

PRESS RELEASE

For Immediate Release
August 4, 2014

Contact:
Susan Vandrey, Conference Administrator
Phone: 207-235-2225
Fax: 207-235-2226
Email: imi@imiconf.com
Web Site: www.imiconf.com



**Stephen Fraser, Co-Founder of Spoonflower
Announced as a Keynote Speaker
Ink Jet Technology Showcase 2014**

August 4, 2014 - Carrabassett Valley, Maine, USA – IMI is pleased to announce Stephen Fraser, Co-Founder of Spoonflower, as a Keynote Speaker at IMI's **Ink Jet Technology Showcase 2014** on September 3-4, 2014 at the Hilton Charlotte University Place in Charlotte, North Carolina, USA. Visit www.imiconf.com for downloadable brochure, program, registration, supplier descriptions and more!

According to IMI President, Al Keene, "Stephen Fraser is co-founder of Spoonflower, the world's first Internet-based custom fabric printing service and design community. Founded in 2008, Spoonflower has grown to offer print-on-demand wallpaper and gift-wrap, as well as fabric, and features the world's largest marketplace for surface designs created by independent artists. Spoonflower has been featured on thousands of blogs and web sites, as well as in outlets like the New York Times, Better Homes & Gardens, House Beautiful, Martha Stewart Weddings, the TODAY Show and HGTV. Prior to launching Spoonflower, Stephen worked as a consultant for Internet start-ups and served as marketing director for Lulu.com, a print on demand book publishing company, from its 2002 launch through 2006. He is also the co-author of an upcoming book on designing your own fabric, scheduled to be published by Abrams Books (under the STC Craft/A Melanie Falick Book imprint) in spring of 2015. Mr. Fraser is a graduate of the University of North Carolina."



Mr. Fraser says, "Thanks to a worldwide community of customers and an Internet-based business model, Spoonflower has become one of the most well known custom printing businesses in the world. But when it launched six years ago, it consisted of two founders with very little money, neither of whom knew anything at all about printing. But before we rented our first office or bought our first printer, Spoonflower already had a following in social media. At IMI's **Ink Jet Technology Showcase 2014**, I will talk about the challenges of building a scalable business around direct digital printing on textiles, as well as how the company used blogging and social media tools to create a passionate and engaged group of customers whose

Information Management Institute, Inc.
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Phone: +1-207-235-2225 Fax: +1-207-235-2226
Email: imi@imiconf.com Web Site: www.imiconf.com

enthusiasm helped the business grow -- without spending money on advertising or conventional marketing -- into an internationally-known web site with over two million registered users.”

Keene continued, “Mr. Fraser’s keynote presentation will provide valuable and insightful perspectives of real world issues and challenges faced in developing a digital printing business. His presentation is

The Story of Spoonflower: Trials, Tribulation & Success

[Stephen Fraser, Co-Founder, Spoonflower, Durham, North Carolina](#)

- From Virtually Nothing to Over 2 Million Registered Users in 6 Years
 - Internet Based Business Model
 - One of World’s Most Well Known Custom Printing Business
- Challenges of Building a Scalable Digital Textile Printing Business
- Blogging & Social Media Tools vs. Conventional Marketing & Advertising to Create Passionate/Engaged Customers
- What’s Next?

IMI’s annual [Ink Jet Technology Showcase](#), now in its 13th year, brings together the leading suppliers of ink jet technology and services. Attendees who are new to ink jet and exploring this disruptive technology for a new product or process, as well as those already active product manufacturers or users seeking an update and to renew contacts, find that they cannot do it more efficiently or cost effectively than at IMI’s annual [Ink Jet Technology Showcase](#).

About Spoonflower

At Spoonflower we make it possible for individuals to design, print and sell their own fabric, wallpaper, decals and gift wrap. It was founded in May 2008 by two Internet geeks who had crafty wives but who knew nothing about textiles. The company came about because Stephen’s wife, Kim, persuaded him that being able to print her own fabric for curtains was a really cool idea. She wasn’t alone. The Spoonflower community now numbers over a million individuals who use their own fabric to make curtains, quilts, clothes, bags, furniture, dolls, pillows, framed artwork, costumes, banners and much, much more. The marketplace offers the largest collection of independent fabric designers in the world.

Spoonflower is a start-up and a work in progress. Its growth has been made possible by the enthusiasm of a worldwide community of people who are passionate about fabric, design and making things. Along the way it has also received help, support and advice from lots of friendly people and organizations, including [TC]2, NCIdeas.org, North Carolina State University College of Textiles, and Expand Systems. Suggestions and feedback are always welcome and appreciated. www.spoonflower.com

About Information Management Institute, Inc.

Information Management Institute, Inc. (IMI) sponsors conferences world-wide to assist in understanding technology developments, markets and applications requirements. IMI conferences offer attendees a unique opportunity for leading hardware, technology development, consumables, software and user companies to network and develop a more comprehensive understanding of current as well as future developments impacting successful product implementations, market entry/expansion and technology utilization. Since 1990, IMI has held over 500 programs attended by well over 25,000 technical, marketing and management personnel from companies around the world.

Information Management Institute, Inc.
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Phone: +1-207-235-2225 Fax: +1-207-235-2226
Email: imi@imiconf.com Web Site: www.imiconf.com

IMI conference programs are designed to enable attendees to obtain the latest technical, market and application information while allowing time to network with other attendees in a time and cost efficient manner. Attendance at an IMI conference enables attendees to meet with an industry's leading experts in a single location over a short period of time thus maximizing information transfer efficiency and minimizing travel and time expenses.

Contact

Alvin G. Keene
President
Information Management Institute, Inc.
1106 Valley Crossing
Carrabassett Valley, ME 04947 USA
Follow @IMI_conf on Twitter https://www.twitter.com/IMI_conf
LinkedIn Profile: www.linkedin.com/in/alvinkeene
Phone: +1-207-235-2225
Fax: +1-207-235-2226
Email: al@imiconf.com
Web Site: www.imiconf.com

- End -