

NEW DVD SERIES PROVIDES GROUNDBREAKING WOODWORKING INSTRUCTION

The Way to Woodwork Teaches the
"Critical Path" of Woodworking, using hi-tech media

MEDINA, MN (February 1, 2012) - Rockler Woodworking and Hardware and Woodworker's Journal have launched an original, multi-media DVD series, *The Way to Woodwork*, that teaches woodworking using a "critical path" approach. *The Way to Woodwork* provides woodworkers of any skill level with the confidence and techniques to build virtually any project. Using DVD video and the Internet, and featuring Master woodworker Ian Kirby, this effort is unmatched in its comprehensive approach and methodology.

Woodworking is an ancient craft and, as such, has many traditions. The workers of the British Arts & Crafts movement took woodworking methodology – specifically the working and machining of solid wood – to its most refined state. Ian Kirby, a former professor at London University, who holds degrees in furniture design and wood science, has been codifying that methodology for many years. He has also further refined those methods within the outline of a Critical Path. It's this Critical Path which sets *The Way to Woodwork* apart from other instructional DVD/video products.

"Although Ian, without a doubt, is one of the very best woodworkers alive today, it's his ability and method of teaching that differentiates these DVDs from other efforts I've seen," said Rob Johnstone, Editor in Chief of the Woodworker's Journal. "The system of woodworking explained here – called the critical path of woodworking – gives woodworkers the confidence to build any project, not just a specific table or stool."

Kirby is joined on-screen by LiLi Jackson, a seasoned woodworker in her own right. She brings an accessible "every-person" persona to the videos. Of the DVD series, she said, "It's really comprehensive ... I think watching it myself, and rewatching, I'll learn even more." Together, Ian and LiLi form a perfect teaching team.

"The content in these DVDs and the associated, detailed online lessons are so strong that they will have reach far beyond the individual woodworker," said Scott Ekman, Vice President of Marketing for Rockler Woodworking and Hardware. "The DVD series is ideal for beginners, but valuable for all skill levels. The way that Ian lays out his method of work opened my eyes to and put woodworking in an entirely new perspective."

The 3-DVD series is available through all Rockler Woodworking and Hardware channels, and at woodworkersjournal.com. They can be purchased individually for \$29.99 or as a complete set for \$59.95 in an introductory offer (regular set price is \$79.95).

Note: Hi-resolution images and text to go along with this news release are available for download at www.rockler.com/news.

ABOUT ROCKLER WOODWORKING AND HARDWARE

Celebrating its 58th year as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI – plus 60 independent reseller locations nationwide, as well as extensive catalog and internet operations.

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