



# CRAFTING CRAFT KITS

with

**Nicole LaBranche**

Owner & Designer  
Spot Colors



## Hi, my name is Nicole LaBranche!

- I am the designer and owner of Spot Colors modern cross stitch.
- Co-author of Monsters and Mayhem in Cross Stitch book.
- I began designing cross stitch in 2013 releasing my first kit in 2014.

- Proud dog mom to Lily and cat foster mom.
- My background is in the film industry as a graphic designer.



# BENEFITS OF CRAFTING:

- limits screen time
- stress reducing
- increased mindfulness
- community building

# TYPES OF CRAFT KITS:

- Cross stitch
- Embroidery
- Crochet
- Needlepoint
- Paint-by-number
- So many more....



# EXAMPLES OF MY PRODUCTS:



double sided  
pattern + instructions



packaged  
needle



wood  
hoop



thread carded  
+ labeled



14 count  
aida fabric



# PATTERN MAKING PROGRAMS:



**Design Your Own Cross Stitch Patterns!**

(Ask us about receiving patterns like this in PCStitch format!)

**Some features include:**

- Full, half, quarter and back-outline stitches
- Pattern sizes up to 500 x 500 stitches
- As many as 64 different colors in any pattern
- Build palettes from any of the 390 DMC, J&P, or Anchor thread colors
- Import any BMP, PCX, TIF, or GIF graphic file into your patterns
- Drawing tools include rotate, copy, move, paint, center & mirror mode
- Color or black & white printouts with symbols representing thread colors
- 100 "Pattern Pieces" included! Stitch these small completed patterns as is or place them into your own patterns like clipart.

**Money Back Guarantee!**

**Order Today for only \$79.95!**

**PCSTITCH for Windows**  
The Software for Cross Stitch Pattern Design  
Visit us Online at <http://www.postitch.com>

M&R Technologies, Inc.  
PO Box 9402,  
Wright Brothers Branch  
Dayton, Ohio 45409  
(800) 800-8517  
FAX: (513) 294-2988

To enter send \$79.95 to the address above or call us toll free for a credit card order. System reqs: Microsoft Windows 3.1 or later including Windows 95, 2 Meg of free memory, 5 Meg of hard disk space, mouse or other pointing device. International callers can reach us at (513) 294-2988.

- MacStitch, WinStitch, Mobistitch
- Cross Stitch Professional Platinum
- PCStitch
- Create patterns for cross stitch, diamond dot, crochet, knitting, etc
- There are a lot free programs out there and also these offer free versions or trials

## GENERAL CRAFT SUPPLIES

- Notions Marketing
- Michaels Pro
- Checker Distributing
- Amazon

## NEEDLEWORK SUPPLIES

- Colonial Needle
- Design Works
- Yarn Tree
- Wichelt

# PACKAGING:



## POLY SLEEVES

- less costly
- can see contents
- easier to hang
- conform to contents



## POUCHES - flat or standing

- easier to hang or stand
- add wrap or decal
- can get printed
- reuse as storage

# PACKAGING:



## KRAFT MAILERS

- recyclable
- look nicer
- reuse as storage
- less costly than boxes
- add wrap or decal
- can get printed



## BOXES

- sit well on shelf
- recyclable
- look nicer
- reusable
- add wrap or decal
- can get printed
- take up more space

# PACKAGING:



## TUBE

- recyclable
- add wrap or decal
- can get printed
- awkward to ship & display
- unique look



Notions Marketing - poly sleeves

Eco Enclose - kraft mailers & boxes

Packlane - printed boxes & pouches

Amazon - poly sleeves & boxes



# SALES CHANNELS & STREAMS OF INCOME:

## RETAIL ONLINE

- Etsy
- Michaels Marketplace
- Michaels Makerplace
- Tik Tok Shop
- Facebook & Instagram
- Website - Shopify
  - dropshipping apps

## RETAIL IN PERSON

- Art markets
- Sewing, fiber art & quilt shows
- Comic & fan cons
- Consignment



## WHOLESALE ONLINE

- Faire
- Sourcing shops

## WORKSHOPS

- brick & mortar shops
- museums
- events

## COLLABS & COMMISSIONS

- museums
- marketing companies
- collabs with other companies
- customer commissions

## LICENSING

- create kits with other artists or brands
- they promote to their fan base
- purchase wholesale

## WHOLESALE IN-PERSON

- tradeshows & gift shows
- fiber art & needleart shows



# PRICING:

- Labor + Overhead + Supplies = Costs
  - Costs x2 = Wholesale Price
  - Wholesale Price x2 = Retail Price
- Research other kits prices & adjust\*

## CALCULATING & TRACKING

- Microsoft Excel
- Craftybase - Inventory, Costing & Manufacturing

Overhead: ongoing, indirect costs of operating a business such as rent, utilities, & administrative salaries.



