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HOBBYISTS “GO PRO” WITH THE ENTREPRENEUR™ PR-650 EMBROIDERY MACHINE

Brother International Corporation Introduces Ideal Machine for Starting a Home-Based Embroidery Business

BRIDGEWATER, NJ – For those that love to embroider, are looking for the most advanced machine on the market, or would like to make additional income, Brother International Corporation has the ideal machine for the job—the newly introduced Entrepreneur™ PR-650. The six-needle single head embroidery machine incorporates all the user-friendly functions of a Brother® home embroidery machine with the versatility, speed and professional finish of a commercial model. The right mix of advanced technology and easy-to-use features will allow anyone to take their hobby to the next level, and is also great for starting a home-based embroidery business.

Sewing and embroidery hobbyists that already own a Brother combination machine have realized the potential in stepping up to the PR-600 series of machines, such as the Entrepreneur™ PR-650 and the popular PR-620. Many have even seen success in turning their hobby into a rewarding business opportunity.

“Market and consumer research has shown us that those who already own our high-end combination sewing, embroidery, and quilting machines are the same customers that purchase the PR-600 series of machines like the Entrepreneur™ PR-650,” explained Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s home appliance division. “It’s only natural to see our customers turn their hobby of embroidery into a business opportunity since customizing apparel and accessories for clubs, groups, business and other organizations is popular in every community,” Shulman noted.

Potential embroidery business opportunities are everywhere—from friends, family, churches and schools to local teams and businesses. The ability to create a variety of unique and profitable gift items for a multitude of different customers is possible with the Entrepreneur™ PR-650. The compact size of the machine makes it perfect for a home office, or for a traveling business, since its portability allows for “mobile embroidery” at shows, fairs and other off-site events. A unique customer that Don Cose, owner of The Stitchin Post, caters to is the Reno Rodeo Association. Cose was able to take his business a step further—by bringing his PR-620 machine and PE-DESIGN® embroidery digitizing software on the road following a Rodeo event.

“My favorite thing about my business is getting to take the idea a person has, being able to digitize it for them, and then stitching it while watching their face light up with excitement as they see their ideas become an embroidered design. That makes me happy. I like getting to make something specifically for my customers,” explained Cose.

Embroidery enthusiasts can easily achieve the same results with the Entrepreneur™ PR-650. Built-in movie tutorials and intuitive on-screen icons quickly and easily help users learn how to use features of the machine, and maintenance guides help the user keep it in good running order. The machine’s large, full-color HD LCD touch screen from Sharp Corporation is easy to see, and embroidery designs can be manipulated on a single screen. This state-of-the-art technology gives the Entrepreneur™ PR-650 touch screen lightning-fast responsiveness, which means designs can be set up more quickly and reliably. For added design options, the Entrepreneur™ PR-650 is compatible with the Brother Embroidery Card Reader*—which allows access to thousands of optional Brother embroidery designs.

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The Entrepreneur™ PR-650 gives versatility for editing designs and combining motifs with lettering with expanded software editing features. Enhanced editing features include: thread marking capabilities for matching borders and split designs, easy design duplication in any direction, and an appliqué function. Twenty-five built-in embroidery alphanumeric fonts, plus Greek Lettering and monogramming, give Entrepreneur™ PR-650 owners more lettering variety to create one-of-a-kind items.

Physical features that make the Entrepreneur™ PR-650 highly effective for a home-based business include lighting around the needle area that can be controlled with an on/off button, three USB ports for greater flexibility in design transfer and future upgrades, machine threading in any screen, automatic needle threading system, and a quick connect and release system for standard flat hoops, cap frames* or cylinder frames*. The 300 mm x 200 mm embroidery area means maximum space for sewing larger designs without reframing, such as jacket backs.

With solid business tools like the Entrepreneur™ PR-650, PE-DESIGN® software for digitizing, and advanced accessories, Brother customers certainly have the potential and support to turn a hobby into a profitable home-based embroidery business. To learn more about the Entrepreneur™ PR-650, visit the home sewing pages of www.brother.com or call 1-800-4-A-BROTHER to locate an Authorized Brother Dealer.

About Brother International Corporation:

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices.

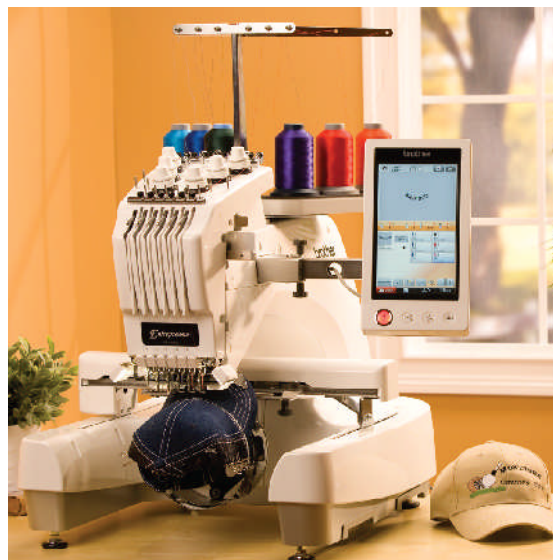
Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics.

Brother offers a diversified product line that includes fax machines, Multi-Function Center® machines, P-touch® Labeling Systems and both color and mono laser printers for home, office and industry.

Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Ohio, Canada, Brazil, Chile, Argentina and Mexico. For more information you can visit the website at www.brother.com.

*Brother Embroidery Card Reader, Cap Frames and Cylinder Frames require a separate purchase.

The Entrepreneur™ PR-650:



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