



The Knit With ■ 8226 Germantown Avenue ■ Chestnut Hill, PA 19118-3402 ■ 215 - 247 - YARN ( 9276 )

visit us on the web : [www.theknitwith.com](http://www.theknitwith.com)

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Dear Patrons of The Knit With,

The Knit With is deeply disappointed, and very embarrassed, to inform our community of handknitters that yarns for which our customers have paid premium prices — based upon a claimed content of cashmere, a premium fibre — have been found, following scientific testing, to have not be premium products after all because they were improperly labeled as having a premium fibre content. Past sales of these improperly labeled yarns are being recalled; the affected yarns are six in number, as follows:

<b>Brand</b>	<b>Yarn</b>	<b>Defect</b>	<b>Distributor</b>
Debbie Bliss	<b>Cashmerino Aran</b>	Cashmere content mis-labeled	Knitting Fever, Inc.
Debbie Bliss	<b>Cashmerino Baby</b>	Cashmere content mis-labeled	Knitting Fever, Inc.
KFI	<b>Cashmereno DK</b>	Cashmere content mis-labeled	Knitting Fever, Inc.
Noro	<b>Amagi</b>	Cashmere content inaccurately labeled	Knitting Fever, Inc.
Noro	<b>Cash Iroha</b>	Cashmere content inaccurately labeled	Knitting Fever, Inc.
Noro	<b>Lotus</b>	Cashmere content inaccurately labeled	Knitting Fever, Inc.

We are reliably informed that other Bliss and Noro yarns, never stocked by The Knit With, may also be mis-labeled.

The Knit With wants to be sure that you, as our patron, are not hurt as a result of the irresponsible actions of this one supplier which distributed these improperly labeled yarns. The Knit With will issue — to every customer who ever bought *any* quantity of the yarns listed above — a store credit equivalent to a full refund of the net purchase value plus 10%. All you need to do is to complete a claim form and submit a suitable proof of purchase. The best proof of purchase is both a shop sales receipt and ballband labels for *any* purchase made at *any* time; if you do not have a shop receipt, your name appearing on our customer list, with a record of a purchase history, serves as constructive proof of purchase upon your submission of ballband labels or knitting.

Today, we know we were wrong to rely, in good faith alone, that the distributor's representations, repeated over many years, concerning the fibre content of these yarns were truthful and accurate. We are deeply ashamed about, and apologize to you for, this awful circumstance foisted upon us — and the entire the handknitting market. There is absolutely no justification for multiple, supposedly premium, yarns — all sourced from the one supplier — not containing the labeled cashmere content and therefore not worth the premium price charged. This is not the way The Knit With is known to conduct business. And The Knit With will not allow this situation to be a case of buyer beware.

In our 36 years in the specialty handknitting market, this is our first experience with an improper labeling situation. That fact alone speaks volumes about the integrity of the wholesale suppliers to the specialty yarn market. We are dismayed that just one supplier would engage in business practices which have deceived and victimized the handknitting consumer and besmirched this industry's general reputation for integrity and honesty.

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