



e-shuttle VOLUME II, number 4
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Welcome to the 7th Edition of the AVL e-shuttle!

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1. Hot Summer Sale is Scorching! We mean no disrespect to those of you caught in record-setting heat waves, but we are on fire out here. Here's the situation: most of you would rather be outside in your gardens, or on the lake, or on the go. Which means fewer of you will be weaving and thinking about weaving. Which means our orders slow down while you're off playing. Which means we have to jump up and down to attract your attention, by offering our **Biggest Discounts** Ever, PART 2. *Check out our web-site for more details!*

2. You think "The Blair Witch Project" is scary? Wait until you see our new **Bobbin Winding Guides** fly off the shelves under their own steam! We simply can't keep up with the demand for these new must-have tools. An old Jim Ahrens design, we started making them in response to requests from the WeaveTech Digest. Not only do they help you wind neat, even bobbins, you can pack 40% to 50% more on each bobbin. And they work with your existing AVL Electric Bobbin Winder, as well as many other brands. It's a little bit of magic.

3. The 30" Studio Dobby Loom came with us to the MidWest Weavers' Conference and was very well received. Attendees of MAFA and NEWS got to test-drive the 20" Studio Dobby Loom. All-in-all, we feel (and reports from the field support) that we are long past the early adopter phase with this

powerful loom in a compact package. That's a huge accomplishment to consider when you're thinking about the purchase of a computer-assisted handloom. Read on ...

4. Over 60 Studio Dobby Looms have been shipped. This is important when you are wondering if the SDL is right for you. It's tried and true. Interface problems? Nope. Unforeseen warping issues? No way. We have the satisfied customers in the weaving community to prove it. This is all the more remarkable because the SDL is the first loom we've ever built with the Compu-Dobby as a Standard Item. And the calls and e-mails we get are less often for service issues than to report how wonderful the new SDL is. <<http://www.AVLUSA.COM/cybershuttle3/html/SDL.html>>

5. New Course Offerings HERE At The AVL School! As promised, we are adding to our line-up while keeping the old favorites. Dec 10-12, we'll introduce "Multi-shaft and Multi-layer Design", taught, of course, by Jasmina Pacek, our resident whiz kid. She'll also teach a "Windows Basics" class just before our next offerings of WeavePoint for Weavers (Sept 23-24 and Oct 30-31). Still more slots are open for our most popular class, "Maximizing the Use of your AVL", with sessions Sept 13-16, Oct 8-11, Nov 5-8, and Dec 3-6. Call now to enroll! <<http://www.AVLUSA.COM/WeavingSchool/WvSchITP.html>>

5a. New Course Offerings THERE In Your Hometown! We'll come to you! Introducing the AVL Traveling Teacher Program: Choose topics your group would like to explore, and we'll tailor a course for you. From an evening lecture to a week-long workshop, we'll cover one topic or several, Maximizing Use of your AVL or an in-depth seminar on all three of AVL's software packages, whatever you can dream up. Please call Jasmina (1-800-626-9615) for more details. <<http://www.AVLUSA.COM/WeavingSchool/htmls/TravelingTeacher.html>>

6. At AVL, Quality Is Job 1. Can't take that slogan too far, because Ford would get on us, but it's really true. We build looms and equipment to last. Just the other day we heard from Patrice George of New York City, who wanted to call because she had just realized that she was bringing in a fifth computer over a fourteen year period during which time she had NEVER had to replace any of her four Compu-Dobbies. During the same time, she has gone through two TVs, three cars, a couple of food processors ... you get the point. She LOVES those AVL Compu-Dobbies. How about you? We'd love to hear your story too. Send us an e-mail -- let us know, OK?

7. Did We Mention Our Sale? We won't be offering our Ten Year Warranty much longer and we aren't likely to offer discounts like these again. At the risk of sounding like a used car salesman, with up to \$1,200.00 off our looms, NOW IS A GREAT TIME TO ASK US TO WRITE UP A QUOTE FOR THE LOOM OF YOUR DREAMS!

PLUS: *A TEN YEAR WARRANTY
***4.9% FINANCING WITH JUST 1/3 DOWN!**

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