



A NEW PLACE TO FIND STITCH PUBLICATIONS BOOKS— EXCLUSIVELY DISTRIBUTED BY MARTINGALE®

For immediate release—July 10, 2017

Aspiration and inspiration abound when quiltmakers peruse the pages of books by the world-famous quilt designer Yoko Saito of Japan. Seattle-based Stitch Publications turns dreams into reality for thousands of quilters by publishing Yoko Saito's best-selling Japanese quilt books translated into English. In addition, Stitch Publications has translated books by Japanese designer and quiltmaker Yukari Takahara.

As of August 2017, Stitch Publications is pleased to announce that the worldwide distribution of their entire catalog of books and patterns has been assigned to Martingale & Company of Bothell, Washington. Martingale will be bringing back into print some titles that have been hard to get in recent months and will also begin to distribute Stitch Publications' new Japanese titles translated into English. Martingale will leverage its extensive international distribution network to reach avid quilt enthusiasts and all the places where they buy books.

Jennifer Keltner, Publisher and Chief Visionary Officer at Martingale, explains: "Martingale and Stitch Publications each have a successful history of creating compelling, beautiful books for passionate quiltmakers. We think it is a great fit for our businesses to join forces and enable Stitch Publications to gain wider distribution and sales success for their stunning titles. We're thrilled about future plans to distribute an expanded catalog of Japanese titles translated into English by Stitch Publications."

Effective August 2017 for all wholesale orders, please contact Martingale via email at info@martingale-pub.com.

For marketing requests, please contact Karen Johnson via email at kjohnson@martingale-pub.com.

ABOUT STITCH PUBLICATIONS®

Founded in 2011, Stitch Publications is a small boutique company solely owned by Priscilla Knoble that specializes in translating and publishing Japanese quilt, embroidery, and craft books and patterns into English. The current catalog of books includes 11 titles by renowned Japanese quilt artist, teacher, shop owner, and author Yoko Saito. Two appliqué books based on depicting personal life stories in fabric by teacher, designer, and shop owner Yukari Takahara round out the catalog.

Stitch Publications' mission is to search out compelling stitching-related books from outside of the United States and introduce/sell them in English to the English-speaking quilting, sewing, and craft market. Stitch is committed to the highest quality English translation of foreign books and designs, while honoring and maintaining the original intent of the authors.

ABOUT MARTINGALE

Through a 40-year love affair with quilting, sewing, knitting, and crochet, Martingale has published more than 3,000 books and products, which have sold more than 24 million copies. You might also know Martingale by the imprint That Patchwork Place®.

In 2007, company founders Nancy and Dan Martin retired from Martingale and sold the company to their employees. A tight-knit group of 26 now operates Martingale, and 80% of employees sew, knit, crochet, or craft in their spare time.

The mission at Martingale is simple. We empower makers who use fabric and yarn to make life more enjoyable. At Martingale, we love inspiring makers to create beautiful handmade objects. But more than that, our goal is to inspire a beautiful life. It's an immensely fulfilling side effect of creating with confidence.

In addition to more than 40 new titles being added annually to an extensive catalog of books and products, Martingale is also a distributor of books by Stitch Publications and Laundry Basket Quilts.

Stitch
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Create with Confidence