



Stitchitize



Consumer Guide to the Stitchitize Website www.stitchitize.com



Dear Consumer,

Welcome to the world of Stitchitize!

Our Mission Statement: To provide a wide variety of quality embroidery designs at reasonable prices that you will love to sew.

Stitchitize is a professional design studio that has produced over 50,000 embroidery designs since 1984. Stitchitize is the design development division of a family owned embroidery business started by Wendy and George Conquergood that has now grown to over 20 employees. Their sons, Trevor and Carl, and daughter Andrea, have all become involved in the company over the years. Trevor, the manager of Stitchitize Embroidery Design Service, produces Club Stitchitize, and the Learning Studio. Carl is the design manager of Custom Digitizing, producing embroidery designs for consumers and corporate clients alike. Stitchitize has a design team of 10 people all working full-time on creating embroidery designs. The information exchange between our artists and designers is incredible, promoting new ideas all the time. Since we all look at things in life from different perspectives, this information exchange is valuable to the development of a well-rounded digitizer. This combined knowledge of embroidery design creation is now available online through the Embroidery Design Learning Studio, a separate site with paid membership. Club Stitchitize, the customer appreciation part of our web site combines Free Designs with photos of our family. Trevor travels extensively to teach the Stitchitize Embroidery Design Road Show, a class about the art of digitizing, check our site for a class near you. Stitchitize has spent many years creating a collection of stock embroidery designs that you will love to sew. These designs are available online or through one of our dealers. Please visit our website to learn more about the Stitchitize Embroidery Design Service.

We hope you will find this guide helpful in understanding and navigating the Stitchitize website. We welcome your comments and are always pleased to assist in any way we can.

Sincerely Yours,

George H. Conquergood

President

Stitchitize

toll free phone (North America): 1-800-667-2587
worldwide access phone: 1-306-956-3475
toll free fax: 1-877-933-2585
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The logo for Stitchitize features the word "Stitchitize" in a stylized, blue, bubbly font with a yellow outline and a drop shadow effect, set against a light blue background.

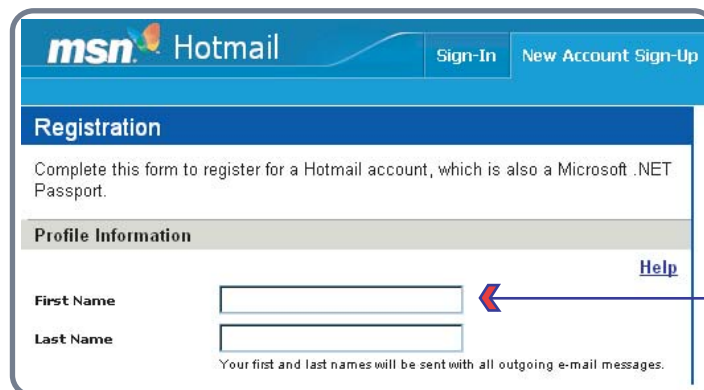
Setting up an email Account

In order to download free designs, redeem vouchers, or to purchase online designs, all consumers must have an email address. For those who do not have an existing email address, you may set up a free hotmail account.

- a) Open up your internet browser (e.g. Microsoft Internet Explorer)
- b) Enter the following url in the address box: <http://www.hotmail.com>
- c) Begin to create a new account by clicking "Sign Up"



- d) Enter all required personal profile information in the appropriate text fields

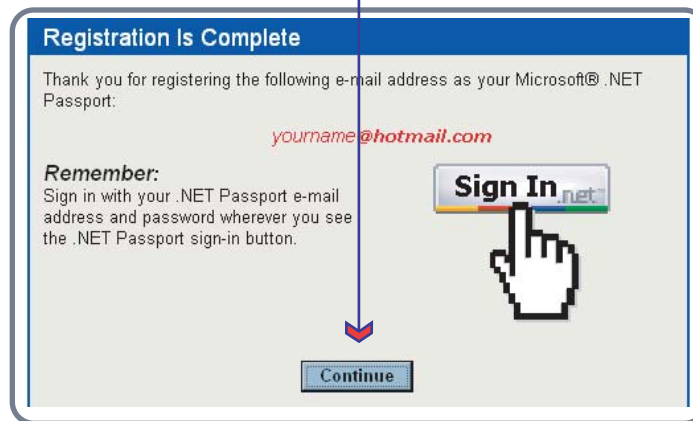
A screenshot of the Hotmail registration form. The page has a blue header with the 'msn Hotmail' logo and navigation links for 'Sign-In' and 'New Account Sign-Up'. The main heading is 'Registration', followed by the instruction: 'Complete this form to register for a Hotmail account, which is also a Microsoft .NET Passport.' Below this is a section titled 'Profile Information' with a 'Help' link. There are two text input fields: 'First Name' and 'Last Name'. A red dot is placed to the right of the 'First Name' field, with a blue arrow pointing from it to the field. Below the 'Last Name' field, there is a note: 'Your first and last names will be sent with all outgoing e-mail messages.'

Once you have correctly entered the following:

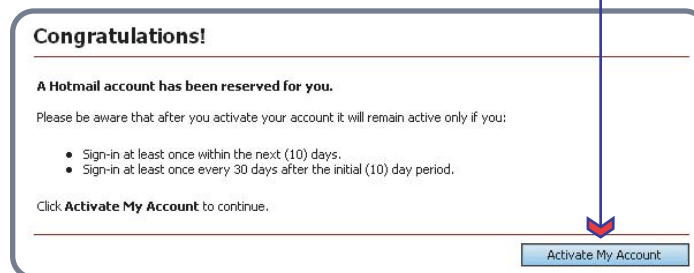
- Personal profile information
- Email address of your choosing, e.g. madeupname@hotmail.com
- Password
- Secret Question
- Identified a series of jumbled letters & numbers
- Review and Sign the Agreements

Click "I agree" at the bottom of the registration page to complete registration.

Click here to continue



Finally, your account must be activated by clicking here



You now have a hotmail email account and you can begin to use this account to set up your own Stitchitize account in order to receive your free designs, redeem vouchers, or purchase online designs.

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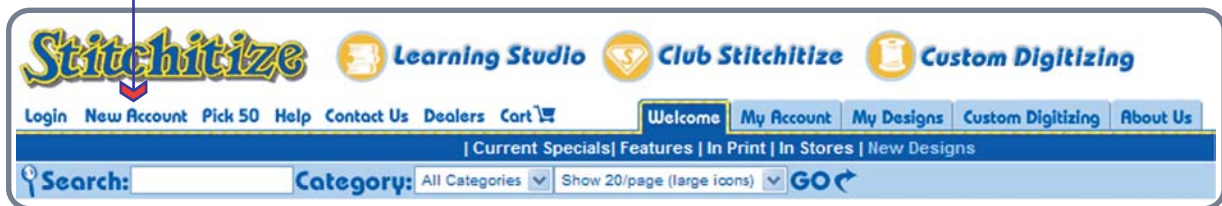
Setting up a Stitchitize Account

Setting up a Stitchitize Account is free and no credit card information is necessary! Credit card information is only required if you wish to purchase designs.

The following 2 simple steps will only take a few moments:

1. REGISTRATION

- a) Open up the Stitchitize website: <http://www.stitchitize.com>
- b) Click on the "New Account" tab on the top navigation bar



- c) Insert the required personal information in the following text fields

* Asterix denotes required fields, such as:

- Email Address
- Password
- Name
- Address

Complete the registration by selecting or deselecting the options of receiving various email updates, and then click "register."

