



New products



Memo from TC's desk...

Greetings,
As you well know, sewing and craft is an ever-changing scene and to be at the forefront of this industry, we effectively break our year into two sections.

The first half of each year is always filled with Shows and Exhibitions, and this year our staff have been exceptionally busy attending no less than seven International Craft and Sewing Shows in the March/May period. Some of these we attended as exhibitors while at others we were just visiting to keep up-to-date with new trends and products.

The second half of our year is traditionally our product development period. This is when we take the information drawn from the shows we attend and the trends we observe, evaluate the data and then produce what we believe will be the most interesting new products and ranges. As usual we do welcome input from all our customers and acquaintances around the World.

This year we have started early, with some of our new products intended for 2005 being released as early as August-September this year to capitalise on the lucrative pre-Christmas selling period.

All the best for a great second half to 2004 and thanks again for all your support,
Best regards

Tony Castley
Group Chairman



UC4003.18
18 PIECE
LINT ROLLER
DISPLAY

These new, large 60-sheet lint rollers in this attractive counter-top shipper are bound to be a hit.



B4708
QUALITY
SEWING
& NEEDLE KIT

This smart little sewing kit holds a pair of 3½ inch, gold-plated Italian embroidery scissors, 16 embroidery needles and 6 Tapestry, all-gold needles in a distinctive, gold-finish purse.



BT4710
10" DRESSMAKING
SHEARS WITH BONUS
FOLDING SCISSORS

Quality Triumph 10" Dressmaking shears with high-grade, double-ground stainless blades and a pair of bonus folding scissors with colour-co-ordinated handle. All in a handsome, clear acrylic presentation box.



+253.MET.S D.A. +253.MET.S D.S.

These eye-catching, compact tape-measures will be a popular mover on any counter. Rich, earthy tones for Autumn (D.A.) Bright cheerful colours for Spring (D.S.)



N4301
CLASSIC
VICTORIAN
SEWING
KIT BOX

A runaway sales success in the US, this attractive sewing kit is superbly presented in green/antique gold and opens in a novel 'flower-petal' style. There are six assorted colours per inner box.



HEMLINE FABRIC DYES
AND LAUNDRY CARE RANGE

A comprehensive range of attractively packaged laundry care products that are much sought-after. The dye is purchased from a top-quality source and is available in 13 vibrant colours.

HÄNDABEIT & HOBBY SHOW KÖLN GERMANY 2004



HTL's Display drew plenty of attention at this year's H & H Show

HTL-SEWGROUP once again exhibited at the H & H Show held in Köln Germany from April 4th to April 6th 2004.

This year's show was very well attended and, rather than display full ranges, this year we concentrated on displaying new products which proved very popular with the customers.

Regular visitors to our stand included Andrew Groves and Michael Lane from Groves + Banks UK, Jean Christopher Cousins and team from Distrifil France, Susan and Douglas Earle from H.A. Kidd Company Canada, Larissa and Igor from Gela Russia, Per Gustafsson from Falk Sweden, Soren Enlund from Finland, Bas and Hank Beijer from

Beijer Holland, Arne Dohn, Michael Laage-Petersen and Pernille Deichmann from HP Gruppen Denmark, Hans and Marco Hansson from AB Trend-Tex Sweden, Joan Ventura and Jordi Peiro from CIA Sales Work Spain.

Additionally many new customers visited our stand, including Michael and Andrew Katsigiorgis from Greece who flew up from Athens especially to visit us at the show.

Next year the H & H show is moving to larger halls at the Koln Messe and the date has been brought forward to March 11th to 13th. HTL-SEWGROUP is expecting to once again exhibit at next year's show. We rated this year's as one of our best ever.

FAIR ENOUGH

This year so far has been a particularly busy period for our managers and staff attending and exhibiting at fairs in many countries. An important aspect of being able to stay at the cutting edge of our industry is to visit and participate in trade fairs and exhibitions worldwide so as to stay abreast of the latest trends and products. This year already, our buying and sales teams have visited or participated in the following fairs and exhibitions:

- HIA ANNEHIEM USA. February
- CHINA EASTERN FAIR March
- H & H KOLN GERMANY April
- HONG KONG HOMEWARES FAIR April
- CHINA SCISSOR & KNIFE FAIR April
- GUANGZHOU FAIR CHINA x2 April

Congratulations to the all the fair goers from HTL and SSS and especially Simon (who attended all seven) for this gruelling round of fairs. Visiting these fairs and making them productive is exceptionally tiring work and long hours and as usual they have all done a great job.

And it doesn't stop there, for immediately after the fairs, Simon and our other HTL buyers must visit all the factories and follow up on the products that they have seen.



Pictured is the HTL team. From Left : Simon, Damien, Joanne, Tanya (from SSS) and Brian at the 95th. Guangzhou Fair. If they look a little exhausted, it's understandable as this photo was taken on the last day and all that walking, pushing and shoving is very tiring. The reason they're smiling is they're going home.

