



KIMBERBELL®
Dealer Exclusives
 FOR MACHINE EMBROIDERY

Volume 1
 KDEX100

Volume 2
 KDEX101

Dealer Exclusive projects are designed to suit your shop and customer needs!
 Wondering what to teach at embroidery club? Would you like to highlight fun embroidery
 products in your shop? Need a project for new machine owners?

Kimberbell Dealer Exclusives is the answer!



Your Dealer Exclusives purchase includes:



- Program Binder
- Tabbed dividers to organize all 13 projects
- Full-color printed instructions with step-by-step photos
- Shop Guide for each project with teaching notes and tips
- Program CD
- Marketing Materials including an 11x17' Vinyl Project Poster with tabletop display stand
- Customer Binder Cover Insert



Program CD features:

- Formats for all embroidery machines (ART, DST, EXP, HUS, JEF, PES, VIP, VP3, XXX)
- SVG files for all applique pieces
- Printable PDFs of all project instructions
- PowerPoint presentations for teaching each project, saving hours of teacher prep time
- Project images with advertising copy for email, social media, and website to promote your club, class, or demo

Sweet Feet: Stinkin' Cute Gym Shoes

HOOP: 5 x 7

STABILIZER: Tear-away

SUPPORT PRODUCTS: Kimberbell Paper Tape, Felt

PROJECT SKILLS: Applique, Dimensional in-the-hoop project, Working on the back of the hoop

Fabric #	Used for	Pieces per kit	Cut size:	Amount for 24 kits
Fabric 1 red	Shoe	1	Fat Sixteenth	119 yards
Fabric 2 white	Outsole	1	Fat Sixteenth	119 yards
Fabric 3 gray	Circle	1	5 x 5" (8 per Width of Fabric strip)	3 WOF strips
Other:				
Felt (9 x 12" sheet)	Backing	2	2 sheets (9 x 12" each)	48
Ribbon or Shoelace String	Shoelaces	2	24"	8 yards

Pattern Key:
A Fat Sixteenth is 9 x 11"
Fabric amounts are sufficient to make a matching pair of shoes.

Project ideas:
Make kits featuring the colors of your hometown high school or college team and invite customers in to try machine embroidery and stitch one for their favorite athlete. This design is so versatile—picture pastel blues at a baby shower or bright and trendy high tops for a dance company.

Companion Project CDs:
Customers who enjoyed making these Stinkin' Cute Gym Shoes, will also love these M.E. Timel CDs.

CDs shown: KD401, KD402, KD438

Kimberbell Dealer Exclusives, Volume 2 © 2018 Kimberbell Designs

Our detailed Shop Guide shows:

- Fabric measurements for cutting project kits. We've simplified the work with cuts of Fat Sixteenths, Fat Eighths, Fat Quarters, and 5x5" squares.
- Project skills to be taught with lots of ideas for your club or class.
- Support products list of stabilizer, batting, zippers, paper tape, and tools.
- Kimberbellishments like ribbons and Kimberbell Blanks—so every project can be finished Kimberbell cute!
- List of companion Kimberbell products CDs featuring similar techniques.

Vinyl Project Poster with Tabletop Display Stand

Use the vinyl project poster to advertise your Dealer Exclusive projects. The tabletop stand is easy to set up and allows you to display upcoming projects in class or on the counter right next to the register.

Project Images and Advertising Copy

We include both high resolution and web images of all thirteen projects to use for print advertising, email, or posting on your shop website, as well as social media formats like Facebook, Instagram, and Pinterest.



Here's a look at our next
MACHINE EMBROIDERY
project from
KIMBERBELL

write class details here

Our **Dealer Exclusives Program Guide** has all the details you need to get started and we keep the preparations simple for you! Tools for teaching and Kimberbell's quality instructions are all part of the package so your customers will be inspired and feel success trying new products and techniques.



Customer Binder Cover

We even created a Customer Binder Cover so repeat customers have a place to save their Kimberbell project instructions. Just print the PDF on 8½ x 11" paper or cardstock and insert the page into a 3-ring view binder. Space is reserved for your business card too!

So many options for every project

Additional sizes and designs expand your program from thirteen projects to more than 25!



We show you how support products, kit sales, and Kimberbell's companion CDs, with a machine feature demonstration can increase sales when your customers come for club meeting. Plus you'll find more ideas for turning projects into a class taught over 3 to 4 weeks or all-day mini event.

