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**PRESS RELEASE
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HOBBYCRAFT LAUNCHES 'CUT & CREATE' SUBSCRIPTION SERVICE TO HELP CUSTOMERS EMBRACE DIGITAL CRAFTING



Hobbycraft has launched its new Cut & Create subscription service to help digital crafters get the most out of their machines.

The subscription will be an annual service available to customers for just £39.50 each year and in return, you will receive £30 worth of workshops, 10% off every time they shop in-store and online*, upgraded to FREE unlimited next day delivery on orders over £25 (saving £5.95 every time) and free design files every month.

The service launches at a time when digital crafting is on the rise, with Hobbycraft seeing visits to its [digital cutting machines](#) page increase by 106% between July and September compared to March to June, whilst visits to its [digital cutting accessories](#) page increased by 22% in the same period.

Helping you get the most out of your digital craft machine

To continue its mission to get all of Britain making and creating, Hobbycraft's aim is to help crafters who are new to digital cutting. Customers may be new to Cricut, Silhouette or Glowforge and Hobbycraft will help them to get started with some start-up inspiration and advice. They'll also support crafters looking to build on existing skills, and help them to develop their digital crafting knowledge and take their projects to the next level.

Customers can make the most of Hobbycraft's fantastic digital crafting range, including tools, accessories and a wide range consumables for Cricut, Silhouette or Glowforge machines a selection of which is available for up to 10% off via the new subscription service.

£39.50 subscription, with features worth over £69**

Customers can also find project inspiration through Hobbycraft's online and in-store workshops, which includes a selection of digital crafting sessions such as a [Beginner's Guide To Cricut Infusible](#)

[Ink, Personalising Your Own Wooden Cutting Board with Glowforge](#) and one-to-one workshops for [Cricut](#) and [Silhouette](#).



To subscribe to the new service, customers can visit the Hobbycraft Cut & Create online page www.hobbycraft.co.uk/cutandcreate or scan the QR code. Once online, customers simply need to click the 'subscribe now' button, add to their basket and checkout. Customers will need to sign in to their Hobbycraft account to complete their subscription.

The subscription can also be gifted to friends and families via a Cut & Create gift card which will be available in-stores and online for £39.50.

-ENDS-

*The 10% off discount excludes digital craft machines, printers, sewing machines, Made to Measure Patterns, workshops, subscriptions, and gift cards. Visit hobbycraft.co.uk/cutandcreate-terms for full terms and conditions.

**Worth over £69. This estimate is based on a £10 discount on £100 annual spend, four next day delivery charges worth £23.80 (customers will have access to unlimited upgrades to next day delivery), £30 worth of workshops and £6 worth of design files.

About Hobbycraft

Hobbycraft is the UK's largest arts and crafts retailer, selling more than 25,000 arts and crafts products for hundreds of creative activities, from art, knit and stitch, papercraft, wedding, party, baking and much more. For more information visit www.hobbycraft.co.uk

Learn to craft with Hobbycraft, from painting to crochet and everything in between Hobbycraft's extensive in-store and online work programme offers something for all crafts and abilities. Visit [Hobbycraft on ClassBento](#) for more. Hobbycraft is the home of the number one craft blog in the UK, with over 2,000 easy-to-follow tutorials ready to inspire your next project! Visit www.hobbycraft.co.uk/ideas to discover more.

May 2022 saw Best Companies, an organisation dedicated to making the world a better workplace, reveal Hobbycraft as the No.1 Best Big Company to work for in the UK.

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