

Stitchy Business

FEBRUARY 2002

ISSUE 1

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

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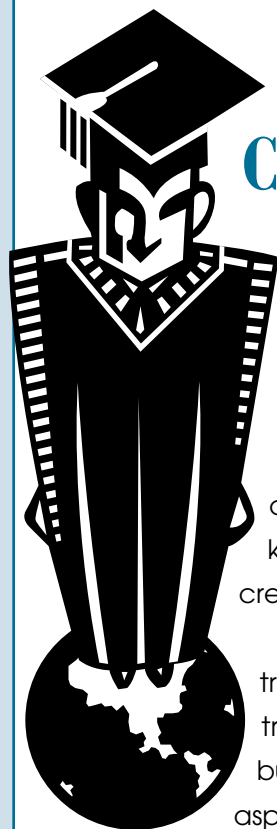
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Plan to Attend Brother University

Coming This Fall 2002



Education and knowledge is the key to success. That's why, we at Brother International have plans to become one of the first to offer beginner and intermediate educational courses in embroidery that will enhance your knowledge and skills. These courses will focus on how to create professionally finished embroidery.

Our mission is to take the knowledge and skills of our trained professionals, and formulate a comprehensive training program that will help you to expand your business and become more proficient with the various aspects of our product.

Although we are still putting the finishing touches on the course descriptions, the corporate marketing executives at Brother have completed their research and all indications point to University classes with heavy emphasis on providing information to help you to learn ways to get the most of your current equipment, how to price your products, and a variety of topics on running your business efficiently.

Among one of the programs to be offered is an Applications Program, which will include learning about various hooping techniques, design and logo placement, thread, needle, and backing selection, to list a few. Software and maintenance issues will also be covered including digitizing, artwork and other interesting topics.

Our two-day event will be held in various locations around the country. Look for your registration form in the mail coming this fall.

More details to follow in our next issue of Stitchy Business.



Wiper Error

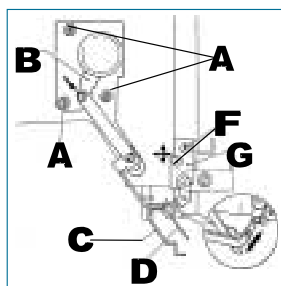
When "wiper error or wiper out" appears on your display screen, it's time for an adjustment.

The wiper mechanism is a mechanical part that activates after the thread trim occurs. It pulls the thread back up to a rest position. If a "wiper error" displays, follow the illustration below to adjust it.

Wiper Mechanism:

(416, 423, 916, 1210, 1216, 1230)

1. Loosen the three screws that secure the Wiper Mechanism (A).
2. Manually lower the presser foot (C) using the lever provided. (Not Pictured)



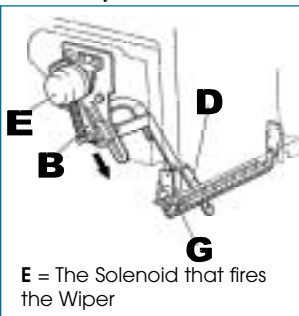
3. Manually pull the Wiper down (B) and release. The Wiper (D) should slide both directions smoothly and without

pause. If it does not, move the Wiper Mechanism around and repeatedly check for smooth operation.

4. Once you have obtained smooth operation of the wiper, tighten the three screws (A) to secure the Wiper Mechanism. Then using the "Thread Trimming" function on the machine test the adjustment for proper operation.

Thread Holding Mechanism:

1. Loosen two screws (F) on both sides of the machine head. This will loosen the Velcro™ Thread Holding Mechanism.
2. Manually lower the presser foot (C) using the lever provided. (Not Pictured)
3. Manually pivot the Holding Mechanism (G) to allow the Wiper (D) to smoothly slide through the Velcro™. This can also affect the angle of the Wiper, so be sure to not over pivot in either direction. The Wiper may miss the thread and/or grab the needle if the mechanism is not correctly positioned.
4. Lightly tighten the screws (F) on both sides of the machine head enough to hold the mechanism (G) in place.
5. Manually pull the Wiper (B) down and release. The Wiper (D) should slide both directions smoothly and without pause. If it does not, move the Mechanism around and repeatedly check for smooth operation.



