

STITCHY BUSINESS

JANUARY 2005

ISSUE 11

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

brother

At your side.

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Brother Jumps Into 2005 With a Bang

Brother International Corporation is ringing in the New Year with lots of exciting events and changes planned for 2005. So, put aside your holiday fruit cake and join us for a prosperous New Year!

We've redesigned our website to provide you with critical information to help you run your embroidery business. Visit us at www.brother.com to learn all about our embroidery equipment with side-by-side comparisons of the features of our machines. Now you can easily access our software training schedules, download technical and software information, and get assistance on machine repair and maintenance with downloadable PDF files.

In response to an overwhelming number of requests, Brother is now offering a new seminar, called "How to Operate Your PR-600C". Topics covered include Basic Keyboard Operation, Basic Hooping Flats, Basic Hooping Caps, Preparation for Flats, Preparation for Caps, Loading Designs, Lubrication, Bobbin Tension, and Thread Tension. This course will be offered six times per year on the Saturday following the Brother University seminars. You have a choice of our basic maintenance seminar or you may choose this new seminar. The cost to attend either seminar will be reduced to \$50 (a \$45 savings over the regular cost!), if you attend BU for one, two, or all three days.

Don't forget, visit us at www.brother.com regularly so you don't miss out on any of our great events!

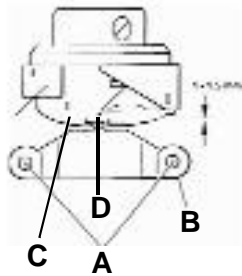
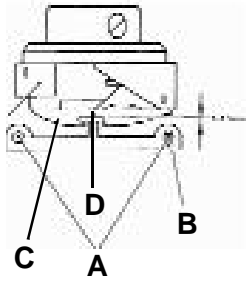
brother
Industrial Embroidery
If you can imagine it, you can make it.
BU Book
Contact Us
The PPS Store

Tech Talk

BAS-412, 412A, 416, 416A, 423,
423A, BES-1210AC, 1230AC,
BES-916, 1216, 940, 941, 1240,
1241, 960, 961, 1260, 1261

Basic Adjustments - All Models Position Finger

Adjustment Procedures: (All Styles / Models)



- 1) Remove the Needle Plate.
- 2) Move the Head to the center needle.
9-Needle Head = Needle 5
12-Needle Head = Needle 6
- 3) Turn the Pulley to 180 degrees. (Turn in the direction of the arrow on the pulley cover).
- 4) Lower the Needle Bar down by grabbing the bar with your fingers and pulling down until it locks into place.
- 5) Loosen the screws (A) located at each side of the Inner Rotary Hook Stopper (B).
- 6) Adjust the Inner Rotary Hook Stopper (B) so that the distance between the Stopper and the Inner Rotary Hook (C) is 1-1.5mm (See diagrams at left). Keep the Stopper (B) centered to the Needle (D) during the adjustment. Then tighten the screws (A).

BAS-412, 412A, 416,
416A, 423, 423A

Continued on page 6.

Notes from the Editor

Happy New Year!

I hope you all had a joyous (and relaxing) holiday season. Inside this issue of *Stitchy Business*, you will learn about some of the exciting events we have planned for 2005, including new seminar offerings and our newly redesigned website which is packed with information to help our embroiderers.

We've given this newsletter a fresh new look to start the New Year off. I hope you like it.

If you would like to be considered for our Customer of the Quarter, or if you have any questions, please email me at Lisa.Pross@brother.com.

Have a great 2005!

Lisa Pross
Marketing and Operations Manager
Industrial Products Division



Software Training Schedule

Registration is going on now for training on the the Brother BES-Series Software, which includes Basic Lettering, Advanced Lettering, Editing, and Digitizing. Each training course features one or more of the following interactive training components: classroom training, interactive workshops, discussion groups, coaching and mentoring tools. Attendees will receive take-home comprehensive instructional materials and the skills to master the software.

There will be no cost to customers who purchase from Brother or a Brother authorized dealer within the past year.

Training session hours are:

Irvine, CA: 9:00 am - 3:30 pm

Sacramento, CA: 10:00 am - 4:40 pm (first day only)

All other locations: 9:30 - 4:00 pm

Those interested in attending can register by calling 877-427-6843 or 901-379-1085. Class sizes are limited, so early enrollment is encouraged.