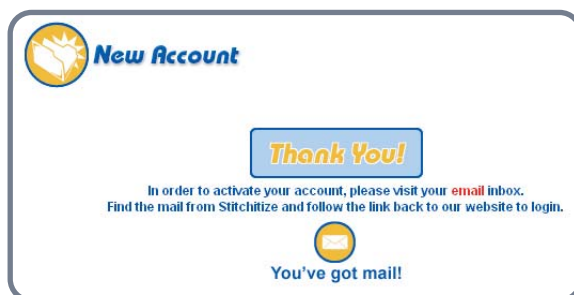


I am interested in receiving email about the following:

Club Stitchitize - one email / month - Includes a free design and family photos	<input checked="" type="checkbox"/>
Custom Digitizing - one email occasionally (1-4 times a year) regarding custom digitizing specials	<input checked="" type="checkbox"/>
Education - one email occasionally (1-4 times a year) regarding special events	<input checked="" type="checkbox"/>
Stock Designs - one email occasionally (1-4 times a year) to let you know about sales	<input checked="" type="checkbox"/>

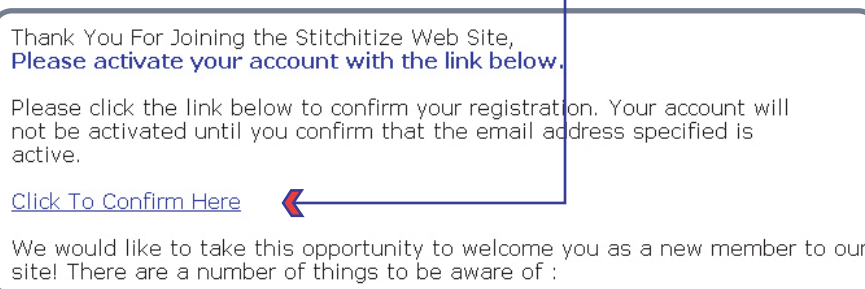
[Reset Form](#) [Register](#)

You will then be directed towards the "Thank You" page which will inform you of your successful completion of the registration requirements.



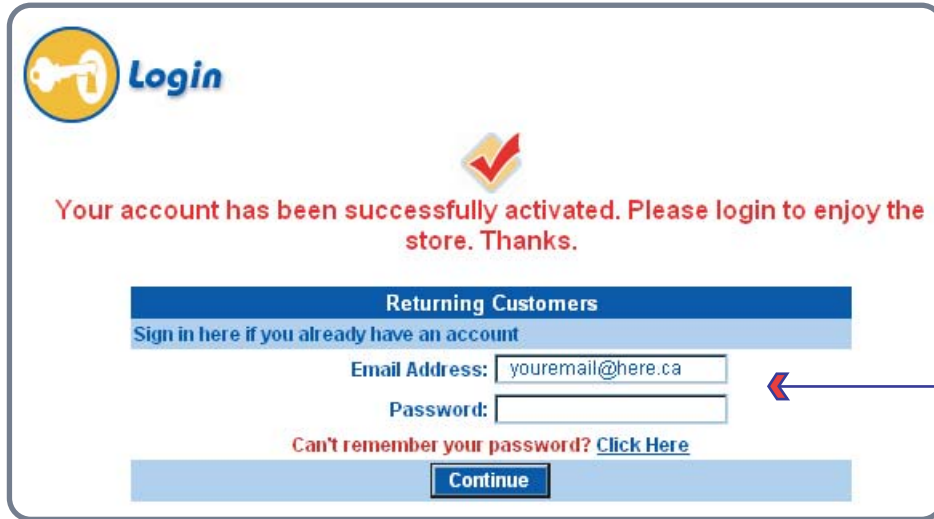
2. ACTIVATION

- Open up your email account and locate the new message that will automatically have been sent to you from Stitchitize.
- Click here to confirm your new account



After clicking to confirm your new account you will be taken back to the Stitchitize website where you will be informed of the successful activation of your account.

You may now enter your Email Address and Password here to begin to enjoy the store



The screenshot shows a login page with a yellow key icon and the word "Login" in blue. A red checkmark icon is above a red message: "Your account has been successfully activated. Please login to enjoy the store. Thanks." Below this is a blue header for "Returning Customers" with the text "Sign in here if you already have an account". There are two input fields: "Email Address:" with the value "youremail@here.ca" and "Password:". A red arrow points from the text above to the email field. Below the password field is a red link: "Can't remember your password? [Click Here](#)". At the bottom is a blue "Continue" button.

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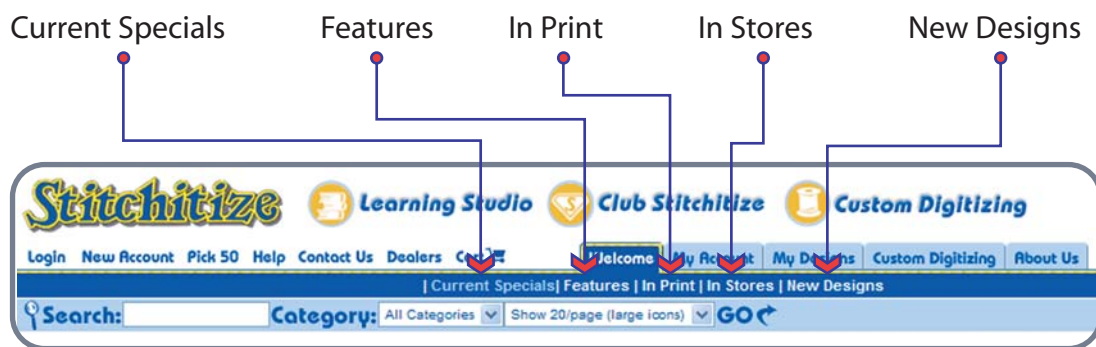
Stitchitize

Welcome Page

When you connect to the Stitchitize website you will arrive at the "Welcome" page.

From here you can connect to any part of our website and view details about special offers, new designs, and redeeming vouchers.

Under the "Welcome" tab are the following links in the navigation bar:



➤ **Current Specials**

These include volume discounts and special seasonal sales. Check back often to see new designs offered at limited time pricing.

➤ **Features**

For those looking for inspiration and project ideas, the Features section will display some exceptional design work that can be produced by the home sewing enthusiast with designs available from the Dealers or the Stitchitize website.

➤ **In Print**

Magazine advertisements and articles with useful tips and hints are archived here.

➤ **In Stores**

This section informs customers about the various design collections available from Dealers, as well as information about Vouchers and Dealer listings.

➤ **New Designs**

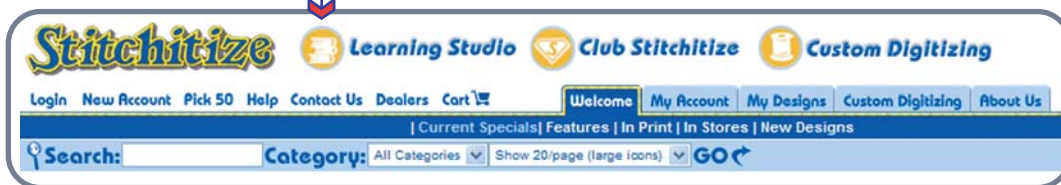
For customers looking for the latest designs from Stitchitize, they can view all our newest creations here.

Learning Studio

The Learning Studio is an on-line learning tool based on the art of digitizing artwork for embroidery. It is separate from the main part of the website and is accessible only to those with a paid membership.

Our goal is to provide an environment where we can share the valued knowledge that Stitchitize has to offer about digitizing. We also encourage others to share their knowledge as well. Through the Internet, people from many countries can join the Learning Studio. Together we can raise the level of knowledge about the creation of embroidery designs.

The Learning Studio can be accessed from the top Navigation bar.



The Learning Studio link will bring you to the following page:



The Learning Studio has the following features listed on the page menu:



1. About the Studio

The "Learning Studio" is an on-line learning tool based on the art of digitizing artwork for embroidery. Our goal is to provide an environment where we can share the valued knowledge that Stitchitize has to offer about digitizing. We also encourage others to share their knowledge as well.

2. The Lessons

The "Learning Studio" lessons are non-software specific, starting with the basic theory of embroidery design. The lessons build upon each other and cover a variety of topics.

3. Student Listings

Each student gets a listing page where they can include information about themselves if they choose. Listings include:

- a) Student information - Personal info., pictures, etc.
- b) Share designs - Embroidery design list & details
- c) Network - Search list of other students

4. Student Specials

As a student of the Stitchitize Embroidery Design Learning Studio you will receive special offers and discounts from Stitchitize.

5. Student Lounge

A place where students can go to:

- a) Meet other students
- b) Ask questions
- c) Contribute ideas
- d) Network with similar students
- e) Learn from each other
- f) Look for designs that are being shared
- g) Post personal announcements
- h) Sell something

6. Glossary of Terms

- a) Search for terms to produce a list to select from.
- b) Choose a term to see the complete definition with pictures.
- c) Color images and animated embroidery gif's help illustrate some terms.
- d) Glossary works from a pop-up window that makes it easy to use at the same time as a lesson.
- e) Contribute terms, if you can't find a term in our glossary please let us know and we'll be happy to add it to the ever growing list.

