

“THE BLANKET YOU WEAR”

CUDDLEWRAP USAGE



Dear Customer:

Thank you for your purchase. Introducing the Cuddlewrap by Biederlack of America – a blanket by any other name is not the same! This unique jacquard woven product is 60” x 80” in size and is available in a wide variety of superior colors and designs. The added “oomph” that sets the Cuddlewrap apart from just your basic blanket is a combination of many bells and whistles. Embellished with snaps and zippers, this product easily converts from a blanket large enough to fit comfortably over a twin-size bed or to use as a home décor item to a blanket you can wear. Imagine never losing your blanket again!

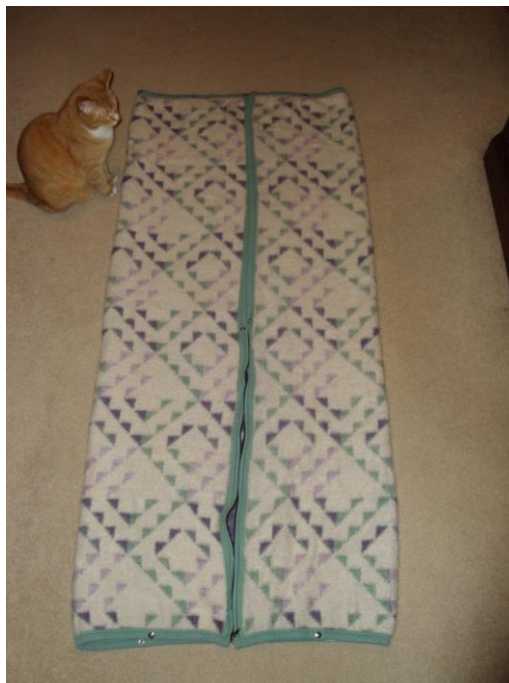


By following these few simple steps, you'll be wearing your Cuddlewrap in no time! A flat shot and model shot have been included when necessary to better explain the process.

1. Hold your blanket by each corner showing its full size.



2. Fold the left and right side to the middle. It is important to show this as a flat shot so that you can better understand how to create the Cuddlewrap blanket.



3. Fold upper left corner down toward the middle and snap just above the zipper at your waist to create a sleeve.



4. Repeat by folding the upper right corner down toward the middle, snapping just above the zipper to create the second sleeve.



5. Zip the blanket up to meet the center where the sleeves are already snapped in place.



6. The model demonstrates the “robe effect” that provides for increased mobility without losing warmth.

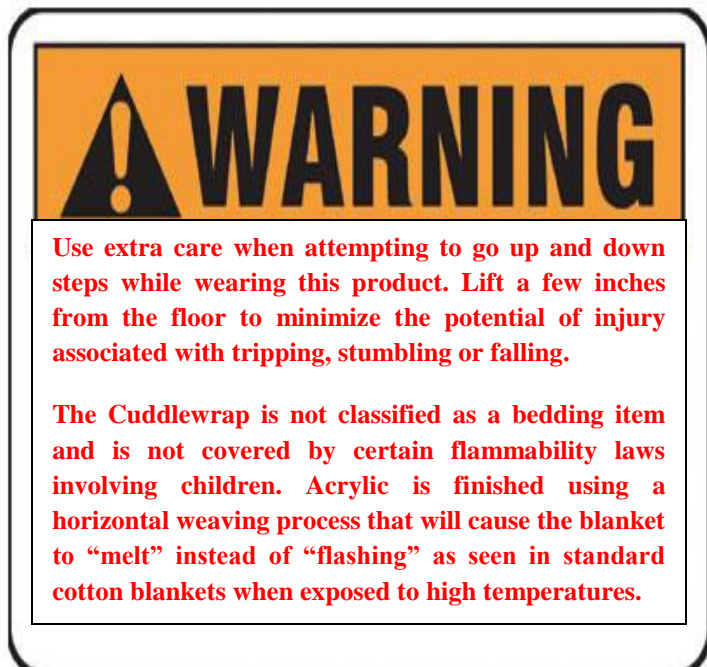


7. Snap the top and bottom to create added warmth.



8. Finally - cozy, comfy and ready to cuddle!





Care Instructions:

*Machine wash cold
Gentle cycle
Tumble dry, low heat
Do not bleach.
Do not iron.*

This product was made in the U.S.A. in Cumberland, Maryland. For all customer inquiries or related product questions, call 800-521-6270 Monday through Friday, 8:00am-5:00pm or visit our website at www.biederlack.com.

DID YOU KNOW...

- The HERMAN BIEDERLACK GmbH and Company was established in Greven, Germany in 1887 by Ignaz Hermann Biederlack.
- His sons, Felix and Carl, established a manufacturing facility in Cuba in the 1930's, which produced and distributed blankets until the war.
- The sons of Felix and Carl, Hans-Felix and Robert, join the company in 1958 and 1967 and set the plan in motion to one day establish a U.S. manufacturing operation.
- Biederlack of America Corporation opened its doors in 1979 in Cumberland, Maryland. Over the next 30 years, the company continued to expand to a full production operation that included a spinning, weaving, finishing and sewing facility and a distribution warehouse before closing the doors in 2009 due to global competition.

REFERENCES

1. Biederlack Logo. Retrieved March 5, 2013 from <http://img.ladenzeile.de/img/Markenlogos/198x100/biederlack.gif>
2. Biederlack Scandia Design. Retrieved February 21, 2013 from http://www.yourblanketsite.com/store/1563644/uploaded/Scandia_Cuddlewrap_Blanket_Large.jpg
3. Biederlack Artesia Design. Retrieved February 23, 2013 from <http://www.sports-blankets.com/images/products/cwartesia.jpg>
4. Model Hayley Smith. Photos taken February 27, 2013 by Brenda Smith.
5. Warning Label. Retrieved February 27, 2013 from <http://www.safetycal.com/images/public/temp/D472CCAA-CB87-6A86-35FF8C56CB8E23C9.jpg>