



The start of
something **fresh**

PRESS RELEASE
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Innovative Tomato releases Crafter Companion apps

Wood Crafter and Yarn Crafter currently available;
Fabric Crafter to come

JOHNSTOWN - Innovative Tomato, a Johnstown-based firm that focuses on digital media, has launched Crafter Companions, a series of apps designed to make crafting easier and more fun. The first two in the series, Wood Crafter and Yarn Crafter, are now available, while Fabric Crafter is still under development.

“Everyone who works at our company enjoys some form of crafting in their free time,” said Brian Law, founder of Innovative Tomato. “We are a newer company that focuses on app development, so it just made sense to develop our own series of crafting apps for sale - in part, they showcase what we can do.”

Yarn Crafter was launched in August 2018, and is designed for beginning, intermediate and even advanced knitters and crocheters. Features include how-to videos and slideshows, a yarn weight chart, hook and needle size charts, calculators and more. As a beta release, it is priced at \$1.99 to download. Frequent updates with new information are planned as Innovative Tomato continues to develop the app.

Wood Crafter originally launched in late 2017, and includes a suite of calculators, illustrated indexes, a wood species guide, and assembly guide. Five updates have been added since its original launch to provide new tools and information, including additions and expansions to the wood species guide and a fraction-to-decimal metric conversion chart. It is priced at \$4.99.

Both apps are available for Android or iOS, and can be accessed at www.craftercompanions.com.

“We’ve received positive online reviews so far for Wood Crafter - people especially like the calculators,” Law noted. “Yarn Crafter is a lot newer, but we know that there are a lot more knitters than woodworkers out there. We’re

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looking forward to receiving user feedback as more knitters and crocheters discover it.”

Fabric Crafter is the third planned app in the series, and will include a suite of tools and information for modern sewists.

Innovative Tomato was founded in 2015 by Brian and Angela Law, who also founded Prime Design Solutions, a local marketing firm. The company, which is housed in the current Prime Design Solutions office building in Moxham, specializes in application development, video and motion graphics, and digital advertising. Clients include INRange Systems, Slovenian Savings & Loan, CamTran, Paris Companies, and Allegheny Anesthetists.

For more about Innovative Tomato, visit www.innovativetomato.com.



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