7. Special Units

Additional Lessons and Sewing experiments:

In addition to the initial 12 lessons, we have other ideas for units that we would like to include in the school.

8. Embroidery Designs Road Show

The Stitchitize Embroidery Design Road Show is our opportunity to travel and teach live classes or show off our collection of embroidery. We plan to attend Trade Shows, Retreats, and Special events. We will post all of the dates, places and details as information is available.

9. Sign Up

Current fees, renewals information, and study options are provided.

10. Student Login

Stitchitize Learning Studio Student Login Page

Username:

Password:

Login

I've forgotten my password. Please e-mail me my reminder by clicking [here](#).

Check out this months student special!
More details inside the school...

School Special Banner

Sorry There Are No Specials For Today

Not a student of the Learning Studio? Click below to enroll today!

Enroll in the Learning Studio here

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Club Stitchitize

Club Stitchitize is an informal way for us to stay in contact with our valued customers through monthly email newsletters containing updates about family and business in Saskatoon. Club Stitchitize began in 1988 as an email service, and switched to a web-based format in March 2000.



Included with each monthly newsletter is a link to one new free design.

Previous month's free designs are also available from the Club Stitchitize main page.



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Customers enjoy the monthly newsletter from Trevor Conquergood in which he shares news about Stitchitize, conferences and events, as well as a diary of family life in Saskatoon.

Here is a sample page from the October 2004 entry in Club Stitchitize:

October 2004

Trevor's Trip to Calgary



October and time for the [Creative Sewing and Crafting Alive conference](#). Trevor's third year at the show and there are a few traditions that have developed. Above you can see Trevor at the show talking embroidery. On the right is Steven Rice of Sewing World and a good friend of Trevor's. Steven takes all of his staff out after the show and is very gracious to invite Trevor 3 years running. Thanks Steven!!



We had so much fun at the [Calgary Zoo](#) last year that we decided to make it an annual event. The animals were very happy to see us back. The Bear above is part of a new exhibit that includes many preserved animals local to the Rocky Mountains. Lauren and Nicholas love the Calgary Zoo.

Design Details



Name: Dancing Turkey
Stock Number: Cs057
Description:
Size: 48.4mm wide by 51.1mm tall
1.91" wide by 2.01" tall
Stitches: 4712 sts

Below the monthly diary entries are the free design details, sewing sequences, and download instructions.

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Club Stitchitize Membership Benefits

All customers who create a new account on the Stitchitize website will automatically become a member of Club Stitchitize unless they choose to deselect the check-box at the bottom of the registration page.

New members who wish to download the full set of free designs may save the time of visiting each monthly page in our archive and simply follow either of two methods:

1. Type the word "free" in the top navigation bar search area, then click on the design pack icon



2. Click the link to [Club Stitchitize Free Design Pack](#) from the Club Stitchitize welcome area.

Then click here to add the free designs to your shopping cart



Add these free designs to your Account and return to the Club Stitchitize page, check out, or continue shopping for other designs.

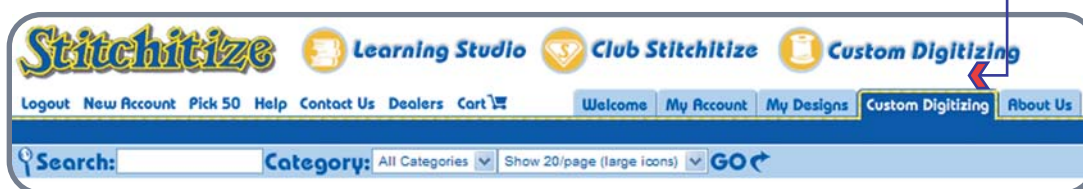
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Custom Digitizing

Stitchitize has the ability to create one of a kind custom designs to meet your needs. Our team of professional artists, digitizers and production staff can work with you to develop any design of choice.

Begin by clicking on the "Custom Digitizing" icon or tab in the top navigation bar.



The following options are available from the "Custom Digitizing" page:

➤ Job Center

From here a pop-up window will appear with the choice of requesting a quote or placing a direct order

➤ Example Artwork

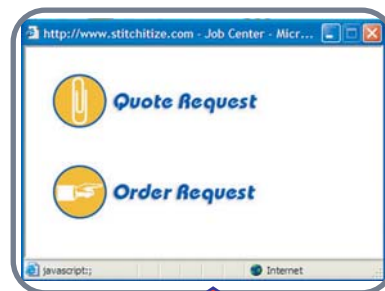
Check out some examples of stunning custom designs

➤ Example Quote

See some example jobs with price quotes

➤ Special Techniques

These include, cutwork, puffy embroidery, applique, redwork, etc.



Stock Designs

Consumers may purchase designs directly from the Stitchitize website, or visit their Stitchitize Dealer to buy a wide assortment of CDs and Collections.

Online Sales for consumers include the following:

Individual Designs



Although it is more economical to purchase designs in larger groups, occasionally a customer may desire a single specific design to complete a project.

Individual design sales on the Stitchitize website, US\$10:00 - US\$25.00 each.

Volume Discounts

5, 10, and 20 Packs are available at special discount prices.

These volume packs provide a more economical way to buy greater numbers of designs than purchasing designs individually.

 Volume Discounts:

The more you buy, the more you save!

-  **5 Pack: buy 5 designs for \$30.00**
-  **10 Pack: buy 10 designs for \$50.00**
-  **20 Pack: buy 20 designs for \$80.00**

Design Packs



All of our designs are sorted by themes into "Packs" of similar designs. These "Packs" make it easier for sewers to find designs in related topics.

Design Pack sales on the Stitchitize website, US\$6.00 down to US\$3.00 per design.

Weekly Specials

Each Wednesday a new series of 8 designs are offered for sale at 50% off the regular price. In addition, 1 special design is available at a 70% discount.

These sale items can be viewed on the home page below the top navigation area.



Monthly Sales

Every month we feature a different set of designs at a special rate of 20% the regular price. These designs are arranged by theme or topic,



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DEALER ONLY PRODUCTS

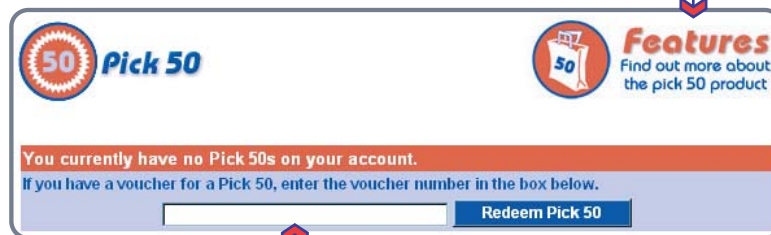
The following products are not available for purchase on the Stitchitize website, they products can only be purchased from participating Stitchitize dealers:

Pick 50

Available only through our dealer network, the Pick 50 package allows the consumer to select 50 designs of their choosing from our entire collection.

The Pick 50 coupon contains a unique code which consumers can enter into the appropriate text field on the Stitchitize website.

Find out more about the Pick 50 product by clicking here



Enter code here

Pick 50 retail value, US\$100 (US\$2.00 per design).

Stitchitize CD Collections

Stitchitize CD Collections contain most domestic and commercial embroidery formats.

CD Collections are a convenient, economical way to purchase designs. CDs are only available from Stitchitize Dealers and contain a wide variety of design subjects.



Stitchitize CD Collections, US\$100 per CD (Average US\$1.00 per design).

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CD Volume Collections

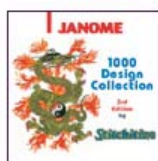
Stitchitize works closely with the Janome sewing machine company and has produced several volume collections exclusive to Janome. These collections are not intended to be sold separately. However, they may be included in a bundle package with an embroidery machine.

The following collections are currently available only through a Janome Dealer. Please check your local Janome Dealer for the current special offers.



250 Design Collection

Retail Value US\$199.00



1000 Design Collection

Retail Value US\$549.00



4000 Design Collection

Retail Value US\$1599.00

Some designs in these volume collections are available for purchase in other collections, or as individual designs, while others (such as the Giga-hoop designs), are exclusive to these CDs. Each volume collection comes with a full color catalogue.

CD Designs exclusive to Janome

These designs are only available in the exclusive CDs. They are not part of any other CD collections, nor are they available for purchase on our website (although they may be viewed on the website). Contact your local Janome Dealer for prices and availability.



