



Member's Newsletter | December 2009

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Bernat® Super Value - A Timeless Classic

Some things never go out of style. Bernat® Super Value, the yarn you've come to trust and rely on over the years has a new group of marvelous colors. All the great shades you know and love are now joined by a variety of modern hues perfect for both garments and home decor. If you're looking to make a new cardigan, take a look at Rouge, Clay, Topaz, or Teal Heather. If you're looking to add an accent afghan to your living room, try out Grape, Soft Fern, or even the beautiful 'tweedy' Stardust Swirl. For an unforgettable multicolor shawl, try out one of the new ombres along with the coordinating solids, such as Luxury Ombre paired with Aqua and Lavender. Be subtle. Be bold. The choice is yours.

*New
Shades*



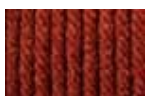
38425 Cinnamon Swirl



53435 Cameo



53531 Rouge



53522 Redwood Heather



28821 Rustic Rodeo



53514 Topaz



28805 Modern Ombre



53018 Buff



28814 Southwest Ombre



53133 Cobalt



28813 Techno Ombre



53041 Clay



53201 Aqua



28803 Luxury Ombre



53308 Iris



53203 Teal Heather



53014 Steel Blue Heather



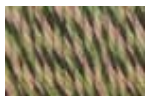
53521 Rustic Heather



53223 Grass



53241 Moss Heather



38242 Sage Swirl



53222 Fern



53221 Soft Fern



28822 Summerset Ombre



53015 Taupe Heather



53309 Plum Heather



53307 Lavender



38222 Stardust Swirl



53332 Grape

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Then...and Now

The newest looks on the runways are often inspired by designs and styles from the past. With this in mind, we took a trip back into our archives and selected some of our favorite Bernat® patterns from the 60's and 70's and gave them a modern facelift in our newest Bernat® Pattern Book #530194 *Then And Now*. Garments, accessories and afghans, all revamped in modern shades of Bernat® Super Value. These timeless styles show that everything old really is new again.

We have some terrific sneak peeks at 'then' and 'now' designs in this book, but first, some company history.



Like many successful companies of today, Bernat® had humble beginnings. The first patterns for our yarns used company employees rather than professional models, and two of them are still with us today. Lois and Garry, below in our favorite 'then' photograph both began working for Bernat® 37 years ago, and are still a part of our sales and marketing team today.

then...

...and now



Lois on being a model - "Our payment for modeling then: Ten dollars each! Although we would have done the photos for free."

Garry on being our model - "it was never our dream job - but it sure was a great day in the park."

Lois on working with Garry - "He can always make me laugh to this day"

Garry on working with Lois - "Whenever I need information, she always has the answer"

Who is the better Knitter? - Lois, she has been knitting for over 45 years.

Highlight working together: "We sang in a karaoke contest at a trade show, and then got our 'band' back together at the Bernat® Christmas party." The song that won them the applause of the

audience? Sixteen Candles.

Lois wants to know, "Can we hit the company up for another ten dollars?"

Garry asks, "How many models have a 37-year career?"

Garry and Lois
-Sales and Marketing

Here are some more previews from this terrific new book:



then...



...and now



Buy Online 

[Buy Bernat ® pattern book 530194 Then and Now](#)

Free Patterns to Download

If you're looking for more inspirational patterns to use with the exciting new shades of Bernat® Super Value, look no further. From garments to accessories to afghans, the possibilities never stop. Download these great patterns today and spend some quality time with your needles and hooks.



[Long Cabled Vest \(knit\)](#)



[Shaker Rib Hat and Scarf \(knit\)](#)



[Hoodie Dog Coat \(knit\)](#)



[Family Slippers \(crochet\)](#)



[Lacy Waves Afghan \(knit\)](#)



[Granny Blanket \(crochet\)](#)

We're so glad to share these great Bernat® yarns and patterns with you yesterday, today and tomorrow.

Cheers,
The Bernat® Design Team