JANUARY

Irvine, CA	1/10-13
Atlanta, GA	1/11-14
Ft. Worth, TX	1/25-28
Miamisburg, OH	1/25-28

FEBRUARY

Irvine, CA	2/7-10
Bridgewater, NJ	2/8-11
Atlanta, GA	2/8-11
Sacramento, CA	2/15-18

MARCH

Miamisburg, OH	3/1-4
Schaumburg, IL	3/1-4
Irvine, CA	3/7-10
Ft. Worth, TX	3/15-18
Atlanta, GA	3/22-25
Sacramento, CA	3/22-25
Bridgewater, NJ	3/22-25
Bartlett, TN	3/29-4/1

Customer of the Quarter

Action Embroidery Gives Back to the Community

Most business plans include a strategy for profit optimization, but at Action Accessories the goal is to donate as much as possible to various charitable organizations. Lori Armstrong, co-owner, strives to grow her business and at the same time, to remember and help those in need.

Action Accessories, a division of Action Coupling (manufacturers of municipal and industrial couplings and firehose-related equipment), was formed because of a very unique call from a customer. In October of 2003, Action Coupling received a request for a design to be embroidered on a nylon sleeve over a hard fire hose. Lori soon realized that it was much too expensive to outsource this embroidery job, so she bought a Brother single-head and decided to do the work herself. It worked out so well for her, that she decided to market embroidery as another product line, and named this new division Action Accessories.

Action Accessories has grown tremendously since, and now owns a Brother 4-head (BE-1204C-BC), a Brother single-head (BE-0901E-AC), and Brother's new single-head portable unit (PR-600C). "Although all my Brother machines operate wonderfully, the PR-600C is my absolute favorite," said Lori. "It sews great, it's so easy to operate, and I can take it anywhere!" Action Accessories is in the process of moving to larger quarters within the same building to accommodate its rapid growth.

Action Accessories' main business comes from school fundraisers, church groups, and trade shows. Lori's philanthropist-minded attitude drives her to make every sale into a fundraiser. At a recent Wayne County fair in Ohio, she embroidered childrens shirts with animals and the words 'Wayne County', and offered to personalize the sleeves for an additional dollar - which she donated to The Wayne County Hospice. Action Accessories also attended an international Fire & Rescue Instructional Trade Show and brought 12 dozen hats Lori emboidered on the Brother 4-head machine prior to the show. During the show, she took a donation for the hat plus personalized the back of each for free, then donated the proceeds to the local Fire Training Facility to help purchase some equipment. "So I guess the focus of our business has been so far, fundraisers and group orders for churches and schools, where we give a donation back to the group. I love that type of business where everyone gets something," Lori said, "I really feel the need to give back to the community and to help those less fortunate. Action

Accessories donates a

Continued on page 4.

Design Dr.

Dear Design Doctor,

I've noticed something that has been puzzling me. When I run the font lettering with trims between each letter, I get the occasional thread pull out after a trim, but I get very few thread breaks. When I don't trim between each letter I seem to get a greater number of thread breaks, and almost all of them happen when finishing one letter and going to the next one. Am I doing something wrong? Also, which method is best?

*Jigsaw McGraw
Hill, MO*

Dear J.M.,

Let's see if we can piece this together. After extensive testing of a font that I have been working with, new information has come to light. There is a setting you need to change when you are not trimming between the letters. Highlight your lettering with your move tool, hit the Enter key to get to the Text Properties box. (there are 3 other ways to get to the Text properties box. but I use this way most often). Go to the General tab and uncheck the Lock Stitches, start and end. When those are checked this is what happens between letters: it finishes sewing the satin stitch of the letter, then does a little 3-point lock, moves over just a little bit, and does the little 3-point lock for the start of the next letter. This many little stitches together greatly increases the likelihood of a thread break. To reiterate, when sewing font lettering without trims between the letters, uncheck the start and end buttons in the Lock stitch box on the General tab in the Text Properties box. When trimming between the lettering, you will want to leave them checked.