ABOUT THE GROUP

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Sewgroup International is a group of Australian Owned companies involved with the development and supply of Sewing, Craft and Home products.
Sewgroup companies are as follows:

HTL LIMITED
16th Floor Unimix Centre.,
2 Ng Fong Street, San Po Kong,
Kowloon, HONG KONG
Ph: (852) 2328 8007 Fax: (852) 2329 5911
Managing Director: Simon Castley

HTL is a Hong Kong Company first started in 1991, which is our International product supplier. Famous ranges such as Hemline haberdashery, Habeesaver haberdashery, Klasse' scissors and needles, Sew Easy Quilting and Craft items, Papercraft paper and scrapbooking products, Triumph Homewares etc. are developed and distributed Worldwide by HTL. Many ranges such as Hemline haberdashery are packaged by HTL in their Hong Kong packaging plant.

SSS Pty Ltd
16-18 Valediction Rd., KINGS PARK, NSW 2148, AUSTRALIA
General Manager: Mr Chris Castley
SSS was started in 1977 and is today Australia's leading wholesaler and distributor for Sewing and Craft items. Some 25,000 SKU's are held in

stock, and sold to retailers both large and small throughout all of Australia. In addition to distributing the group's own products, SSS is also the wholesaler for Gütermann, Madeira and Mettler threads, Olfa and Fiskars craft items; Freudenberg/Vilene interfacings; Helmar craft glues and other popular sewing and craft lines.

ADM Pty Ltd.
Australian Distribution and Management is the Groups Housewares company developing and distributing kitchenware and other homeware products.

ASCLimited
Asian Sewing & Craft is the group's Hong Kong based wholesaler, distributing Gütermann threads and Hemline haberdashery to retail chains in Hong Kong.

www.sewgroup.com



Pictured above is the latest Deluxe Sewing Machine Trolley Bag (N4685), with the Embroidery Arm Accessory bag (N4686). Inset: New, distinctive 'Sew Easy' moulded rubber zipper tags.

NEW TROLLEY BAGS ARE TOP SELLERS

New model trolley bags are now available in carefully selected plain colours, and complimented with black or red zippers and handles, The zipper tags are also now a stylish rubberized tag featuring the Sew Easy logo, and altogether the new look is a stylish, travel-style trolley bag which should appeal to a wide range of customers.

These new plain colour bags are made from very tough nylon fabric and available in attractive azure blue (as pictured), black, light grey and other colours on request. Please enquire with HTL for details.

NEW SEW EASY RULER RANGE

These popular quilting and dressmaking rulers and squares had remained unchanged for all most 10 years. However, the range has now been up-dated, improved and expanded with two new small rulers (1" x 14" , 1/2" x 8") that have been added by popular request.

The new improvements to existing rulers include the new Laser smooth edge, finer lines (much appreciated by quilters), larger numbers, more angles, hanging hole etc. while still maintaining the original features such as the exclusive keep-safe pouch.

Rulers have recently become quite competitive with several new ranges entering the World market, however we are confident that with these new improvements the Sew Easy rulers will remain the World's leading range.



1/2 MILLION SALES- AND STILL A BESTSELLER!

The N4303 sewing kit has just past 500,000 sales and shows no sign of losing any of its popularity.



This kit, which we first designed and which has since be copied many times, continues to be a best-seller mainly because of the quality contents we supply.

For example the scissors, tape-measure, pins, needles etc. in this kit are all items which we sell individually and are not promotional items

designed purely to fill up the kits at the lowest possible price. Other subtle inclusions, and reasons for the success of this item, are features like matching the colours of the scissors to the zipper and providing an informative swing tag. It is these subtle little design features that make it stand out from the copies and the reason why this kit continues to sell strongly year after year.

GOING GREY GRACEFULLY

While Hemline is the World's newest range of Haberdashery, we are already going a little grey- or at least in Denmark. Our Danish distributors HP Gruppen believed that their market was too conservative for our feminine pink Hemline, and so the new Hemline card for Denmark is an attractive light grey with a touch of pink.

Whether it is the colour or just the quality and competitiveness of the Hemline range, something must be right, as HP has reported that Hemline overtook their previous haberdashery line in the very first month of release and sales have been very strong since and required a new rush order to HTL!



Pictured above are a sample of the range of Hemline products sold in Denmark in their distinctive, subtle pink and grey packaging.

GROVES & BANKS VISIT AUSTRALIA

As know, most all our products are developed in Australia, and it is in this very competitive modern retail market, that we test and develop not only products but also marketing and distribution systems. With this in mind, Andrew and Nick Groves recently took the long flight from Hong Kong (where they visited HTL) and flew to Sydney to visit SSS our own sewing and Craft distributor in Australia.

Andrew and Nick reported that it was a most worthwhile trip, as they were able see new and different methods of warehousing and distribution including the latest "cross docking". In Australia Hemline and Habee Savers are the market leading brands of haberdashery and Andrew and Nick were



able to inspect ranges in a variety of different retail stores including large sewing retailers, national chain stores, supermarkets, and the new franchise chain of specialist craft retailers called HobbySew.