E = The Solenoid that fires the Wiper

function on the machine test the adjustment for proper operation.

Need Help?

The Technical Office in New Jersey has relocated to:

100 Somerset Corporate Boulevard
Bridgewater, NJ 08807

OLD NUMBER: 732-764-5700

NEW NUMBER: 908-704-1700

CUSTOMER SERVICE:
JASMINE SANCHEZ, EXT.3369

SALES MANAGER:
ROBERT TOBIA, EXT.3366

TECHNICAL AND SOFTWARE
SUPPORT:

Toll Free 1-800-427-6843

Embroidery Offices

California

15 Musick
Irvine, CA 92618
949-859-9700/Fax 949-583-9473

Illinois

1000 Holcomb Woods Parkway
Suite 124
Roswell, GA 30076
770-998-2861/Fax 770-587-1134

Massachusetts

Corporate Place 93
No. 1 – Suite 210
100 Burt Road
Andover, MA 01810
978-475-3081/Fax 978-470-0541

Tennessee

(Warehouse, Parts, Distribution
& Services)
7777 No. Brother Boulevard
Barlett, TN 38133
901-379-1000/Fax 901 379-1226

Texas

1421 Champion Drive
Suite 304
Carrollton, TX 75006
972-481-1222/Fax 972-481-8662

Brother Int'l Corporation U.S. Subsidiary:

MIM Industries, Inc.
4301 Lyone Road
Miamisburg, OH 45342
937-866-4478/Fax 937-859-6944

Contact your representative today.

Technical Seminar Schedule 2002

LOCATION	DATE	MACHINE
SOMERSET, NJ	Sat. March 23	1 head
DALLAS, TX	Sat. April 20	1, 4 head
MIAMISBURG, OH	Sat. May 18	1 head
DENVER, CO	Sat. June 22	1, 6 head
SEATTLE, WA	Sat. July 20	1 head
IRVINE, CA	Sat. August 24	1, 4, 6 head
SOMERSET, NJ	Sat. September 28	1 head
DALLAS, TX	Sat. October 26	1, 4 head
SEATTLE, WA	Sat. November 9	1 head

For more information, details on topics or to register, call 1-877-427-6843.



Customer OF THE Quarter

Name:

Phyllis Bindics

Company Name:

Bindics Custom Embroidery

Most Unique Design:

Jen Digs Gardening



Phyllis Bindics was not looking to change her life or her career. After all, her 20 year home cleaning business was successful. But one day, her brother-in-law in the silk-screening business, suggested she look into embroidery as a fun and profitable business opportunity.

Being familiar with Brother's sewing products, she decided to research their commercial embroidery machine. Bindics said "Mr. Tobia, the sales manager, actually invited us to his house to see how the machine worked, on a Saturday afternoon, no less"! That convinced her this was the business she wanted to be in, and the people she wanted to deal with.

The first thing she did after receiving her machine was to make some sample items to show to local shopkeepers. Her new customers were amazed a logo could be easily created for them and surprised small quantities could be affordable. Bindics said "that's what usually does it, when they see their name and logo in embroidery, they'll be your customer for life".

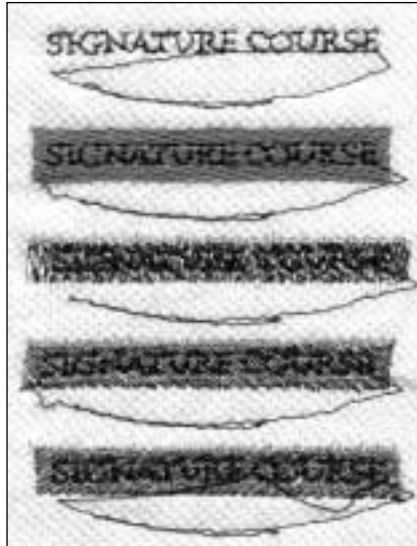
Bindics experience with Brother's team, from sales, to technical and software, has been very supportive. After phoning customer service, Phyllis said "I always felt like they were standing right behind me. I am convinced I'll have this machine and Brother, standing at my side for life".