For example: **The Sweetest Equation Tea Towels** in Volume 2 can be presented as a set. Or, you may choose to teach the apple pie design for a summer class and save the pumpkin pie for October's club meeting. Refer to individual projects for Volume 1 (pages 4-7) and Volume 2 (pages 8-11) to learn more.

With purchase of the Dealer Exclusives, Kimberbell grants permission to the dealer, for the electronic file transfer to customer USB. The file transfer should be an in-person visit to your store. Online distribution is not permitted. Designs may be included with class registration, kit sale, or an embroidery club membership fee, but may not be sold individually. Official copyright authorization is included with the program guidelines. Purchase of one binder per shop location is required.



Here's a peek at the 13 original projects from *Dealer Exclusives Volume 1*



Candy Heart Pocket Tag

Our darling gift tag has a pocket just big enough to hold a chocolate treat, love note, or gift card. With techniques like applique and lining in-the-hoop, this sweet project really is as fun to make as it is to give.

Hoop:

4x4

Stabilizer:

Cut-away

Project Skills:

Applique

Lined pocket

Working on the back of the hoop

Support Products:

Kimberbell Paper Tape

Companion Project CDs:

Giftables, Volume 1 KD537



Checkity-check Check Composition Book

With just a bit of piecing and bright embroidered checkmark you'll turn a simple composition book into the most adorable place for to-do lists. This little lined notebook cover is made completely in-the-hoop. Imagine one sewn in Christmas fabrics for Santa's checklist or your holiday shopping.

Hoop:

5x7

Stabilizer:

Cut-away

Project Skills:

Piecing in-the-hoop

Lining

Support Products:

Kimberbell Paper Tape

Companion Project CDs:

Noteables: Composition Book Covers KD538



Cute and Crabby Towel Set

Crabby by definition means bad tempered, grouchy, or cross, but our cute crabs are completely cordial. Choose one design for a hand towel and the other for the bath towel. With creative applique work and stitched broad smiles these happy crabbers will have you smiling right back.

Hoop:

5x7, 6x10

Stabilizer:

Sticky-back Wash-away

Wash-away plastic topping

Project Skills:

Applique

Embroidery on terrycloth

Plastic Topping

Support Products:

Kimberbell Paper Tape

Topping Stabilizer

Companion Project CDs:

Kimberbell applique and embroidery project CDs



Dealer Exclusives Volume 1

KDEX100 · \$499

Purchase of one binder per shop location is required.





Dimensional Mylar Applique: Leaves

"Every leaf speaks bliss to me, fluttering from the autumn tree," wrote Emily Bronte. We're certain she would adore these pretty leaves embroidered on layers of tulle and Mylar. Kimberbell's innovative technique makes the leaves shimmer without metallic thread. Use the leaves to decorate a wreath, wrap around a candle, or top a napkin ring.

Hoop:
5x7

Stabilizer:
Wash-away

Project Skills:
Applique
Dimensional Mylar Applique

Support Products:
Kimberbell Paper Tape
Mylar

Companion Project CDs:
Dimensional Mylar Applique and Cards, Volume 1 KD640



Do You Want to Stitch a Snowman? Mug Rug

In a floppy hat with embroidered pompom this stitched snowman just might pass for a ski bunny. And, he's guaranteed not to melt under your steaming cup. Mug rugs make a perfect gift paired with hot cocoa mix or coffee cup. Or, embroider a set so the whole family has one to use after a day of snow play.

Hoop:
5x7

Stabilizer:
Cut-away

Project Skills:
Applique
Quilting in-the-hoop

Support Products:
Kimberbell Paper Tape
Batting

Project idea:
Teach how a name can be added to the brim of the snowman hat using top-of-the-line machine features or embroidery software.

Companion Project CDs:
Holiday and Seasonal Mug Rugs
Volume 1 KD507
Volume 2 KD517



Embroidered Cupcake Birthday Card

This is a 0 calorie cupcake, but 100% cute embroidered on cardstock! Choose to stitch in just one color like traditional redwork, or applique your favorite fabric for the frosting top and embellish with a cherry red button.

