

# News Release

March 20, 2013



Media Contact:  
Debora Toth  
631-293-1969  
deborat@egcgroup.com

**FOR IMMEDIATE RELEASE**

## **BROTHER INTERNATIONAL CORPORATION'S DREAMWEAVER™ XE SEWING/QUILTING/EMBROIDERY MACHINE WINS 2013 VDTA/STDA NEW PRODUCT OF THE YEAR IN THE SEWING CATEGORY**

**Popular machine from Brother™ with industry-first features takes top honors**

BRIDGEWATER, N.J. — The Home Appliance Division of Brother International Corporation, a leading supplier of innovative products for the home sewing enthusiast, is pleased to announce that its DreamWeaver™ XE 6200D sewing/quilting/embroidery machine has been chosen by the Vacuum Dealers Trade Association/Sewing Dealers Trade Association (VDTA/STDA) as its new 2013 Product of the Year, under the sewing machine category. The award was presented to Brother™ at the VDTA/STDA Annual Convention in Las Vegas, from February 10-12, 2013.

"Taking the top honor as the Product of the Year is quite an accomplishment and we thank the association for presenting it to our DreamWeaver™ XE 6200D," says Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company's Home Appliance and Industrial Products Divisions. "To date, the response from our customers and dealers has been overwhelmingly positive for this amazing combo machine. Brother has moved the bar higher by taking advanced innovation and applying it to our leading sewing, quilting, and embroidery machines. A laser guide, ultrasonic sensing technology and the highest quality backlit LED LCD display screens are featured in the DreamWeaver™ XE. We congratulate all of the engineering and tech people at Brother that made this machine possible."

The popular DreamWeaver™ XE, a combination quilting, sewing and embroidery machine within the V-Series lineup, is packed with Brother-exclusive and industry-first features. A new fifth-generation chassis offers an oversized 5.0" x 11.25" of workspace, the largest workspace ever from Brother.

Additional industry-first features on the DreamWeaver™ XE include:

- Industry-first Sew Straight™ Laser Vision Guide – a built-in laser that helps ensure straight sewing.
- Industry-first MuVit™ Digital Dual Feed system – uses a digitally-controlled dual feed foot to help provide virtually perfect stitching when using difficult to sew fabrics like leather, faux fur and silk.
- Industry-first V-Sonic Pen™ Pal Touch System for sewing and embroidery – allows users to use a sensor pen to control sewing and embroidery functions right on the bed of the machine, instead of on-screen.
- Industry-first Droplight™ Embroidery Positioning Marker – provides pinpoint accuracy for finding the needle drop position, virtually eliminating guesswork.
- Optional Multi-function Foot Controller – replaces traditional one-pedal controls and allows the user to control up to three sewing functions, hands-free.

-more-

- A bright, technologically advanced seven-inch LED back-lit LCD touch screen display, which displays more than 260,000 colors and allows operators to select features quickly and easily.
- Sewing speeds of up to 1,050 stitches per minute, which makes V-Series the fastest line ever from Brother.
- Vibrant Runway™ Lighting that is 50% brighter than on any other Brother machine.
- 561 total stitches (531 built-in, 30 on CD) as well as the My Custom Stitch™ feature which allows users to create personalized stitches and save for future use.
- Like many popular Brother embroidery machines, DreamWeaver™ XE features 91 built-in Disney® embroidery designs – an offer only Brother can make. DreamWeaver™ XE is also ibroidery.com compatible – which means that owners have access to 5,000+ embroidery designs available for individual purchase and download.

The Vacuum Dealers Trade Association (VDTA) and the Sewing Dealers Trade Association (SDTA) exist to educate and promote independent floor care and sewing dealers in order to increase their market share. It exists to promote programs designed to enable the industry to be more competitive and to improve the industry as a whole. The VDTA/SDTA is dedicated to supporting the interests of independent vacuum cleaner and sewing machine dealers around the world. It is the independent dealers' voice in the floor care and sewing industries. The primary goal of the association is providing avenues to increase sales, communication, service, market share, and profit for all independent vacuum and sewing retailers. The association provides the floor care and sewing industries with the latest information on products and services, sales and marketing, training, and education through the monthly publications, SQE Professional and Floor Care / Central Vac Professional and yearly conventions. Many other association-sponsored programs and services are available to independent dealer members to improve their businesses using the code of ethics, member standards, special programs, sales tools, and member benefits. VDTA/SDTA, the international marketplace for the floor care and sewing professionals, is headquartered in Des Moines IA. Visit the association online at [www.vdta.com](http://www.vdta.com), or call 800-367-5651 for details.

For more information about the extensive Brother product line, visit [www.brother.com](http://www.brother.com). To find Brother on Facebook, visit [facebook.com/BrotherSews](http://facebook.com/BrotherSews). To follow Brother on Twitter, visit [twitter.com/BrotherSews](http://twitter.com/BrotherSews) and to subscribe to Brother on YouTube, visit [youtube.com/BrotherSews](http://youtube.com/BrotherSews).

#### **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, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina Peru and Mexico. For more information you can visit the website at [www.brother.com](http://www.brother.com).