Giga-hoop Collection 1



Brush-out Embroidery Collection

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Using the Search Feature

Stitchitize offers thousands of designs and Packs, in all topics, to choose from. In order to make your search as easy and efficient as possible, we have created a search feature on the top menu.

Searching for a design is as simple as typing a word in the search box, and pressing "GO".

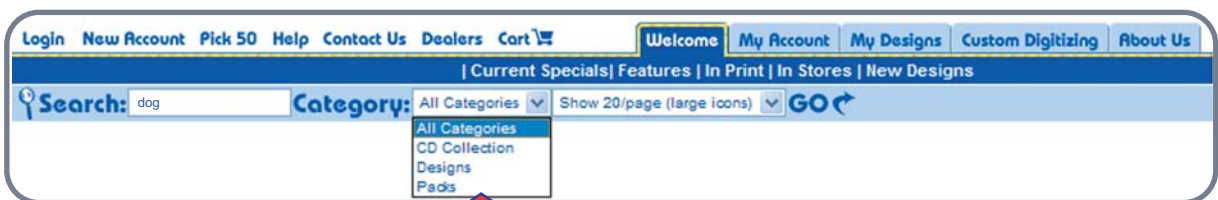
*HINT: Enter nothing in the search box and click "GO" will bring up all the newest designs.

1. For example, enter the word "dog" here.

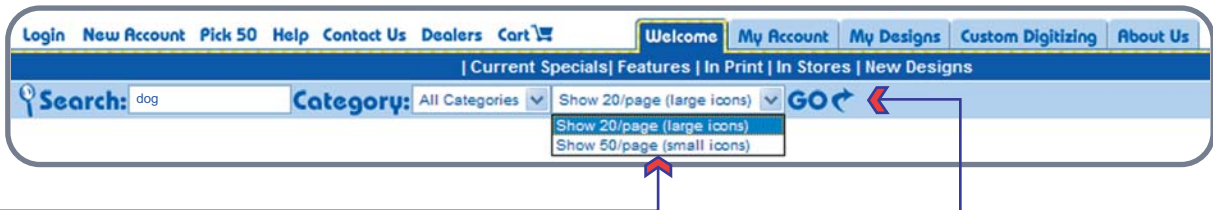


2. Next, select a category from the following: All Categories, CD Collection, Designs, or Packs.

For this example, we have selected "All Categories".



- 3. Then choose to view the results with either 20 large icons per page, or 50 small icons per page.

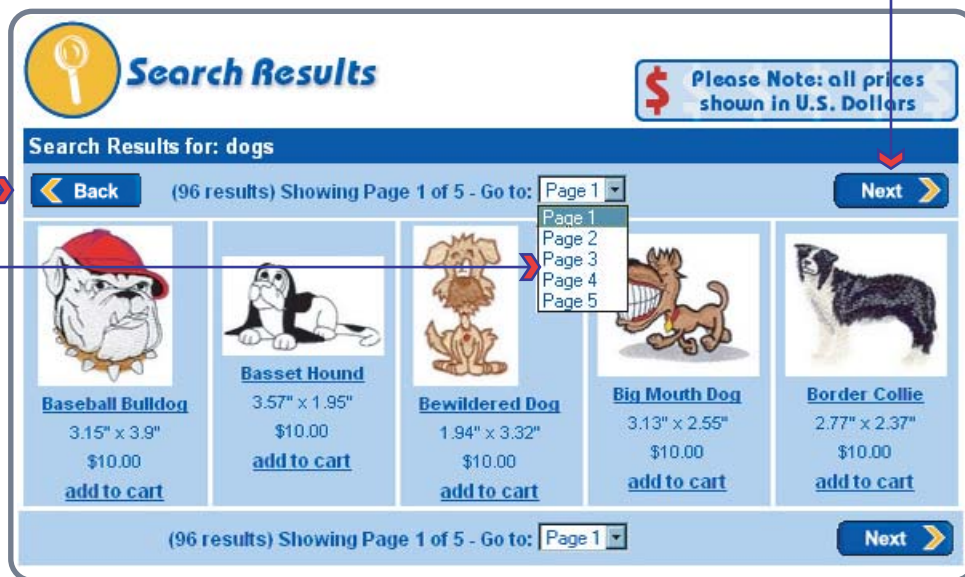


- 4. Finally, click "GO" or press "Enter" on your keyboard.

Searching for "dogs" has produced 96 dog or dog-related results on 5 pages.

Either choose one of the designs on the current page or continue the search one of two ways:

- a) Select another page of designs from the drop-down menu, or
- b) Click "next" to view the next page in sequence or "back" to view previous page.



As an example, we'll select the "Border Collie" design.

Notice the comprehensive information about the design and the different ways to view and purchase the design:

a) Click on image or title to connect to detailed view and purchase page.

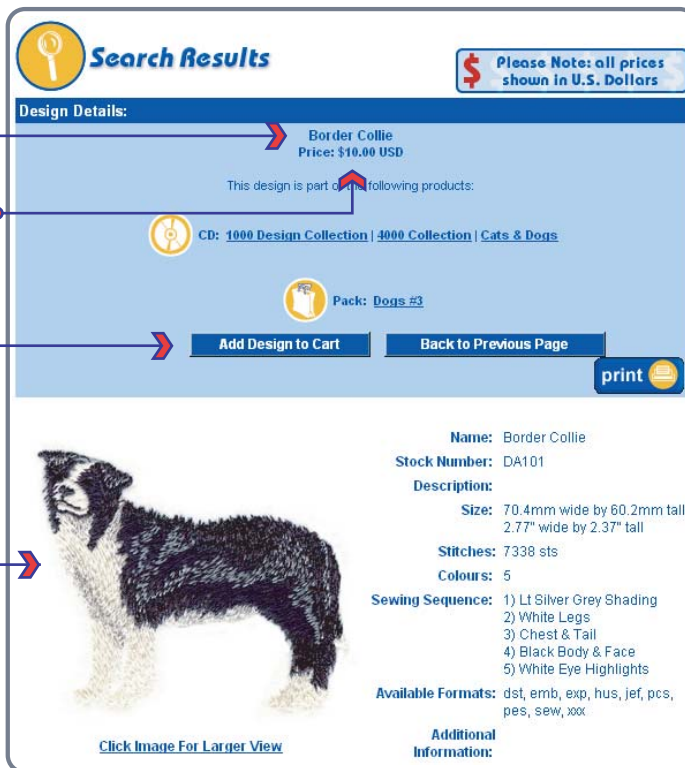
b) Size of completed design (in inches).

c) Price for design in U.S. dollars.

d) Click here to add to secure online shopping cart.



After clicking on the image or title, a page with details about the image, further search options, and purchase links appears.



Search Results \$ Please Note: all prices shown in U.S. Dollars

Design Details: [Border Collie](#)
Price: \$10.00 USD

This design is part of the following products:

CD: [1000 Design Collection](#) | [4000 Collection](#) | [Cats & Dogs](#)

Pack: [Dogs #3](#)

[Add Design to Cart](#) [Back to Previous Page](#) [print](#)

Name: Border Collie
Stock Number: DA101
Description:
Size: 70.4mm wide by 60.2mm tall
2.77" wide by 2.37" tall
Stitches: 7338 sts
Colour: 5
Sewing Sequence: 1) Lt Silver Grey Shading
2) White Legs
3) Chest & Tail
4) Black Body & Face
5) White Eye Highlights
Available Formats: dst, emb, exp, hus, jef, pcs, pes, sew, xxx

Additional Information:

[Click Image For Larger View](#)

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Further search options include:

Search Results \$ Please Note: all prices shown in U.S. Dollars

Design Details:

Border Collie
Price: \$10.00 USD

This design is part of the following products:

CD: [1000 Design Collection](#) | [4000 Collection](#) | [Cats & Dogs](#)

Pack: [Dogs #3](#)

[Add Design to Cart](#) [Back to Previous Page](#) [print](#)

Name: Border Collie
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2.77" wide by 2.37" tall
Stitches: 7338 sts
Colours: 5
Sewing Sequence: 1) Lt Silver Grey Shading
2) White Legs
3) Chest & Tail
4) Black Body & Face
5) White Eye Highlights
Available Formats: dst, emb, exp, hus, jef, pcs, pes, sew, xxx

[Click Image For Larger View](#)

Additional Information:

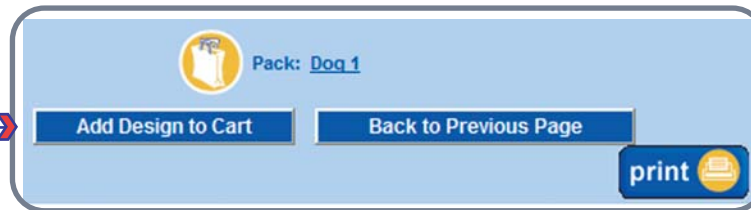
- Print sewing sequence instructions.
- This design may be purchased individually. However, it is also available as part of the "Dog 1" Pack which offers other designs related to the theme of dogs.
- Each design may also be part of some other groupings of designs. In the case of the "Border Collie," this image is also part of the 1000 and 4000 CD Collections, and the CD "Cats & Dogs". These CDs are available only from dealers.