# FINISHED PRODUCTS:

MODELS - finished projects

- product photography
- trade shows for display
- wholesale

KIT TESTING

- good to test for mistakes
- having someone else test helps to know if someone else understands



# PHOTOGRAPHY:

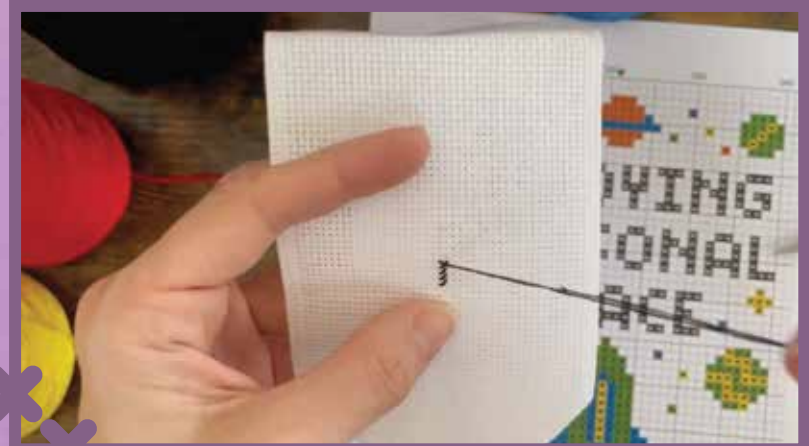
## PHOTOS

- finished project image
- contents of kit
- packaging
- phone camera
- digital camera
- sunlight is good light
- flat lay on scrapbooking paper
- white background
- Photoshop or programs for edits



## VIDEOS

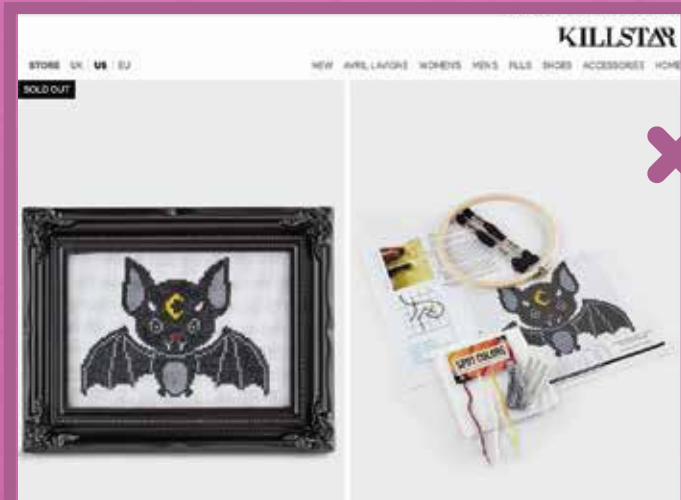
- links to videos in instructions
- extra help for beginners
- some online platforms have options for video



# ADDITIONAL TOPICS:

- Product Testing - for safety & quality
- Business Insurance
- Social Media
- Graphic Design

[bit.ly/OfficeHours2026](https://bit.ly/OfficeHours2026)



## FINAL TIPS:

- Try to keep each kit as similar as possible for easier, faster assembly.
- Find something you love and that you would love to share with the world. It makes it more fun to create and people can see your passion in your products.
- Community over competition



## Pattern Programs:

- Ursasoftware.com
- Dpsoftware.com
- Pcstitch.com

## Craft Supplies:

- Notionsmarketing.com
- Michaels.com/shop/michaelspro-buy-in-bulk
- Checkerdist.com
- Amazon.com

## Needlework Supplies:

- Colonialneedle.com
- Dwcrafts.com
- Yarnree.com
- Wichelt.com

## Calculating & Tracking:

- Microsoft.com/excel
- Craftybase.com

## Packaging:

- Notionsmarketing.com
- Ecoenclose.com
- Packlane.com
- Amazon.com

## Printing:

- 48hourprint.com
- Amazon.com
- Gotprint.com
- Vistaprint.com

## Sales Channels:

- Etsy.com
- Michaels.com/marketplace
- Michaels.com/makerplace
- Tik Tok, FB & IG shop
- Shopify.com
- Faire.com

Craft Industry Alliance Article  
<https://bit.ly/KitArticle>



# Q & A

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**SPOT × COLORS®**

modern cross stitch + design

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