



## **I'LL JUST GET YOU A PHOTOCOPY**

How many times have you heard this statement? How many times have you said it yourself? So easy, so quick, so inexpensive..of course...it's free...or is it? What is the real cost of a "free photocopy"? If the article is a pattern, especially a design created by an independent designer, self-published and marketed to stores as a leaflet or small booklet, the cost is a livelihood.

A regular portion of a designer's income is revenue from pattern sales. Although designers are often commissioned to create knitting patterns for magazines, yarn suppliers, book publishers etc., or are paid to conduct workshops and teach knitwear design, it is the revenue from pattern sales that fills in the spaces between the commissions and becomes a designer's basic income.

## **THE REAL COST**

Photocopying of patterns costs designers this income. It is true that one photocopy between friends, just once in a while, might deduct only the wholesale cost of a pattern from a designer's income - a small deduction...but still a deduction, multiplied by others doing the same thing. However, photocopying a pattern for re-sale or to encourage the sale of yarn can literally destroy a designer. Patterns are not reordered; revenue disappears; and designers are demoralized. The message to them is: "Your designs have not been well received - why bother creating more." When in fact, the situation is really the opposite. Their designs are doing well, however, they are not given this information and therefore the designer does not see the benefits from their work.

## **WE WOULD LIKE TO THANK YOU**

The CKDA applauds individuals, guilds and retailers who refrain from photocopying patterns. If the Canadian knitwear design industry is to survive and grow we must support and protect not just Canadian designers, but knitwear designers everywhere. These are the people who have created the patterns that help you enjoy your leisure time more. You bring the patterns to life by creating wonderful garments, gifts and accessories for family and friends. In so doing you make contact with the designer, the real person behind the pattern, who works as hard as anyone else to make a living, develop a business, and grow in their chosen field. Please help support our Canadian Knitwear Designers.

The Canadian Knitwear Designers' Association  
Website: [www.canknit.com](http://www.canknit.com)  
E-mail: [president@canknit.com](mailto:president@canknit.com)