



e-shuttle VOLUME I, number 1
June 26, 1998

Welcome to the premier issue of the e-shuttle, AVL's newest way to communicate with you - via the information super-highway. As stated many times in other AVL publications, we're hoping that through the use of all the latest technology, we'll help lead you down or at least point you toward the Satisfaction Super-Highway.

So consider the e-shuttle as our fledgling attempt at a Rapid Transit system. We'll try to zip you around the AVL world touching on new products, ideas, prices, and anything else that helps you find more enjoyment and value as a weaver, designer, or simply as a friend of AVL Looms.

NEW CUSTOMER SERVICE LINE

In order to better serve our customers, AVL Looms has recently installed a new service-only phone line. The number is 1 (888) 893-0913. Please note this line is for SERVICE ONLY. No sales here ... in fact, it's sort of a secret for customers only. Hopefully, you won't ever get a busy signal with the 888 line ... and don't forget, for general sales information, our other free line is still 1 (800) 626-9615.

PRICE REDUCTION

Have you been eyeing the Textile Designs Digital CD-ROM "Florals" and thought it might not squeeze into your budget? Well now you can put down that shoehorn, because the good folks at the Design Library in New York City have recently lowered the price to \$295 . This is a whopping reduction, but at a recent design show, they found that the public would flock to their booth at this price, so they've lowered it across the board.

For more information on the "Florals", check out our Web Site at: <http://AVLUSA.COM/cybershuttle3/html/TDDCDROM.html>>

SEE Y'ALL IN HOTLANTA

We're warped! Convergence'98 is just around the corner and we are working to get the looms and equipment ready to go! Here are the looms we'll have in tow: 40" Home Loom, 40" Production Dobby Loom (small frame), 48" Production Dobby Loom (full frame), 4' Professional Dobby Rug Loom, Studio Dobby Loom, and the AVL Compu-Jacq Loom.

We are promising you more visual delights than ever before - thanks to our talented new designer, Jasmina Paček, who is cooking up some gorgeous fabrics the likes of which you have never seen! Jasmina just came to us, all the way from Croatia (by way of a three-year Masters Program in textiles at the University of Dublin), and she has added a lot of pizzazz to our weaving. Wait 'til you see the warps on the demo looms.

And keep an eye out for our Convergence discounts! Not only will we have substantial discounts on most of our looms, but we'll be running some super special one-day-only deals, such as a free Electric Bobbin Winder with every Dobby Loom purchased on ... well, we can't tell you which day, yet. You'll just have to see us in Atlanta to find out.

WANTED > HOT TIPS ...

Do you have a MacGyver tip you'd like to share with the rest of the AVL community about how you put on a gorgeous warp using only toilet paper rolls and rubber bands? We want to know! The world wants to know! And the e-shuttle is the place to let us all know. Send those good ideas to: info@avlusa.com.

HELP, I NEED SOMEBODY

And not just anybody. Do you have a suggestion for improving one of our looms or accessories? Once again, this is the place to let us know: info@avlusa.com.

TELL A FRIEND

One of the ways we get the word out about AVL Looms is by AVL owners telling a friend. Do you have someone you'd like to receive our info? Let us know: info@avlusa.com.

A.I.R.LOOM INVENTORY

We do have a couple of AIRLooms (AVL Inspected and Re-Conditioned Looms) in stock right now. Remember, when you buy an AIRLoom, you get AVL's Full One Year Warranty, AVL's outstanding Customer Service, and a gently used loom that's been inspected and brought up to our exacting standards, if necessary, before it's shipped to you - all at a substantial savings. We have a 72" Production Dobby Loom (16 harnesses) and a 60" Technical Dobby Loom (24 harnesses) - call or e-mail for configurations and a quote!

HOT! HOT! HOT!

Okay folks, here it is: our first e-shuttle SPECIAL! For a limited time only, we are offering our Patent Denters for \$26.00 (normally \$36.00). So call or e-mail and order the advancing reed hook that creeps from one dent to the next - all by itself! How does it do it? Magic - it must be seen to be believed. A great gift idea too, order yours today. Offer good thru July 22, 1998.

**Don't forget,
you MUST mention that you read about this special in the e-shuttle!
No Exceptions!**

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