Hoop:
5x7

Stabilizer:
Sticky-back

Project Skills:
Applique
Redwork
Paper embroidery

Support Products:
Kimberbell Paper Tape

Companion Project CDs:
Dimensional Mylar Applique and Cards, Volume 1 KD640

If you're ready to jumpstart an embroidery club or class series and energize your customers with machine embroidery, then Kimberbell Dealer Exclusives is exactly what you're looking for!



Floral Cutwork Napkin

Reminiscent of vintage lace embroidery, now machine stitched with Kimberbell flair, our Floral Cutwork Napkin will complete any dining room table. Choose contrasting thread colors for a girlfriends luncheon or stitch tone-on-tone for more formal occasions. An embroidered set would be enchanting at a wedding breakfast and make a lovely heirloom gift for the bride and groom.

Hoop:
5x7

Stabilizer:
Sticky-back Wash-away

Project Skills:
Cutwork

Support Products:
Kimberbell Paper Tape

Companion Project CDs:
ME Time!™ Cutwork {Dinner Party}
KD639



Machine Embroider by Number: Love at Home

Heart-shaped wisps of smoke coming from the chimney say there is "Love at Home" in this Kimberbell original Embroider by Number project. Crosshatch quilting on the large and medium sizes is sewn to perfection in-the-hoop with optional ribbon loops for hanging the little quilt. The small size is just right for a pin cushion or ornament.

Hoop:
4x4, 6x10, 8x8

Stabilizer:
Cut-away

Project Skills:
Paper piecing in-the-hoop
Quilting in-the-hoop

Support Products:
Kimberbell Paper Tape

Batting
Ribbon
Ackfeld Scallop Frame
6 x 6" medium, 8 x 8" large

Companion Project CDs:
Kimberbell Machine Embroider by
Number™ CDs



Peek-a-boo Bunny Tea Towel

No matter how long the winter, welcome spring with this cute blossomed bunny tea towel. Featuring fabric applique, adorable face details, and decorative stitches, you'll learn how to center the design so he peeks perfectly over the ribbon border.

Hoop:
5x7

Stabilizer:

Wash-away

Project Skills:
Precise project alignment
Applique

Plastic topping

Support Products:

Kimberbell Paper Tape
Water soluble or heat sensitive pen
Plastic topping

Companion Project CDs:
Kimberbell applique and embroidery
CDs



Pop of Summer Table Runner

What's the one thing that can make a hot summer day perfect? Definitely a popsicle on a stick! Juicy colors and appliquéd popsicles make this bright table runner just as exciting as the icy treat itself. This multi-hoop project has a pieced center section that quilters will love too.

Hoop:

5x7, optional 8x8

Stabilizer:

No-show Fusible Mesh Stabilizer

Project Skills:

Applique
Multi-hooping
Traditional piecing

Support Products:

Kimberbell Paper Tape
Water soluble or heat sensitive pen
Batting

Companion Project CDs:

Customers who love the Pop of Summer Table Runner will be excited to try any of Kimberbell's Bench Pillows for machine embroidery and Oh, The Possibilities! Pattern Books with companion CDs for projects using the same multi-hooping technique.



Whimsy Flower Cinch Bag

What's your fix for a creative whim? How about a Kimberbell cinch bag, completely lined and sewn in one hooping! The whimsical flower applique is satin stitched with puffy foam and will be darling in whatever color meets your fancy.

Hoop:

5x7

Stabilizer:

Cut-away

Project Skills:

Applique
Applique
Puffy Foam
Working on the back of the hoop
Lining

Support Products:

Kimberbell Paper Tape
Puffy Foam
Companion Project CDs:
"It's a Cinch! Gift Bags"
Halloween KD532
Christmas KD533
Sweet Sentiments KD535
Woodland Animals KD554



You Are Loved Pocket Tag

This gift tag features a hidden pocket between two layers of felt where you can slip a gift card, movie tickets, money, kind note, or even jewelry! A perfect present by itself or use it to top a larger gift. The stitched sentiment "You are Loved" will make anyone feel special.

Hoop:

5x7

Stabilizer:

Tear-away

Project Skills:

Applique
Working on the back of the hoop

Support Products:

Kimberbell Paper Tape
Felt
Ribbon



Zippity-zip Key Fob

Zippity quick to make, this lined zipper pouch has two sweet sizes just right for keeping lipstick, ear buds, coins, even a baby pacifier. Slide a key ring through the ribbon loop for an adorable key fob.