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Shopping Cart

Once you have selected your designs you may add them to your "shopping cart."



1. Thumbnail image of design
2. Name of Design
3. Description
4. Quantity ordered
5. Price for each design (U.S. \$)
6. Total price for each design
7. Option to remove design from Shopping Cart
8. After viewing the contents of Shopping Cart, you may choose to "Continue Shopping" or you may "Check Out" when you are finished
9. Volume Discounts allow you to create a Pack at significant savings
10. Sales features are changed on a regular basis and offer the customer a variety of monthly sales topics

Cart

Step 1: Approve your Cart Step 2: Confirm Billing Info Step 3: Order Confirmation \$ Please Note: all prices shown in U.S. Dollars

Image	Name	Description	Quantity	Regular Price(usd)	Sale Price(usd)	Total(usd)	Remove
	Border Collie	...	1	\$10.00		\$10.00	X
						Subtotal:	\$10.00

Continue Shopping Check Out

Current Specials

Volume Discounts:

Special	Description	Price
5 Pack	Put 5 designs in your cart for \$30.00	\$30.00
10 Pack	Put 10 designs in your cart for \$50.00	\$50.00
20 Pack	Put 20 designs in your cart for \$80.00	\$80.00

Sales:

Autumn Designs: 20% off Oct 1 - Nov 31

Christmas Designs: 20% off Dec. 1 - Jan. 1

Check Out

The following three steps will guide you through the process of checking out and purchasing your selected designs:

Step 1: Approve your Cart

Examine the details of the design(s) you intend to purchase. Once you are certain that all the design information is correct, approve your cart by clicking "Check Out"

Image	Name	Description	Quantity	Regular Price(USD)	Sale Price(USD)	Total(USD)	Remove
	Border Collie	...	1	\$10.00		\$10.00	X
						Subtotal:	\$10.00

[Continue Shopping](#) [Check Out](#)

Coupon Information:
You have 3 coupon(s) available. Click "Add Discount Coupon" to view your coupons.
[Add Discount Coupon](#)

(Applying Coupons will be explained in a later section of the Guide)

Step 2: Confirm Billing Info


Once you have clicked "Check Out," you will then be taken to the Billing Information page so that you can enter your correct contact information and payment details.

* Asterisks denote information that is essential before checking out can be completed.


Billing Information:
Enter your name and contact information:
* = required information

First Name:
Last Name:
Company Name:
Phone 1:
Phone 2:
Fax:

Billing Address:
Address 1:
Address 2:
Address 3:
City:
Province / State:
Postal / Zip Code:
Country:

Credit Card Information:
* Name on Card:
* Card Type:
* Number:
* Expiry Date: month , year
* Verification: 
This card is used only once, click here to have this card added to your file.

Any changes can be made in your "My Account" area. [Info Update](#)

[Reset Form](#) [Confirm Billing Information](#) 

You may reset the form, if changes need to be made, or click on "Confirm Billing Information" to continue to with the check out procedure.

Step 3:
Order Confirmation

The final step is to confirm that all the order information is accurate and complete before submitting the order.

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Verify that all information provided is correct.

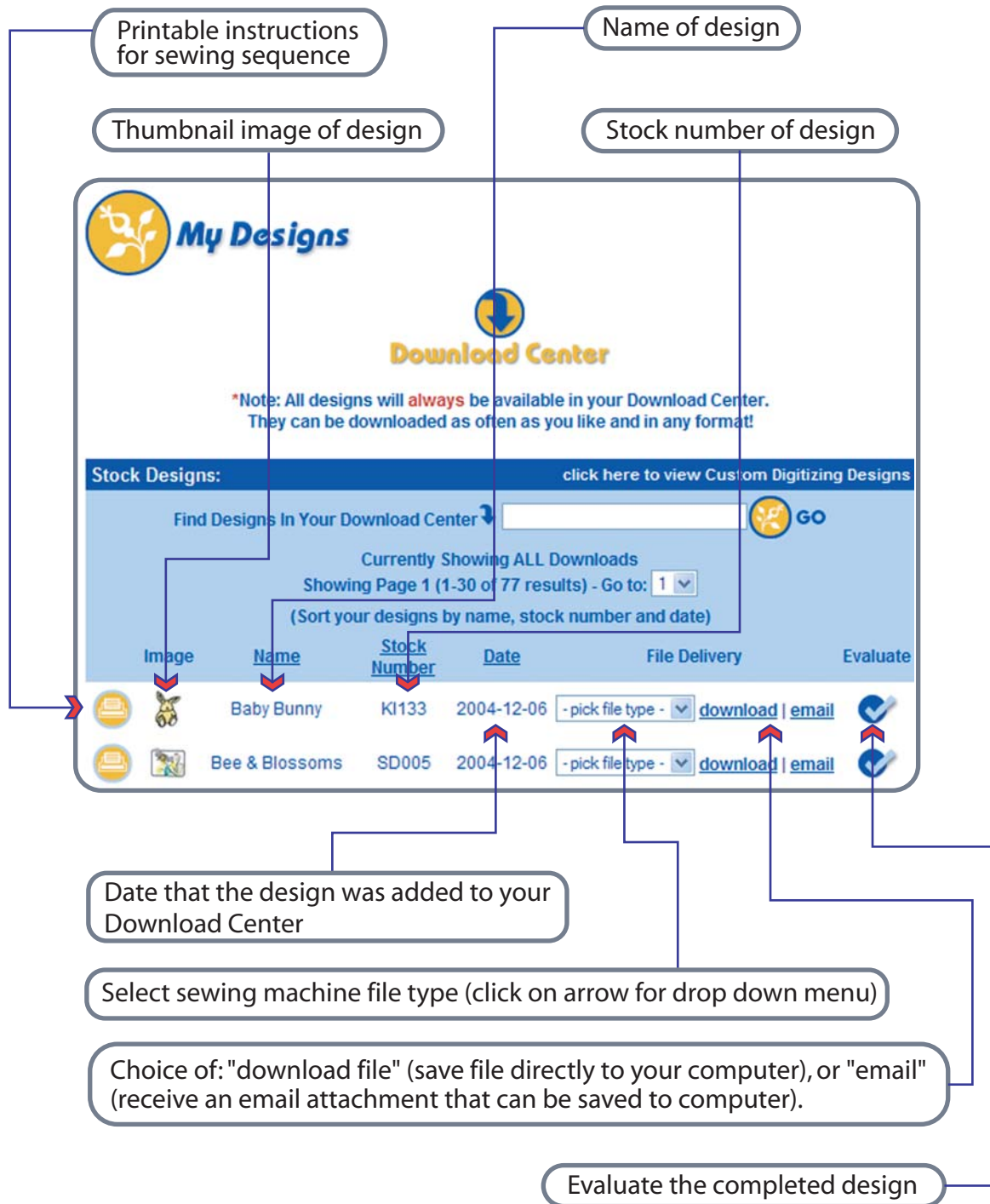
Current Items in your shopping cart:					
Name	Description	Quantity	Regular Price(USD)	Sale Price(USD)	Total(USD)
<u>Border Collie</u>	...	1	\$10.00		\$10.00
					Subtotal: \$10.00
					Coupon Discount:
					Final Subtotal: \$10.00
					GST #73387648234: \$0.70
					PST: \$0.70
					Total: \$11.40
Coupon Information:					
Name	Category	Expiry Date	Minimum Purchase	Discount(USD)	

Billing Information:	
Confirm your name and contact information: <small>* = required information</small>	
First Name:	
Last Name:	
Company Name:	
Phone 1:	
Phone 2:	
Fax:	
Billing Address:	
Address 1:	
Address 2:	
Address 3:	
City:	
Province / State:	
Postal / Zip Code:	
Country:	
Credit Card Information:	
Name on Card:	
Card Type:	
Number:	
Expiry Date:	
Verification:	
Back To Previous Page Submit Order	

Finally, click "Submit Order" to complete the transaction.

