

A NAUTICAL YARN

Nautical Yarn

Summer 2026

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ALL ABOUT THE NAUTICAL YARN ONLINE STORE

A few years ago, in the midst of COVID, we expanded our online store at nauticalyarn.com. We had had an online store for about 10 years with steady business, but after COVID people really began to shop online.

Every product in the store is available for sale online. How is that possible, you ask? Well, it doesn't just happen. A lot of work and thought goes in the ongoing care and upkeep of the online store. Thanks to Debbie, we have a very popular and robust online store.

Here are the steps we go through to make a product available for sale online.

- The in-store inventory count must be correct. All of us who work in the store strive to keep accurate inventory numbers. An online customer does not want to hear that we only have 5 skeins of a particular yarn in stock when she has ordered 6 skeins online.
- Every product we sell must have a complete and accurate description including fiber content, weight, gauge, needle and hook sizes, etc. Then, for each product (Encore, for example) we must have pictures of each color to show on the online store. In the case of Encore, that is well over 100 different colors, plus colors that stripe, and tweedy colors, and gradient colors.
- After we are sure the descriptive information is correct, the inventory counts are correct, and the color number, color name, and images are correct, we must upload the complete yarn information to the online store.
- In the online store, we must categorize the product correctly. What brand is the yarn?, what weight is the yarn?, Is the yarn on sale?
- Then we must test the online store and make sure we can search for the yarn and find it.
- Whew! But we're not done yet! Now we must upload the yarn information to knitting search engines, such as Ravelry. Did you know that if you look up a pattern or yarn we carry, you will be presented with a link (on the far right-side of the Ravelry page) that will take you directly to the yarn needed for your project on our nauticalyarn.com website.

I think that about does it. Oh, I forgot inventory maintenance. We recount inventory every time new colors arrive, just to double-check the accuracy of our inventory numbers. Also, when a yarn is sold out or discontinued, we must make it unavailable for sale.

Since the beginning of the year, we have shipped orders to 47 states plus Canada, Spain, New Zealand, Australia, Hong Kong, and the United Kingdom.

Thanks, Debbie, for all your hard work making nauticalyarn.com such a success.

HEARTLAND YARN ADVENTURE

It's almost time for the Heartland Yarn Adventure. Check out all the details at heartlandyarnadventure.com.

Nautical Yarn and 83 other stores are participating in this 10 day YARN ADVENTURE! It begins July 24th and ends August 2. You can go to one shop or all 84 shops located in Michigan, Indiana, Ohio, and Kentucky. All you need is your \$5 passport (which you can purchase anytime at Nautical Yarn or any one of the other participating shops).

The first passport purchasers will receive a special stitch marker. Have your passport insert stamped at each shop you visit to be entered in drawings (local shop drawings and HYA drawings). Nautical Yarn will be giving prizes each day of the HYA! And also, many shops will be giving discounts to passport holders. Nautical Yarn will be offering special deals during the Heartland Yarn Adventure.

LINDAL TASCHLEIN BAG CLASS IN AUGUST

The beautiful Lindal Taschlein bag is knit using either a lot of colors of yarn from your stash or a self-striping or Ombre yarn plus a solid accent color. Debbie is using **Cairns** for the striping yarn and **Coastal Cotton** for the accent color. Carole is using **Noro Kuryeon** for the striping yarn plus a solid accent color.

The pattern is created using knitted short rows. This bag uses 242 yards of MC (Main Color striping yarn, such as **Cairns**) and 76 yards of CC (Contrast Color). The size of the bag is dependent on your chosen needle size. Size 3, 32" circular is recommended in the pattern.

Date: August 11, 13, and 18 (optional), 6:00 PM at Nautical Yarn

Teacher: Debbie

Price: \$35 includes pattern

Sign up soon! We expect this class to fill up quickly!

www.nauticalyarn.com