Hoop:

4x4

Stabilizer:

Cut-away

Project Skills:

Zipper
Quilting in-the-hoop
Working on the back of the hoop
Lining

Support Products:

Kimberbell Paper Tape
Batting
Zipper

Companion Project CDs:

Kimberbell zipper pouch project CDs



Citrus Cutwork Apron

With lacy citrus slices and delicate white blossoms, this beautiful cutwork apron makes me think I should invite the ladies for lunch. I'll serve chicken salad on tea sandwiches with key lime tarts for dessert and all the while everyone will admire my lovely apron.

Hoop:

5x7

Stabilizer:

Sticky-back Wash-away

Project Skills:

Cutwork

Support Products:

Kimberbell Paper Tape

Kimberbell Blanks Apron Adult

Companion Project CDs:

Cutwork {Dinner Party} KD639



Dimensional Mylar Applique: Halloween Shapes

Witch hats and spiders and pumpkins, oh Mylar! Machine embroidery is our favorite new way to decorate. These designs will definitely add sparkle to your Halloween party. String several of the shapes together for a ghoulish garland, use as a gift bag topper, or accent for scrapbook pages.

Hoop:

4x4

Stabilizer:

Fibrous wash-away

Project Skills:

Dimensional Mylar Applique

Support Products:

Kimberbell Paper Tape

Mylar

Tulle

Companion Project CDs:

Dimensional Mylar Applique and Cards KD640

Dealer Exclusives Volume 2

features 13 brand new projects!



Flower Zipper Clutch

Featuring a sophisticated combination of textiles like linen and wool, the Flower Zipper Clutch comes in three sizes. From durable cork to dainty calicos, create your own aesthetic by trying a different fabric medium for each petal. Unlike traditional machine embroidery applique, where the design is secured with a satin stitch, raw edges of the pretty petals are surrounded with whimsical outline stitches. The clutch is fully lined, plus Kimberbell makes installing a zipper so remarkably easy in-the-hoop.

Hoop:

5x7, 6x10, 8x8

Stabilizer:

Cut-away

Project Skills:

Applique

Zipper

Quilting in-the-hoop

Working on the back of the hoop

Lining

Support Products:

Kimberbell Paper Tape

Batting

Zipper

Wool, Cork fabric, Linen

Project ideas:

This is a beautiful project to introduce customers who love wool applique (by hand) to machine embroidery.

Companion Project CDs:

The "Jeanette" Zipper Pouch KD613, KD614

The "Kristine" Spool Zipper Pouch KD615, KD616

Flying to Pieces Zipper Pouch KD609, KD610

Crossbody Bag Trio: Nautical KD534



Fun with Fringe: Baby Lion

"I am baby hear me roar!" Honestly, Grandma may be squealing a bit too when she stitches this adorable cub on a receiving blanket, burp cloth, or onesie. With Kimberbell's easy fringe technique a fuzzy mane of thread encircles the little lion's head. The design comes in both 4x4 and 5x7 sizes with two different expressions. We know you'll love stitching both and "that's no lion."

Hoop:

4x4, 5x7

Stabilizer:

Wash-away or Fusible Mesh

Project Skills:

Applique

Fringe

Support Products:

Flannel

Machine feature demo or upsell:

Project instructions include a bonus sewing pattern for a small burp cloth made from 2 Fat Quarters. Schedule a sewing class and teach how to make a Mitered Corner Baby Blanket from flannel, then embroider the lion in one of the corners. Demo hooping a onesie and stitching the design on a multi-needle machine.

Companion Project CDs:

Lil' Sprout KD551

CD includes a solid and pieced burp cloth made in-the-hoop in two sizes! Simple 7 for Baby KD708

Fun with Fringe: Jars of Seasonal Flowers KD545



Lemonade Mug Rug

With fabric and vinyl applique we've created a lemonade glass that's always half full. Stitch the quilted pennant background in a contrasting color for celebration or blend with the background fabric to emphasize the drink and slice of citrus garnishing the cup, like our cherry cola with lime. You'll find this mouthwatering design delish for an entire mixology of sodas.