Bindics Custom Embroidery
161 Allen Drive, Northampton, PA

Design Dr.

Dear Design Dr.,

I digitized a design that had a fill area running in a horizontal direction. The stitching looked fine but I decided to run the fill in a vertical direction because I was digitizing a waterfall and it would look more natural. I was running on a knit shirt and the fill didn't look good at



all. It looked sparse and was creating ripples in the material. Should I just add more density?

Tangled Up in Twillville

Dear Tangled in Twillville,

Not a problem...the solution is a lot simpler than you think!

Many materials hold stitches differently in different directions. A lot of the knit materials will hold a nice clean edge when stitching left to right but then look saw-toothed when stitched in the up and down direction. This is caused by the

make-up and the weave of the material. The stitch direction can greatly influence the final look of the design. (See* below)

You can often compensate for this by proper use of underlay stitching. I use an edge walk underlay everywhere that my stitching is running vertically and I usually use a cross hatch underlay beneath my fill areas when I am digitizing for knits. This stabilizes the material so the top stitching has a firmer foundation on which to stitch. Adding more density is not the answer, it will only compound the challenges.

**The four samples with the fill behind them are the same design with only the fill angle changed. (They have no underlay stitches) As you can see the horizontal stitching looks pretty good, but the other 3 create a lot of distortion in the material. If it is necessary to run at different angles to enhance the look of the design, you can compensate for this distortion with the proper use of underlay stitches.*

NEWS UPDATE

We're Compatible!

Those of you who have BE 100 need to know that the newest version of the BE 100 software, version 2.11, is now compatible with Windows 95, 98, ME, Professional, NT and XP**

Also, you need to know that the non-dos drivers (required to use Barudan or ZSK formats) are not compatible with all of the programs. To use these non-dos formats you will need to run Windows 95 or 98.

To Upgrade your system to BE-100 2.11 call Software Support at 1-877-427-6843. M/C, Visa, AMEX, Discover accepted.

**A separate driver is required to run XP. Software Support can answer any questions and supply you with the correct driver, should you need one. Their number is 877-427-6843.

True Type Fonts Are Now Available

Our BE-100 Software package now offers this new feature. The true type font function allows you to import graphic font styles and convert them to embroidery files.

Contact your sales person to order this new feature.

LOOK FOR YOUR
PAS CATALOG CD
IN THE MARCH ISSUE
OF STITCHES MAGAZINE!!!

Industrial Products Division
100 Somerset Corporate Blvd
Bridgewater, NJ 08807



Parts, Accessories & Supplies

One Stop Solution

Our featured product for this edition is the **HoopMaster Tubular Hoop Kit**. Guaranteed perfect design alignment *every time!*

You can see this product in action by visiting www.brothermall2.com and click on the HoopMaster icon to see how the product works.

Each kit includes a HoopMaster station; 1 Free Style Arm and Arm Mounting Base; 1 Pocket Alignment Guide and T- Square; 1 Fixture and a how-to-use Video.

We are offering a 10% discount (retail price of \$545.00). As a bonus with your order, you will receive a *free* Brother P-Touch Labeling machine model RPT310 (Retail value of \$99.99).

OFFER EXPIRES 5/31/02.

Please call 1-877-850-7179 to order and mention that you read this in our Stitchy Business Newsletter.

We appreciate your business.

Brother PAS Group
7905 North Brother Blvd., Bartlett, TN 38133
Voice 1-877-850-7179, Fax 1-877-667-8882

Trade Show and Convention Schedule 2002

DATE	SHOW/LOCATION
March 7 - 9	Original Sew & Craft/Duluth, GA
March 14 - 16	Original Sew & Craft/Clearwater, FL
March 15 - 17	ISS/Atlantic City, NJ
March 21 - 23	Original Sew & Craft/Cleveland, OH
March 22 - 23	DAX/Minneapolis, MN
April 12 - 14	Sew & Quilt Expo, Pleasanton, CA
April 18 - 20	Innovations in EMB/ Boston, MA
May 2 - 4	B.I.G. / Columbus, OH
June 6 - 8	B.I.G. / Providence, RI
July 25-27	ISS Chicago, IL
Aug. 2-3	Embroidery Mart, Nashville, TN