

# Woolly Wormhead

print your own  
wholesale pack

woollywormhead.com/circled



Woolly Wormhead

Thank you for choosing a Woolly Wormhead 'Circled' Hat!

Visit [woollywormhead.com/circled](http://woollywormhead.com/circled) to make your selection, then simply add your choice of single pattern to the cart and use the coupon code below to complete your transaction.

You can also add your pattern purchase to your Ravelry library.



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Woolly Wormhead offers a unique method for wholesaling single patterns to indie dyers and traders – print your own wholesale packs.

The concept is a simple one.

Single use coupon codes are available for wholesale to indie dyers and traders and each code allows your customer to download one pattern from my website.

Rather than print and send postcards+codes from my studio in Italy to around the world, dyers and traders can now print their own, greatly reducing the waiting time, costs and carbon footprint. And you can have the postcards printed professionally or print them at home – it's up to you.

This pack provides everything you need, including wholesale rates and print ready images. Once you have downloaded and read through the pack, simply email me to tell me the desired number of codes and your business details and I will then invoice you. You then print the postcards, apply the codes via stickers, and you're ready to go!

I am more than happy to combine wholesale orders from different collections to reach the upper discount limit.

Print your own marketing packs are also available – they can be used alongside or independently of the wholesale packs.

1. Select the patterns of your choice – I can make the codes work for one pattern from the Circled collection only, or for any of them. Selecting to have a choice from all 5 patterns gives your customers more choice and makes better use of your resources.
2. Email me at [mail@woollywormhead.com](mailto:mail@woollywormhead.com) with your code requirements and business details.
3. If you are within the EU and are VAT registered, please include your VAT number when you order. If you are within the EU and are not VAT registered please be aware that I will need to add VAT to the invoice at a rate of 20%.
4. All codes will be redeemable at [woollywormhead.com](http://woollywormhead.com). Your customers will be able to add the pattern to their Ravelry library if they are a member, but please do not send them to Ravelry to redeem the codes.
5. Code rates are 50% RRP <50; 40% RRP >50. RRP is currently \$7/£4.75/€5.50
6. If you are a bricks and mortar yarn shop, please use Ravelry In-store Sales for pattern wholesale.



All of the images are provided print ready, and include room for trim. They are at full bleed size with 2mm trim allowance. There is also sufficient white space around the images to ensure they fall within the printing safe zone.

The images are 109mm x 152mm, intended for printing at 300dpi for standard A6 postcards with a trim size of 105mm x 148mm.

The trim marks have not been added to the print ready images in this pack – they're only shown here to demonstrate where the trim would be.

Within this pack the postcards are presented as individual front and back high res (300dpi) JPEG images, and in both landscape and portrait PDF print ready formats. The colour space is RGB, which most printers can handle.

Do check which file format your printer prefers, and if you do add your own branding to the back of the postcard remember to save the new image in the preferred format.



The back of the postcard provides details of where and how the code can be redeemed, and where they can find me. Please ensure these details, along with my logo, remain on the postcard.

Space has been provided for you to add your own logo or branding! Please use print ready 300dpi graphics in this space to ensure a good quality result.

When you order the codes I will usually give 10 years from the date of order before they expire. Should you prefer a different use-by-date, please do let me know. It would be a good idea to add this date to the labels with the codes, too. Use-by-dates are often a good incentive to download immediately rather than let the code lapse. Use-by-dates can easily be extended my end, too, just drop me an email.

The label type I use is Avery L7665, 72mm x 21.15mm. You can though use whichever label size works for you, and if you want to resize this label box or remove it altogether, go for it. You'll want to use a label mail merge to print the codes.