

LION BRAND YARN

A Few Good Reasons to Carry Lion Brand

From Watkins Industries Inc — your Canadian Lion Brand Yarn wholesale distributor

Your Selection Can Go Deeper Than Anyone Else's

Lion Brand has something every kind of crafter wants — from classic staples to specialty fibres and trend-forward colourways. As an independent retailer, you get to decide what's right for your customers, and you offer the depth of selection that keeps people coming back. That's a real advantage.

- Your store stocks the lines that serious crafters seek out but can't find locally — making your store the destination
- Your store carries the full colour range on key lines because your serious crafters need the right shade, not close enough
- Your store rotates seasonal and trending SKUs to keep your shelves fresh and your customers curious

Lion Brand's Pattern Library Is a Built-In Sales Tool

Lion Brand has one of the largest free pattern databases in the world. Every pattern uses Lion Brand yarn. That's a ready-made reason for customers to buy from you, especially when you can help them find exactly what the project needs.

- Print or display QR codes linking to free patterns for the yarns you carry
- Build project bundles that make starting a new project easy and complete
- Track which patterns are trending online — and make sure the yarn for them is in your store

Low Minimums. Canadian Distribution. Real Support.

We've made it easy to get started and even easier to grow. Watkins Industries Inc handles your Lion Brand Yarn orders from Canada — which means faster delivery, simpler logistics, and a team you can actually reach.

- Start small — low minimum order quantities let you test new lines without overcommitting
- Canadian distribution: no border delays, no exchange rate complexity
- Digital support included — curated Lion Brand imagery and pattern library access, ready to use digitally or print yourself

We'd Love to Work with You

Watkins Industries Inc distributes Lion Brand Yarn exclusively to independent Canadian retailers. We're here to make the partnership easy, supportive, and worth your while — whether you're placing your first order or expanding a collection you already love.

- Reach out with any questions — we're happy to talk through what would work for your store
- No pressure, no complicated process. Just a good product with good people behind it.