a store. Our experience, help and suggestions have helped many retailers to achieve sustained improvement in both sales and profitability.







 Standard Medium Interfacing. • 100% Polyester / 38gsm.



 Standard Heavy Firm Interfacing 30% Viscose 70% Polyester / 65gsm.



 Ultra Soft Medium Interfacing 50% Polyester 50% Nylon / 50gsm.



• Ultra Bond Paper Back Webbing.

100% Polyamide / 100gsm.

to cuffs, hems or collars during garment construction. Iron on and sew in options are available with all the detailed care and fixing instructions included on the end cap of each roll. The waddings comprise of fusible and non-fusible products all offering high quality finishes to enhance quilting projects. Premium paper backed

HN104 NEW Size/Type 25mtr x 90cm

1 roll

White

Size/Type 25mtr x 90cm

1 roll

Black

Unit

Pack

Unit

Pack

Unit

Pack

Unit

Pack

Unit

Pack

Colour

317385

Unit

Pack

Unit

Pack

Colour

Colour

Colour

Colour

Colour

317385 314587

HN105 NEW

317385 314594

HN127 NFW

317385 314600

HN115 NEW

HN119 NEW Size/Type 25mtr x 90cm

HN129 NEW

317385 31/547

Size/Type 30mtr x 45cm

1 roll

White

Size/Type 25mtr x 90cm

1 roll

White

1 roll

Black 317385 314686

314679

Size/Type 25mtr x 90cm

1 roll

White

Size/Type 25mtr x 90cm

1 roll

Black

Colour 317385 314570 HN126 NEW



webbing along with tear away and soluble embroidery

A brand new premium range of interfacings, waddings, embroidery backings and paper backed adhesive. The interfacing is specifically designed to stabilise and stiffen materials when dressmaking, adding structure

• 100% Polyester / 135gsm.

backing complete the range.



50% Polyester 50% Nylon / 40gsm.



Ultra Soft Heavy Interfacing.
50% Polyester 50% Nylon / 45gsm.



 High Loft Soft Wadding. 100% Polyester / 92gsm. HN640 NFW Size/Type 30mtr x 90cm Unit 1 roll Pack Colour White 317385 314617

HN108 NEW Size/Type 25mtr x 90cm Unit 1 roll Pack Colour White



HN109 NFW Size/Type 25mtr x 90cm Unit 1 roll Pack Colour Black 317385 314655

HN116 NEW Size/Type 25mtr x 90cm Unit 1 roll Pack Colour White 317385 31472

HN180 NEW Size/Type 15mtr x 90cm Unit 1 roll Pack Colour White 317385 31/42/

interfacing





· Heat Resistant Compressed Wadding.

• 100% Polyester / 170gsm.

HN172 NEW Size/Type 25mtr x 90cm Unit 1 roll Pack Colour White

HN139 NEW Size/Type 25mtr x 30cm

1 roll

White

HN140 NEW Size/Type 25mtr x 90cm

1 roll

Black

Unit Pack

Unit

Pack Colour

Colour

317385 314709



Tear-away Stabiliser

40% Viscose 60% Polvester / 40asm.

 Standard Medium Interfacing • 30% Viscose 70% Polyester / 80gsm.

HN112 NEW Size/Type 25mtr x 90cm Unit 1 roll Pack Colour White 317385 314730

Pack

Colour

317385"314662

White



 Standard Heavy Firm Interfacing · 30% Viscose 70% Polyester / 90gsm



100% PVA / 40gsm.

HN121 NEW Size/Type 25mtr x 90cm Unit Pack 1 roll Colour White 317385 314716

HN113 NEW Size/Type 25mtr x 90cm

1

317385 314747

1 roll

White

Unit

Pack

Colour

• Extra Heavy Firm Interfacing.

• 30% Viscose 70% Polyester / 170gsm.



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Magnetic Pin Dish



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SUPERIOR ON TAILOR MEASURING TAPE

ca/Ca



H253.HEM.3.DB NEW Size/Type 300cm / 120" Qty Pack 14



- Premium faux leather retractable tape measure.
 Imperial and metric measurement in 300cm / 120".
- · High quality fibreglass tape.
- Silky smooth retractable mechanism.
- · Embossed with Hemline logo on the front.
- Colours: Navy, Pink.