There was time out for R & R too and the boys enjoyed a short stay on one of Australia's beautiful beach areas, as well as a visit to the famous Hunter Valley wine growing region. And a trip to Australia wouldn't be complete without Kangaroos and the boys were fortunate enough to see some really big ones in their native environment (the bush).

All Hemline distributors are most welcome to visit our head office and wholesale distribution headquarters in Sydney.



Pictured top: Nick and Andrew Groves sampling a cool white in the Australian wine fields. Below: Our visitors pictured in front of the Sydney Opera house

MOSCOW SEWING EXHIBITION

When recently our Russian distributor Larissa and Igor of Gela Ltd. asked could we help them with a trade show in Russia, Simon was quick to respond with yes and "I'm coming!"

So the opportunity arose whereby we were able to ship part of our H & H show display directly to Russia with additional displays being shipped from Australia. Then in September, Simon will join our Russian distributors in Moscow for a large sewing and craft exhibition.



Pictured here are some of the recent magazine advertisements placed by Gela Ltd.

We take this opportunity to thank Lariss, Igor and the team Gela for the fabulous job they are doing in marketing Hemline in Russia. Currently we are printing so much Russian at HTL, I think the staff is starting to learn the language but even so Simon says he is the one going to the show! We hope it all goes well!

NEW SOFT TOUCH QUILTING TOOLS

Another new addition to the Sew Easy and Hemline ranges are the four new soft-grip tools.

These popular tools featuring comfortable soft grip handles were initially made popular by the Clover Company of Japan, however the Japanese handle only featured a simple rubber ring to bring about some extra grip, whereas the new handles from Sew Easy/Hemline feature a full soft grip handle moulded in two matching colours.



Once again we believe these new tools are an excellent addition to the range and we trust our distributors will find instant success with these new items.

THAILAND- WELCOME

It is with great pleasure that we welcome our newest Hemline Distributor Bernico Limited of Thailand. Hemline was sold in Thailand back in 1998, but due to the heavy devaluation of the Bhatt at that time, it was ceased.

However Bernard Frefel has very enthusiastically re-launched Hemline in Thailand but this time with a much more comprehensive range of both haberdashery and craft items.



Bernard Frefel - our new Thailand distributor

PAPER- CRAFT & SCRAPBOOKING

A special display of paper-craft items at the H & H was of special interest to our customers where Paper-craft/ Scrapbooking is becoming popular.

This Scrapbooking craze which has now been booming in the USA for more than seven years was initially not expected to spread to Europe and Asia, however that has not been the case and now Scrapbooking is becoming very popular in many European and Oceanic countries.

HTL has a large range of scrapbooking and paper-craft products including a new range of punches, scissors, totes; trolley bags; pens; glues etc. If you have customers looking for these products, please ask HTL for their list of products and prices.

The new JR7045 Scrapbooking trolley bag - Storage and transport for all the avid papercrafter's needs.



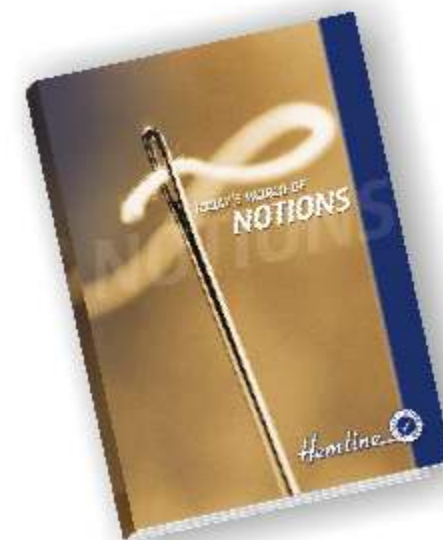
10,000 HEMLINE CATALOGUES FOR USA

Our USA distributor SCS of Portland, Oregon is in the process of distributing 10,000 Hemline catalogues to craft retail stores throughout the USA. 5,000 were distributed in the first half of 2004, and a further 5,000 is due to be sent in the second half.

Ed Moore of SCS advises that the release has been very successful and along with a special "first order" incentive, Hemline is quickly making itself known in the USA.

The Hemline catalogue is a special version and as you can see we had to change the word Haberdashery to Notions!

Congratulations to Ed, Rick and team who are making great progress with Hemline in the USA.



The new 'NOTIONS' catalogue currently being distributed throughout the USA

WELCOME HONG KONG

As there are virtually no sewing shops (as we know them) in Hong Kong, the only place to sell haberdashery is in the supermarkets. As a result Hemline products are now sold in the two major supermarket chains in Hong Kong, namely *Welcome* and *Park and Shop*.

These two chains, with over 500 stores between them, now stock our famous Hemline haberdashery.

So if you are visiting Hong Kong, drop into *Welcome* or *Park & Shop* (ironically there is no parking) and see Hemline on sale here.