Hoop:

5x7

Stabilizer:

Cut-away

Project Skills:

Applique

Quilting in-the-hoop

Support Products:

Kimberbell Paper Tape

Batting

Vinyl

Companion Project CDs:

Holiday and Seasonal Mug Rugs

Volume 1 KD507

Volume 2 KD517



Lovebirds Tandem Bicycle Tote

Was it a "bicycle built for two" that inspired the proposal to Miss Daisy Bell in 1892? She must have said yes, because the tandem bike has been a symbol of romance for more than one hundred years since. Just like marriage, the technique takes cooperation and practice. Thank goodness machine embroidery isn't that much work! In our tandem design, little lovebirds look sweet perched on the bicycle seat and handles, and we adore the baskets of blossoms with fringe flowers too. Perfect for a picnic tote, you can personalize the design by adding your marriage or anniversary date.

Hoop:

5x7 triple hoop

6x10 double hoop

8x12 single hoop

Stabilizer:

Sticky-back Wash-away and

Wash-away

Project Skills:

Thread color selection

Fringe

Multi-hooping with three methods

Support Products:

Kimberbell Blanks Denim Tote

Color Wheel for quilters

Machine feature demo or upsell:

This project is ideal for teaching multi-hooping or use the large hoop to feature a top of the line machine. Because it's an all-thread project, have a quick lesson on thread quality and creative color schemes.

Companion Project CDs:

Hello Sunshine KD802



Machine Embroider by Number: Summer Popsicle

Did you ever count the days of summer in popsicle sticks? This Kimberbell original Embroider by Number project has us reminiscing of summer vacation when the only thing on our to-do list was "play." With three layers of icy sweetness, the pieced popsicle block features crosshatch quilting on the large and medium sizes with optional ribbon loops for hanging. The small size is just right for a pin cushion or coaster.

Hoop:

4x4, 6x10, 8x8

Stabilizer:

Cut-away

Project Skills:

Piecing in-the-hoop

Quilting in-the-hoop

Support Products:

Kimberbell Paper Tape

Batting

Ackfeld 6x6" Scallop Frame (medium)

Ackfeld 8x8" Scallop Frame (large)

Companion Project CDs:

Kimberbell's M.E. Time!

Machine Embroider by Number:

January through December



Redwork Pincushion

Redwork is the original word for outline embroidery hand sewn with Turkey red thread in the late 1800's, but the name is still used today to describe outline needlework in any color. Choose a snowflake or flower for this petite pincushion, then let your embroidery machine get the stitches just right. Instructions for a simple muslin insert are included. We recommend filling the insert with ground walnut shells to keep the pins and needles sharp.

Hoop:
4x4

Stabilizer:
Cut-away

Project Skills:
Outline embroidery
Piecing in-the-hoop
Quilting in-the-hoop

Support Products:
Kimberbell Paper Tape
Batting

Ground walnut shells
Companion Project CDs:
Kimberbell's M.E. Time!
Machine Embroider by Number:
January through December



Snowflake Kisses Pillow

From the first snow flurry of fall through Valentine's Day this charming snowman will melt your heart. We've combined embroidery and quilting skills to make a patchwork pillow top. Our snowman features a chenille cuff on his hat and the cursive backstitch sentiment is expertly embroidered in the hoop. You'll sew a pinwheel block and piece all the elements together on your sewing machine, then finish with a classic quilt binding for the perfect piped border.

Hoop:
5x7 and 4x4

Stabilizer:
Cut-away

Project Skills:
Applique
Chenille
Piecing
Sewing
Binding

Support Products:
Slash Rotary Cutter by Clover
Kimberbell Blanks 8" Pillow
Orange Pop Rulers Square
Orange Pop Rulers Rectangle
Machine feature demo or upsell:
Show sewing mode for piecing and putting the pillow top together on a top of the line machine. The pillow top can also be quilted using the scan feature, then stipple quilt around the applique and sentiment.

Companion Project CDs:
Hello Sunshine KD802
Jingle All the Way KD801



It's a Cinch! Gift Bags So "Hoppy" Bunny Ears

Some bunny is going to be very hoppy to receive this adorable bag filled with Easter treats. The cinch bag is one of Kimberbell's most innovative designs. We've added embroidery details and long ears to make the most precious spring bunny in two sizes. Choose a contrasting fabric for the lining, which also becomes the inside of the rabbit ears.

