



Why A Near-Death Experience And Crochet Hooks Led To A New Business!

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FH Enterprises, a business based in Newmarket, Auckland, NZ, is soon to release a new set of crochet hooks on Amazon. These hooks are a product created by Frank Heath, who found that a near death experience encouraged him to start taking up crocheting. He hopes to help more people understand the benefits of this hobby, as well as the simple enjoyment.

"I suffered massive cardiac arrest on January 1, 2015", says Frank Heath from FH Enterprises. "This unforgettable experience changed my life and encouraged me to make changes, consider family more and set about enjoying my own future. One major outcome was to start building my own business and through that I found that crocheting actually has many benefits for a very wide range of people, particularly for people who are healing, who are hyperactive or who have PTSD. Basically, it had untold benefits and was enjoying a resurgence in popularity as a craft."

Crocheting has long been seen as something knitters, seniors or mothers would do. However, when Heath discovered the many benefits, he felt that it was time to share this with the world. He did this through the Amazon FBA system. Heath, through FH Enterprises, will soon release a 22 piece aluminum and steel

crochet hook set, which will be presented in an easy carry case.

"Much consideration was needed in choosing and sourcing the right product", says Heath. "Meeting the needs of expert users and beginners was a priority and we think we've achieved that. Your search for the best crochet hooks is finally over."

The hooks are designed to be comfortable and easy to use, even for extended periods of time. The design is very lightweight, which makes them very nice to work with and won't snag on the yarn. Because this means the crocheting will be completely stress free, it is also beneficial for overall healing, as it keeps the mind calm and relaxed.

Thanks to the case, crocheters no longer have to worry about losing their hooks. As it comes with 22 different needles, each in their own place, people will be able to take on any project, knowing that they have the right needle for the pattern. Furthermore, because they are kept in this case, it is also very easy to take the hooks along on trips. The case closes with a zip, which stops the hooks from getting lost or damaged.

Frank Heath has also started the Facebook HotKnit cafe, which is a group where people can care through sharing. Essentially, it is designed to become a hub for people who are accomplished crocheters and those just starting alike. Furthermore, those who purchase and use HotKnit products can get access to the VIP Review Club. Here, they will be notified whenever there is a new competition, bonus or discount coupon. Furthermore, they will be able to receive special discounts, freebies and more in return for their help to the crocheting community.

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For more information about FH Enterprises, contact the company here: FH Enterprises Frank Heath 006495220833 frankheathnz@gmail.com PO Box 9067, Newmarket, Auckland NZ

FH Enterprises

*FH Enterprises markets crochet hooks and knitting solutions on Amazon.com & fulfilled by FBA.
Its a small family business sourcing quality products whilst providing dependable and personal service*

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