H253.HEM.4.DB NEW Size/Type 150cm / 60" Qty Pack 16 1



- Tailor measuring tape is designed for sewing, quilting and home furnishing.
- High quality fibreglass tape. • Imperial and metric measurement in 150cm/60".
- One side inches opposite side cm.
 Easy to read 10cm coloured sections to aid
- accurate measurement.
- Handy snap button for easy storage.
 Metal ends prevent tape from fraying.



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Measure

together when not in use.







H4912 NEW Navy & Pink 24 Size/Type Qty Pack 1 317385 314143

- Double head fuzz and lint remover.One end with plastic mesh, the other end with
- fabric cloth.
- Remove lint, hair and other debris from any fabrics without damaging them.
- Restore your clothes and fabrics to a fresh new
- look. Eco-friendly: no adhesive paper, no battery.



Fabric & Wool Con

- · Remove fuzz, pills and lint.
- Made of premium natural beech wood.
 Eco-friendly and easy to use.
- · Gold brass teeth for delicate and cashmere and fine wool.

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Black mesh side for all other fabrics.

counter displays



H806.60.DB NEW Size/Type 60ml Qty 12 Pack

- 317385 294926
- 60ml (US 2.03 f loz) per bottle.
- Water based washable glue.Non-toxic and non-infammable.
- Special formula for plastic and glass beads,
- rhinestones, pearls and sequins, It will not cloud gemstones.
- · Holds gemstones permanently in place through
- repeated washings.





H4923 NEW Size/Type 9 x 1.2cm / 3.5" x 0.47" Qty 48 Pack 1

- 9"317385"314150"
- Plastic storage case holds needles up to 6.3cm / 2.5" in length.
- Push-up magnet helps dispense the needles.
- Safe and fast to pick the right needle.
 Colour coded cap for identifying / organizing
- different needle types.Each tube contains 8 gold eye needles with the needle type printed on the tube body.
- Red: Embroidery (size 5x2, size 7x4, size 10x2).
 Blue: Betweens (size 5x2, size 7x4, size 9x2).
- Vellow: Sharp (size 5x2, size 7x4, size 10x2).
 Purple: Assorted (Tapestry size 19x1, Sharps size 5x2, size 7x2, Embroidery size 8x3).



H805.60.DB NEW Size/Type 60ml Qty 12 Pack 1



- 60ml (US 2.03 fl oz) per bottle.
- Water based washable glue.Non-toxic and non-infammable.
- Special formula used for permanently adhering appliques, ribbon, lace, fabric cut-outs etc.
- to various types of garments. Dries clear and fexible.
- Machine / hand washable



H4922 NEW Size/Type Rose Gold Qty Pack 15 1



- plastic case.
- Great for travelling and everyday use. Sewing kit components included:
 Fine tip rose gold metal handle
- scissors 9cm/3.5"
- Tape measure 64cm/25"
- Polyester thread 12 colours
 Needle threader
- Rose fold handle seam ripper
- Hand needles 2pcs
- Safety pins 2pcs.





H4911.RW NEW Size/Type Rainbow Qty 1 Pack 5

9 317385 295206

- Thimble design desktop container.
 Thick plastic construction in rainbow color.
- Ideal for storing sewing, craft and office
- Novelty gift / storage solution for sewing and craft enthusiasts.
- Hemline barcode label on bottom.





H4911.RG NEW Size/Type Rose Gold Qty 1 Pack 5

9 317385 295190

- Thimble design desktop container.
 Thick plastic construction in rose gold color.
- Ideal for storing sewing, craft and office
- accessories. Novelty gift / storage solution for sewing and craft enthusiasts.
- Hemline barcode label on bottom.





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SewAid is a program which offers many disadvantaged women in very poor countries the opportunity to learn how to sew, as well as providing them with the machines and equipment they need to start small home businesses in dressmaking, alterations and repairs. Additionally in some countries such as Uganda, Cambodia, Philippines and Fiji, SewAid has established permanent sewing workshops where women can be taught to sew and then given employment making various garments and homewares which are then sold around the world. SewAid also works closely with Days for Girls International by assisting in teaching sewing skills in a number of third world countries.

SewAid is primarily funded by the Sewgroup International Group of companies via a percentage of their profits, or donations of goods in kind. SewAid is also assisted by a number of other generous sponsors.

Programs to date have been held in Fiji, Samoa, The Solomon Islands, Philippines, Madagascar, Timor and Karabati.

For more information about our contribution to sew aid please visit www.sewaid.com.







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