Hoop:
4x4, 5x7
Stabilizer:
Medium Cut-away

Project Skills:
Cinch Bag
Lining
Dimensional in-the-hoop project
Working on the back of the hoop

Support Products:
Kimberbell Paper Tape
Ribbon
Fray Check
Companion Project CDs:
It's a Cinch! Gift Bags
Halloween KD532
Christmas KD533
Sweet Sentiments KD535



Sweet Feet: Stinkin' Cute Gym Shoes

There's only one way to describe this original Kimberbell design—stinkin' cute! The vintage-style high top can be sewn in team colors or cotton prints. Personalize the medallion on the shoe with the name or jersey number of your player. Thread real shoelaces or ribbon to tie it up. Sleeves of cream filled cookies fit just inside for the sporty striped socks.

Hoop:

5x7

Stabilizer:

Tear-away

Project Skills:

Applique

Dimensional in-the-hoop project

Working on the back of the hoop

Support Products:

Kimberbell Paper Tape

Felt

Project ideas:

Make kits featuring the colors of your hometown high school or college team and invite customers in to try machine embroidery and stitch one for their favorite athlete. This design is so versatile—picture pastel blues at a baby shower or bright and trendy high tops for a dance company.

Companion Project CDs:

Sweet Feet:

Whimsical Witch KD601

Santa's Elf KD602

Cowboy Santa KD638



That's Sew Chenille: Heart Banner

"What the world needs now is love, sweet love" and those who love machine embroidery will spread the endearment with this darling chenille heart pennant. The applique heart features two variations for the chenille stitches, diagonal or chevron, on two pennant sizes. Make a single pennant or banner of coordinating colors and share the love.

Hoop:

4x4, 5x7

Stabilizer:

Cut-away

Project Skills:

Applique

Chenille

Support Products:

Kimberbell Paper Tape

Slash Rotary Cutter by Clover

Companion Project CDs:

That's Sew Chenille:

Fruit Stand Hot Pads KD542

Christmas Hot Pads KD547

Alphabet Pennants KD550



The Sweetest Equation Tea Towels

If the occasion calls for pie making, we keep the recipe simple with this math equation. Choose to applique either apple or pumpkin for the sweetest gift or kitchen decor. We've included instructions for adding a checked fabric border to a tea towel, but the designs would look equally as cute on an apron bib for your favorite baker.

Hoop:

5x7

Stabilizer:

Wash-away (we recommend 2 layers)

Project Skills:

Applique

Strip Piecing

Sewing

Support Products:

Kimberbell Blanks Tea Towels

Companion Project CDs:

Oh, the Possibilities CDs and Books

Halloween KD511, KD705

Christmas KD512, KD706

Fall KD531, KD704

Winter and Valentines KD518, KD707

Spring KD519, KD702

Traditional sewing customers will find so many projects in this volume inviting. Strip piecing for The Sweetest Occasion Tea Towels and the pinwheel block in the Snowflake Kisses pillow will introduce them to an embroidery machine in sewing mode, then you can surprise them with the magic of machine embroidery!

Dealer Exclusives Volume 2

KDEX101 · \$499

Purchase of one binder per shop location is required.

Created specifically for machine dealers and quilt shop owners, Kimberbell's original program will bring customers into your business and have them returning each month for more! For a one-time purchase of \$499 you'll receive everything you need to start this amazing program. Visit our website kimberbelldesigns.com or call (435) 915.6741 to order.



Dealer Exclusives will work for your...

Embroidery Club

Kimberbell Dealer Exclusives is an amazing collection of 13 technique-based projects that will solve the dilemma of what to teach month to month! Present the projects in the order you desire—this means your club can start at any time and you can add new members year round.

Class or Workshop

Projects are technique based so a class setting will be especially effective for teaching. Your customers will learn embroidery skills like: applique, precise design placement, beautiful cutwork, installing a zipper, and multi hooping.

Make n' Take or Product Demo

Celebrating a special event like your shop anniversary? Dealer Exclusives are great make-and-take projects too. You can also use the projects to demo new embroidery products and highlight machine features.

Each volume features thirteen exceptional projects designed for a 5x7 hoop or smaller. You will be delighted with the additional sizes and options included with several of the designs, and projects that incorporate both sewing and embroidery, which will excite your traditional quilting customers as well! Designs and instructions may be copied for participating customers without limit when they come to your shop. Yes, we really mean that!

Invite everyone. Your in-store club or class can be as big as you like!