A "Thank You" message will appear with a link to "Download Designs!"

Download Center Overview



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Search for designs in your download center by name, subject, or number.

Drop-down menu displaying the total number of pages to view.

Number of designs available in your download center.

My Designs

Download Center

*Note: All designs will **always** be available in your Download Center. They can be downloaded as often as you like and in any format!

Stock Designs: [click here to view Custom Digitizing Designs](#)

Find Designs In Your Download Center

Currently Showing All Downloads

Showing Page 1 (1-30 of 77 results) - Go to:

(Sort your designs by name, stock number and date)

Image	Name	Stock Number	Date	File Delivery	Evaluate
	Baby Bunny	KI133	2004-12-06	- pick file type - <input type="button" value="download"/> <input type="button" value="email"/>	<input type="checkbox"/>
	Bee & Blossoms	SD005	2004-12-06	- pick file type - <input type="button" value="download"/> <input type="button" value="email"/>	<input checked="" type="checkbox"/>

Steps to downloading designs:

- Sort through and select designs by:
 - Name of design (alphabetically A-Z)
 - Stock Number (alphabetically A-Z)
 - Date when designs were purchased (most recent first)
- Select file type to suit your sewing machine.
- Choose either to download the file to your computer or to receive an email message with the file.



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Print Instructions for Sewing Sequence


Each design comes with a full set of sewing instructions. The sewing sequence, thread colours, total number of stitches required to complete the design, and finished size are all included.

- From the Download Center you may access printable instructions to the sewing sequence for each design.

Image	Name	Stock Number	Date	File Delivery	Evaluate
	Baby Bunny	KI133	2004-12-06	- pick file type - - pick file type -	download email 

Features of the Printable Sewing Sequence page

Design Details print



Name: Baby Bunny
Stock Number: KI133
Description:
Size: 42.7mm wide by 59.7mm tall
1.68" wide by 2.35" tall
Stitches: 5321 sts
Colours: 4
Sewing Sequence: 1) Pink - paws/inside ears
2) Yellow - bunny
3) Black - outline
4) Pink - nose
Available Formats: dst, emb, exp, hus, jef, pcs, pes, sew, xxx
Additional Information:

Stitchitize Embroidery Design Service
313 Ontario Avenue North
Saskatoon, Saskatchewan (SK)
Canada
S7K 1S3

Toll free phone: 1-800-667-2587
Toll free fax: 1-877-933-2585
World Wide Access:
Phone: 1-306-956-3475
Fax: 1-306-933-2585
emb@stitchitize.com

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1. Name
2. Stock Number
3. Description
4. Size of finished design
5. Total number of stitches required to complete
6. Number of Colors used
7. Sewing Sequence
8. Available file Formats
9. Additional Information
10. Contact Information
11. Copyright Agreement

* This feature is also available while shopping in the detailed view page.

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My Designs

In this section, customers may view and have access to their list of downloadable designs.

To begin accessing your current designs you will begin by clicking on the "My Designs" tab on the menu bar.



Stock Designs

Custom Designs

Design Ideas

Project Gallery

The options under the "My Design" tab on the top navigation bar are also available from the menu below.

Stock Design Download Center

This is where you may download your designs.

Custom Designs

If you have had custom designs made for you they will be available for download here.

Design ideas

Instructions for special tips and tricks to achieve outstanding results!

Project Gallery

See what others have done and share your own creations with others.



My Designs

Stock Design Download Center

Access all of your stock designs here; download, evaluate, printable pages.

Custom Designs

Access your custom digitized designs here; download, view job number.

Design Ideas

Tips and tricks to achieve outstanding results!

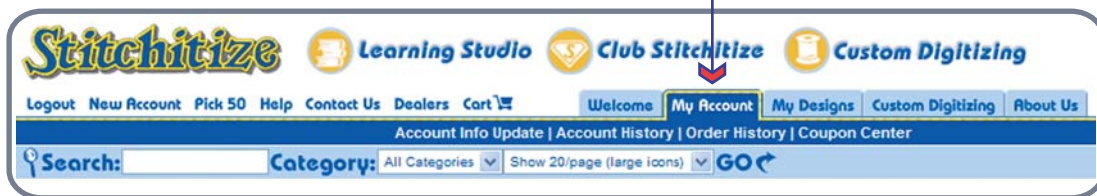
Project Gallery

Share your creations! Get inspiration and ideas!

My Account (Consumers)

All customers have access to valuable information about their account history, previous orders, and useful personal information.

Locate the "My Account" tab along the top navigation bar.



The "My Account" section has the following features:

➤ Account info Update

➤ Account History

➤ Order History

➤ Coupon Center

➤ Pick 50



My Account

Account Info Update

Access all of your personal information such as e-mail address and password.

Account History

View your previous purchases and payment information.

Order History

View your previous orders.

Coupon Center

Available coupons can be redeemed and applied to account.

Pick 50

Pick 50 vouchers can be redeemed here. Select 50 designs of your choice!



➤ Account info Update

Here you can enter, verify, or change your personal information such as:

- address
- phone number
- billing information
- payment details, etc.
- sewing machine type
- preferred design format
- email options

* Asterisks denote mandatory fields such as email address.

Once you have completed all the relevant updates to your account, you can click the "update account" button, or if you need to make further changes, you can click on the "reset form" button.

My Account

Account Information:

Email Address and Password:
* = required information

* Enter Your Email Address:

* Confirm Your Email Address:

* Enter a Password: (from 6 to 20 characters)

* Retype the Password:

Enter your name and contact information:

* First Name:

* Last Name:

Company Name:

Company URL:

* Phone 1:

Phone 2:

Fax:

Billing Address: ie: home address

* Address 1:

Address 2:

Address 3:

* City:

* Province / State:

International Province / State:

* Postal / Zip Code:

* Country:

Shipping Address: (only if different from home address) Same as Billing Address

Address 1:

Address 2:

Address 3:

City:

Province / State:

International Province / State:

Postal / Zip Code:

Country:

Shipping Email:

Credit Card Information: (only necessary if you are making a purchase)

Name on Card:

Card Type:

Number:

Expiry Date: month , year

Verification:

Preferences: (of interest to us, but will not result in any marketing attempts)

What kind of equipment do you own?

What kind of software do you use?

Preferred Design Format:

* Preferred Email Format:

I am interested in receiving email about the following:

Club Stitchitize - one email / month - Includes a free design and family photos

Custom Digitizing - one email occasionally (1-4 times a year) regarding custom digitizing specials

Education - one email occasionally (1-4 times a year) regarding special events

Stock Designs - one email occasionally (1-4 times a year) to let you know about sales

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Account History

Your account history will provide details of all past activity in your account.

Each time you check out, an order number is generated (except for Pick 50 or Gift Vouchers which will show as being claimed).

Line number Order date Description of order Transaction ledger

#	Date	Description Notes	Details	(-)	(+)	Balance(USD)
2970	2004-03-15	purchase Easter Bunny's Nest-90101-(29327) 1 for \$10.00	527	10.00		-10.00
2971	2004-03-15	purchase Three Tulips-FL099-(29287) 1 for \$10.00	527	10.00		-20.00
2972	2004-03-15	payment jennifer cole Mastercard.. 08/05 \$20.00	527		20.00	0.00
11936	2004-04-15	purchase Bookworm-KI139-(29300) 1 for \$0	1372	0.00		0.00

Click this link to view a pop-up window with full details of the transaction

Example from My Account:

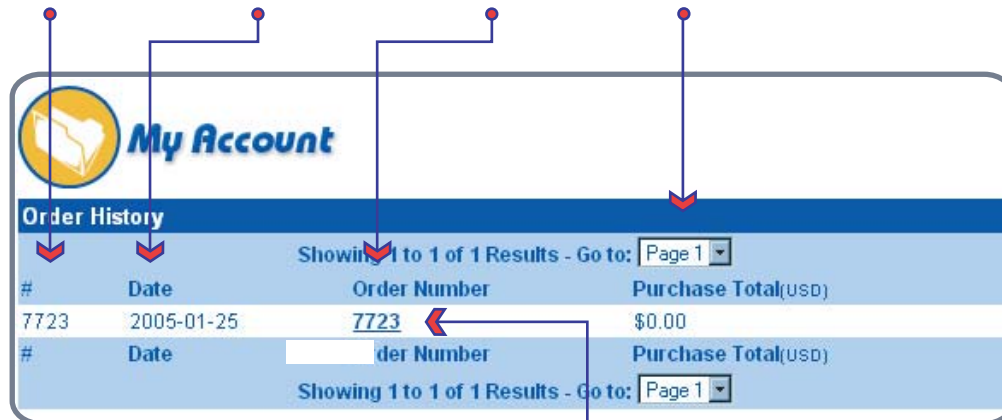
- TRANSACTION #1372** - Free design "Bookworm" received on April 15, 2004. Since the design was free, there is zero cost and zero balance.
- TRANSACTION #527** - "Easter Bunny's Nest" design was purchased for \$10 on March 15, 2004. Balance owing is \$10.
- TRANSACTION #527** - "Three Tulips" design was purchased for \$10 on March 15, 2004. The balance owing is now two \$10 designs for a total payment due of \$20.
- TRANSACTION #527** - Payment for the balance of \$20 is shown as having been paid by Mastercard. Balance is now \$0.