As to which method is best, it depends upon the situation. If the letters are spread far apart, of course they need to be trimmed. If you are sewing basic lettering, I usually suggest reducing the kerning so the letters are closer together and not trimming between the lettering. The embroidery is more durable this way. If you have a word with 10 letters in it and don't trim between them, you will have one trim at the end of the word. If you trim them, you have 10 trims. Not only does this really slow down production time, it makes it 10 times more likely that a trim will come undone after several washings.

Happy stitching! May your threads never break.

Design Doctor

Customer of the Quarter

(continued from page 3)

portion of every sale to some worthwhile charity."

Action Accessories embroiders and digitizes on a wide variety of apparel products, including denim shirts, hats, bags, bible covers, and aprons. For more information, visit www.actionembroidery1.com.



Technical Seminar Schedule

LOCATION	DATE	MACHINE
Bartlett, TN	2/19/05	All Machines*
Irvine, CA	2/26/05	1-Head, PR-600C
Bridgewater, NJ	4/9/05	1-Head
Sacramento, CA	5/7/05	1-Head, PR-600C*
Paramount, CA	5/21/05	Multi-Heads
Houston, TX	6/11/05	1-Head, PR-600C
Springfield, MA	6/18/05	1-Head, PR-600C*
Fort Wayne, IN	7/23/05	1-Head, PR-600C*
Miamisburg, OH	10/15/05	All Machines
Atlanta, GA	10/22/05	All Machines*
Tulsa, OK	11/12/05	1-Head, PR-600C*

**Your choice of either the 'Regular Maintenance Seminar' or 'How to Use Your PR-600C'*

For more information, details on topics or to register, call 1-877-427-6843 or visit www.brother.com. To reach the Technical Seminars website page from brother.com:

- 1) click [USA](#) on the map in the center of the page;
- 2) click [Industrial Embroidery](#) on the left navigation
- 3) click [Technical Seminars](#) on the left navigation;
- 4) Follow directions to register.

2005 TRADE SHOW AND CONVENTION SCHEDULE

M E M B E R



DATE	SHOW/LOCATION
January 6-9	WCES, Las Vegas, NV
January 14-16	ISS, Long Beach, CA
January 17	Monograms America, Atlanta, GA
January 28-30	ISS, Fort Lauderdale, FL
February 3-5	VDTA, Las Vegas, NV
March 10-12	Original Sew & Quilt, Atlanta, GA
March 4-5	DAX, Kansas City, MO
March 11-13	ISS, Atlantic City, NJ
March 17-19	Original Sew & Quilt, Cleveland, OH
April 1-2	DAX, Minneapolis, MN
April 7-9	Network 2005, Lincoln, NE
April 14-16	Original Sew & Quilt, Worcester, MA
April 21-23	Home Quilting Show, Salt Lake City, UT
May 5-7	Printwear, Fort Worth, TX
June 2-4	Printwear, Columbus, OH
July 8-9	Embroidery Mart (East), Nashville, TN
July 28-30	Printwear, Long Beach, CA
August 5-6	Embroidery Mart (West), Las Vegas, NV
August 5-7	Sew & Quilt Craft Expo, Honolulu, HI
August 11-13	ISS, Indianapolis, IN
August 25-27	Printwear, Charlotte, NC
September 15-17	ISS, Atlanta, GA
Sept. 28 - Oct. 1	SGIA, New Orleans, LA
Sept. 29 - Oct. 1	Original Sew & Quilt, Chantilly, VA
October 7-9	ISS, Fort Worth, TX
November 10-12	Original Sew & Quilt, Minneapolis, MN

Call us at 1-800-432-3532 if you have any questions or would like additional details about a particular show.

Update



What's New in 2005!

Looking to learn the embroidery business inside and out? Want to meet with industry experts one-on-one who can give you invaluable tips and tricks for running a successful embroidery business? It's time for you to enroll in Brother University.

Perfect for start-up embroiderers as well as established shops, our curriculum is tailored to address every need. You'll get hands-on experience with leaders in the industry, as well as the opportunity for individualized attention. Professors here are among the leaders in their field, yet remain committed to teaching. Students have the opportunity to take advantage of faculty accessibility throughout this 3-day seminar.

We've redesigned and improved our core curriculum to maximize your learning experience. Visit our website to learn about the new topics that have been added. This three-day seminar will cover a wide range of embroidery and business management topics to help you master the basics and learn highly specialized techniques.

