

## Fabric : Why we Tear vs. Cut at Stitches Etc Home Center

When you purchase cotton yardage at **Stitches Etc**, you can be assured that your fabric is “on grain” because we tear your fabric. Although some folks may think that “on-grain” fabric is only for the garment stitcher; quilters, home dec sew-ers, and just about everyone should also be concerned with grain lines to make sure that their projects hang straight. When we tear the yardage you purchase at **Stitches Etc**, we make sure that you get **extra** fabric so that after you remove the “bruised” or torn edges you will be left with at least the yardage that you originally wanted - and likely more! Most stores cut cotton fabric yardage to keep a tight control on profits, so if you need a yard of fabric you must purchase *more than a yard* to be sure of being left with what you need after you straighten or put your fabric on grain. While our very good customers are familiar with why we tear rather than cut fabric, many of our newer customers may not know the theory behind our practice! Good quality fabric that may stretch somewhat while it is torn will return to its original shape after it’s washed and dried. Conversely, lesser quality fabrics that are often off-grain to begin with are difficult to put on-grain and can easily be distorted - so just think of what they can do in your final project! Another “fabric misconception” that many consumers have is that the quality of all the fabrics manufactured by a particular company are the same. Fabric manufacturers will print identical looking fabrics on differing qualities of base fabrics. This can cause confusion for the consumer when they see what looks like the same fabric at very different prices. The inexpensive, “economy” prints will not be as colorfast, wrinkle resistant, strong, or on-grain as the better quality look-a-likes. Also, fabric manufacturers that have long been associated with producing lower grade fabrics for the craft chains are now producing better quality fabrics for the independent stores in order to keep up with consumer demands!