» Order History

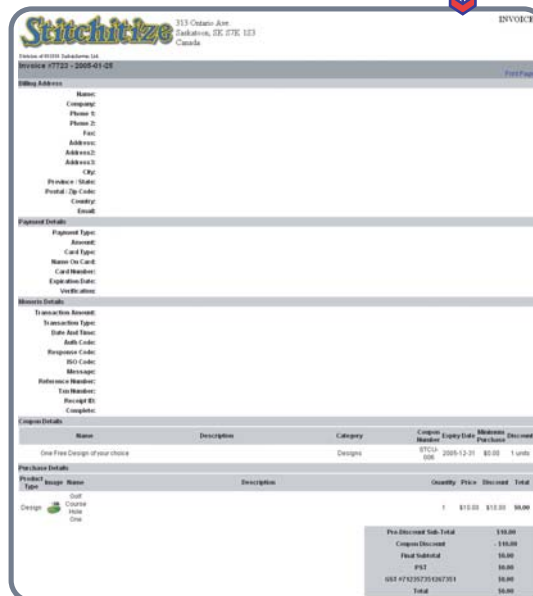
Your order history will display a summary of all past activity in your account.

This section has the following features:

Line number Order date Order number Drop-down list of available pages



Click on the "Order Number" to link to a pop-up window with full details of the transaction



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➤ Coupon Center

Stitchitize can offer it's customers special promotional and free design coupons.

When they are sent to customers, they will appear in the "Coupon Center" under the "My Account" section of the website.



Use these coupons to purchase and download designs of your choice from the Stitchitize website.

To use a Coupon:

- Login to your account
- Select the design of your choice
- Add it to your "cart"



➤ When you have finished shopping click "Add Discount Coupon"



➤ If you decide to apply the discount coupon to a different design, instead of the one originally selected, you may "remove" the original design and continue shopping.



➤ Next, click on the button to "Use Coupon"



➤ Then "Add to Cart"

➤ The \$10.00 design will now be available at \$5.00 off the regular price, once the Coupon is applied.

- The shopping cart will display the discounted total price of \$5.00 for this design

Current Items in your shopping cart:							
Image	Name	Description	Quantity	Regular Price(USD)	Sale Price(USD)	Total(USD)	Remove
	Butterfly	...	1	\$10.00		\$10.00	
						Subtotal:	\$10.00
						Coupon Discount:	-\$5.00
						Final Subtotal:	\$5.00
Check Out							

- Click "Check Out"
- Confirm that all the design order, coupon, and billing information is correct, then "submit order"



- Finally, a "Thank You" message will appear with a "Download Designs" link

Thank You!

Thank you for ordering from Stitchitize!
Please use this link to download your designs:


[Download Designs](#)

*Note: All designs are available at **all times** in your Download Center. 
Look under 'My Designs'.
They can be downloaded as often as you like and in any format!

* See the instructions for the "Download Center" in the Customer Guide to the Stitchitize website

➤ Pick 50

Available only through our dealer network, the Pick 50 option package allows you, the customer, to select 50 designs of your choosing from our entire collection.

The Pick 50 coupon contains a unique code, available from a Stitchitize Dealer, which you can enter into the appropriate text field on the Stitchitize website.

Find out more about the Pick 50 product by clicking here

50 Pick 50

Features
Find out more about the pick 50 product

You currently have no Pick 50s on your account.
If you have a voucher for a Pick 50, enter the voucher number in the box below.

Redeem Pick 50

Enter code here

Please note, consumers must login before entering the Pick 50 code.

Pick 50 sales through a Stitchitize Dealer, US\$100 (US\$2.00 per design).

Gift Vouchers

The Fancy Free Gift Voucher is a special selection of 20 FREE designs that is available to new or existing customers.

Fancy Free Gift Voucher
Compliments Of Stitchitize

20 designs including: snowboarder, snowflake, Christmas tree, truck, flower, butterfly, sun, person, heart, rabbit, fish, horse, cat, and various patterns.

Instructions to Redeem Your Gift Voucher:

1. Go to the Stitchitize website: <http://www.stitchitize.com>
2. If you are **already a member**, click login and enter your password. If you are not a member, go to **'New Account'** to register and then log in.
3. Enter the number on your voucher into the **'Stitchitize Vouchers'** area on the right hand side of the site and submit.
4. All designs for this Gift Voucher will now be viewable with a link to your **Stock Design Download Center**.
5. All designs are available at **all times** in your **Download Center**. They can be downloaded as often as you like and in any format. Choose whether you would like to download them, or have them e-mailed to you.

Stitchitize Vouchers
Enter the voucher number in the box below to redeem your Stitchitize Voucher!

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Saskatoon SK Canada S7K 1S3
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toll free fax: 1-800-933-2585
direct dial phone: 1-306-956-3475

Stitchitize
Embroidery Design Service

www.stitchitize.com
info@stitchitize.com

Each Voucher contains a unique code (available from participating Stitchitize Dealers) which appears in this box.

Customers can easily claim their free designs by entering the code on the website.

* See the next section for information about finding a Stitchitize Dealer.

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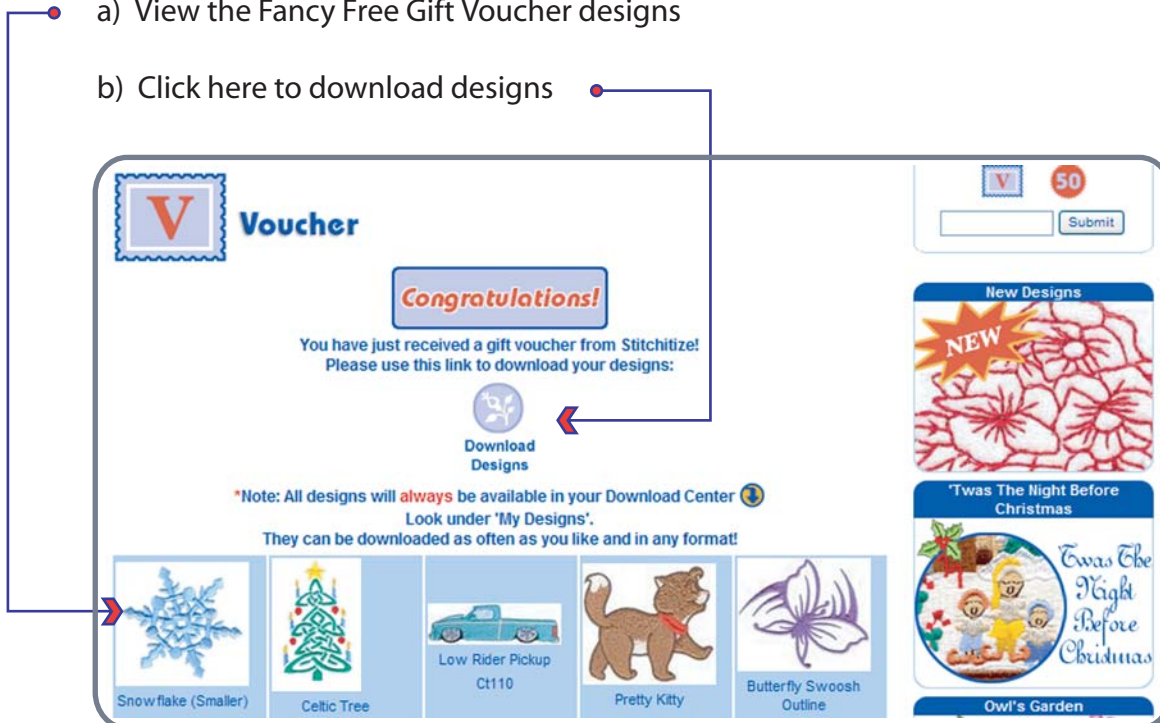
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1. Redeem your Fancy Free Gift Voucher by entering your code here:



