

## Seasoned Industry Leader Joins Berroco's Executive Team



North Smithfield, Rhode Island (February 10, 2022)

Berroco, a leading knitting and crochet brand, created for all makers and found exclusively at Local Yarn Shops, announced that Jan Hurwitz, a seasoned and recognized leader in the yarn industry has joined the Berroco executive team as Director of Sales and Customer Experience.

Jan will lead and direct all the sales and customer engagement strategy and execution for Berroco, including working with the strong and established Berroco independent sales representatives. In addition to these efforts, Jan will also work alongside the Berroco Marketing and Design Teams, and with Warren and Caroline Wheelock to continue to provide the highest quality products, pattern support, and engagement for Berroco customers and consumers worldwide.

“Jan brings with her a long history of success and experience in building and managing brands within our industry” said Warren Wheelock, Founder of Berroco. “We are thrilled to have Jan’s expertise as part of our growing team, helping us continue to create the best knitting and crochet products and programs found in Local Yarn Shops across North America.”

Prior to joining Berroco, Jan was Vice President of Sales – North America for the Rowan and Sirdar brands within The DMC Group. “I am excited to join the Berroco Family and be able to continue to share my passion, while continuing to build upon the strength and success of the Berroco brand”.

About Berroco: (<https://berroco.com/>)

*Berroco is a six generation brand, providing high quality yarn products in North America. Today Berroco remains one the largest importers and wholesalers of hand knitting yarns, patterns and supplies in the United States and Canada. Its range of specialty yarns are highly desired by all makers and are found exclusively in Local Yarn Shops. Berroco designs and creates their yarns with highest quality manufacturers from countries around the world, including the United Kingdom, Switzerland, Germany, France, Italy, Turkey, Romania, Brazil and Peru. In addition to its yarns, Berroco publishes an extensive range of books and patterns for both knitting and crochet.*

*Today Berroco is located on the site of the old Lonsdale Cotton Mill (1904) in North Smithfield, Rhode Island and is a proud part of the Premier Needle Arts family of brands (<https://premierneedlearts.com/>) and of Blue Point Capital Partners (<https://www.bluepointcapital.com/>).*

About Jan: <https://www.linkedin.com/in/janhurwitz/>

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