



GOOD THINGS COME IN SMALL PACKAGES

WIND BOBBINS QUICKLY WITHOUT A SEWING MACHINE!



End the frustration of bobbins running out in mid-project!


With the touch of a button, SideWinder™, The Portable Bobbin Winder™ quickly and easily fills bobbins without having to un-thread and re-thread the sewing machine.

The SideWinder's compact size means it fits anywhere, and since it runs on batteries or with a power cord, the SideWinder can be used anywhere—in class, on location, or at home!

For sewing, quilting or crafting, let the SideWinder keep your creativity flowing!



For more information, call 1-800-545-5740 or visit www.wrights.com





PRESS RELEASE

FOR IMMEDIATE RELEASE

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Wrights' New SideWinder™, *The Portable Bobbin Winder* Earns “Innovations Showcase Award” at Craft and Hobby Association’s Summer Convention and Trade Show

West Warren, MA—The Craft and Hobby Association (CHA) awarded its Innovations Showcase Award in the Fabric/Quilting/Needlecraft category to the new Wrights *SideWinder™, The Portable Bobbin Winder* at its Summer Convention and Trade Show in Chicago, Illinois on July 22, 2007. The Innovations Showcase brings together the newest ideas and hottest products from exhibiting companies. The SideWinder is a freestanding machine that allows sewers, quilters and crafters to wind the bobbins needed for their projects without having to unthread and re-thread their sewing machines.

With the recent upsurge in interest in the sewing arts due in part to programs like “Project Runway”, both new and experienced consumers are looking for ways to make their work easier and faster. The machine’s compact size, ability to run on 2-AA batteries or with the power cord provided, and the fact that it is a unit separate from the sewing machine gives it great flexibility.

Quilters and fabric designers Barbara Groves and Mary Jacobson of “Me and My Sister Designs” brought the idea of a free-standing bobbin winder to Wrights. They saw that having to stop in the middle of a project to unthread an intricately threaded sewing machine in order to fill bobbins was a drag on the creative process. The SideWinder makes it much easier to fill bobbins if they run out, and lets the user get back to their work that much faster.

Due to the overwhelming demand, the first production run of the SideWinder is sold out. The targeted arrival of the second production run is early November, just in time for the Holiday rush. Wrights is a 100+ year old company specializing in textile trims, ribbon, and bias tapes for home decorating and personal sewing projects.

**For more information, please log on to www.wrights.com
or contact Wrights Customer Service at 800-545-5740.**