2. Now you can view and download the 20 designs included with the Fancy Free Gift Voucher.

- a) View the Fancy Free Gift Voucher designs
- b) Click here to download designs

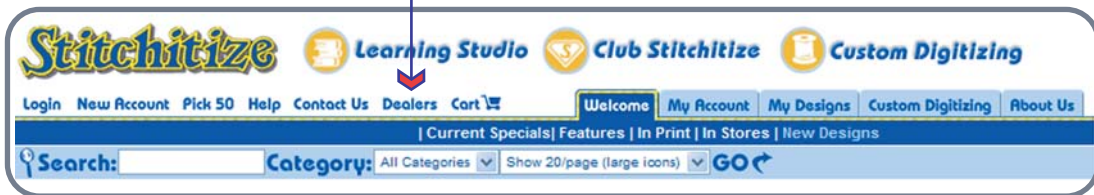


Dealer Listings

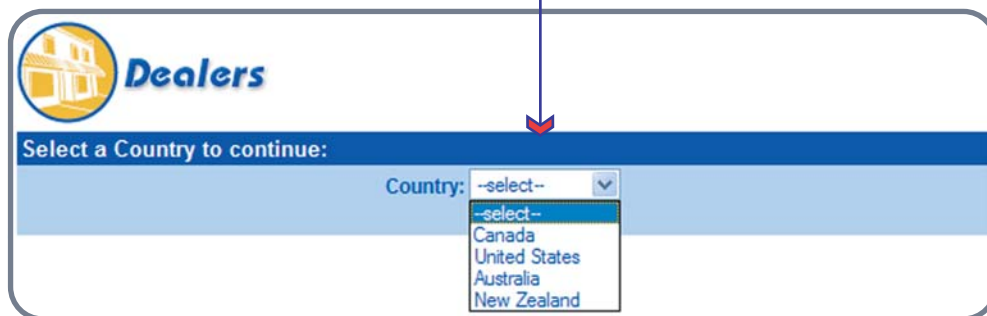
The Stitchitize website provides information and links to all our Worldwide Dealers.

This feature allows customers to locate the Dealer nearest to them, along with all the relevant contact information.

Customers who need to find the location of their chosen dealer can begin a search by clicking on the top navigation bar

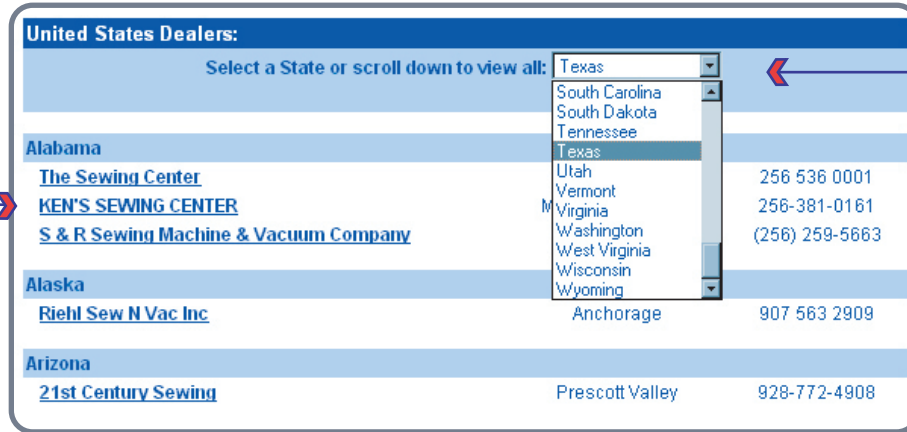


Next they will be directed to the option of selecting a country from the drop down menu shown below



States or Provinces are listed alphabetically (A-Z) with specific Dealer stores, city and contact phone number listed below.

Narrow the search further by choosing a state or province from the drop down menu



The screenshot shows a web page titled "United States Dealers:". Below the title is a search instruction: "Select a State or scroll down to view all:". To the right of this instruction is a dropdown menu currently displaying "Texas". The dropdown menu is open, showing a list of states: Texas, South Carolina, South Dakota, Tennessee, Texas (highlighted), Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming. Below the dropdown is a table of dealer listings. A red arrow points from the text above to the dropdown menu. Another red arrow points from the text above to the "Texas" option in the dropdown menu.

State	Dealer Name	Address	Phone
Alabama	The Sewing Center		
	KEN'S SEWING CENTER		
	S & R Sewing Machine & Vacuum Company		
Alaska	Riehl Sew N Vac Inc	Anchorage	907 563 2909
Arizona	21st Century Sewing	Prescott Valley	928-772-4908

When the Dealer listings for the selected country and region appear, customers can click on specific Dealers to view a pop-up window with detailed contact information.



The screenshot shows a pop-up window titled "Stitchitize Design Details - Microsoft Internet Explorer". The window displays the "Stitchitize" logo and a "Dealer Details" section. A "print this page" link is visible in the top right corner. The dealer information is as follows:

KEN'S SEWING CENTER	
912 EAST SECOND STREET	Phone: 256-381-0161
MUSCLE SHOALS, Alabama	Fax:
United States	http://www.kenssewingcenter.com
35661	

A red arrow points from the text above to the "KEN'S SEWING CENTER" header in the pop-up window.

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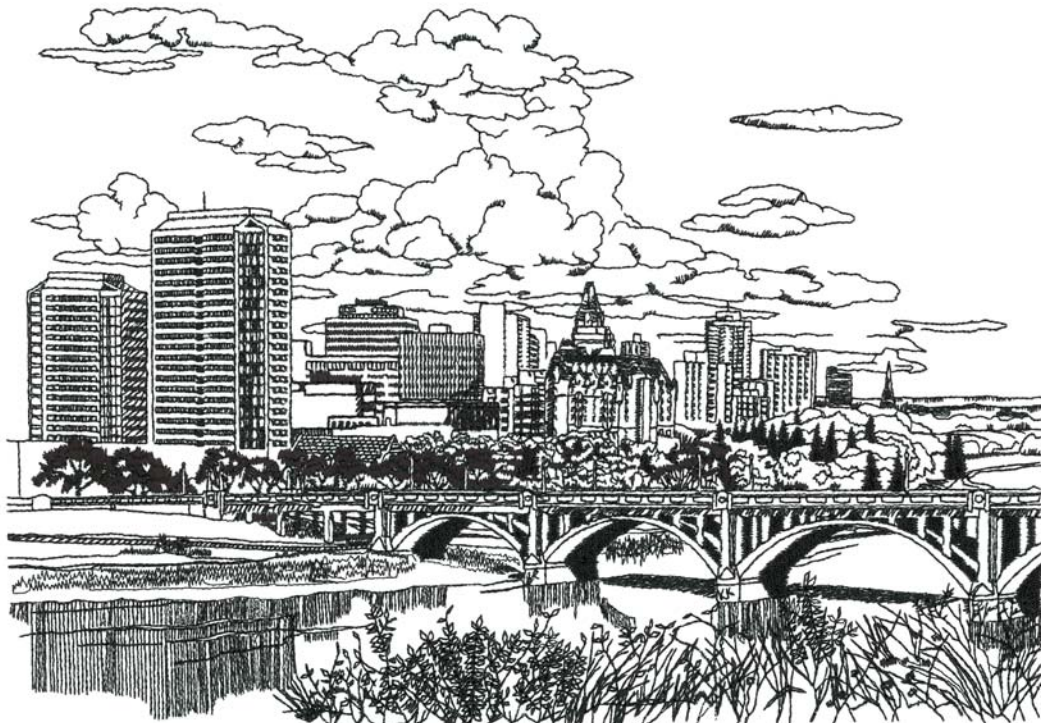


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toll free phone: 1-800-667-2587 direct dial phone: 1-306-956-3475

toll free fax: 1-877-933-2585



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