Please call us at 1-888-444-3167 if you have any questions or want to discuss your individual educational needs. Remember, enrollment is limited and classes fill-up quickly, so mark your calendar and enroll in Brother University today!

DATE	LOCATION
Feb 16-18	Bartlett, TN (at the Brother facility)
May 4-6	Sacramento, CA
June 15-17	Springfield, MA
July 20-22	Fort Wayne, IN
Oct. 19-21	Atlanta, GA
Nov. 9-11	Tulsa, OK

On the Saturday following each BU, we are offering our 'Machine Maintenance' seminar with a new option. You can either choose the regular maintenance seminar, or our new 'How to use your PR-600C' seminar.

Continued on page 6.

Tech Talk

(continued from page 2)

Note: If the Stopper (B) is not aligned to the Needle (D) you may experience poor sewing quality. If the distance between the Stopper (B) and the Inner Rotary Hook (C) is too small you may experience birdsnesting or thread build-up under the Needle Plate.

- 7) Turn Pulley back to 100 degrees.
- 8) Re-install Needle Plate and center Needle Plate as recommended.

Caution: Never over tighten the screws used to align the Inner Rotary Hook Stopper. These screws can break and/or strip very easily. Only apply enough pressure to tighten without over doing it.

Note: Brother has changed the style and shape of the Inner Rotary Hook Stopper over the years. Listed to the left are the styles that brother has released. Please find the style that matches your machine and follow the instructions as provided. If you have a style that is not pictured, please contact Brother Technical Support for assistance.

Brother University

(continued from page 5)

Those interested in attending can register online (or call us at **1-888-444-3167**) at www.brother.com. To reach the Brother University website section from brother.com:

- 1) click [USA](#) on the map in the center of the page;
- 2) click [Industrial Embroidery](#) on the left navigation;
- 3) click [Brother University](#) on the left navigation;
- 4) click [Register Now](#) and follow the directions.

Embroidery Group

SALES REPRESENTATIVES

STEVE HOBBS

(CT, DC, IA, IL, IN, KY, MA, ME, MI, MN, MO, NH, NY, OH, RI, VA, VT, WI, W.PA, W.VA)
Phone: 603-772-3224
Fax: 603-772-4665
Cell: 603-422-1237
Toll Free: 888-729-3224

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Phone: 562-408-6144
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Phone: 801-270-0800
Fax: 801-912-1178
Cell: 801-556-4891

ROBERT TOBIA

(DE, MD, NJ, Eastern PA)
Phone: 908-252-3366
Fax: 908-575-3810
Cell: 908-872-1438

Embroidery Offices

NEW JERSEY

Corporate Office
100 Somerset Corporate Boulevard
Bridgewater, NJ 08807
908-252-3279

CALIFORNIA

15 Musick
Irvine, CA 92618
949-859-9700 Ext. 278
Fax 949-583-9473

ILLINOIS

955 Busse Road
Elk Grove, IL 60007
847-718-9500
Fax 847-718-9503

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
Bartlett, TN 38133
901-379-1000 Ext. 1093
Fax 901 379-1226

BROTHER INT'L CORP. U.S. SUBSIDIARY:

MIM Industries, Inc.
4301 Lyons Road
Miamisburg, OH 45342
937-866-4478 Ext. 6997
Fax 937-859-6944

Contact your representative today.

Need Help?

FOR PRODUCT INFO:

800-432-3532

TECHNICAL AND SOFTWARE SUPPORT:

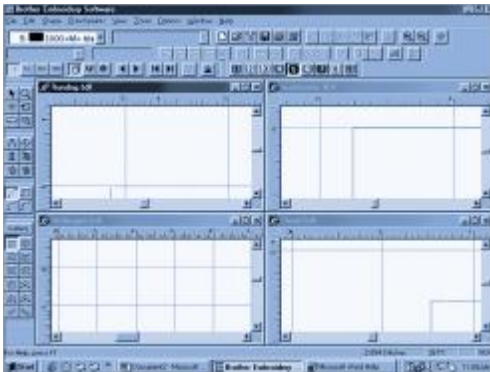
Toll Free: 1-877-427-6843
Email: tsupport@brother.com
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Toby's Techniques

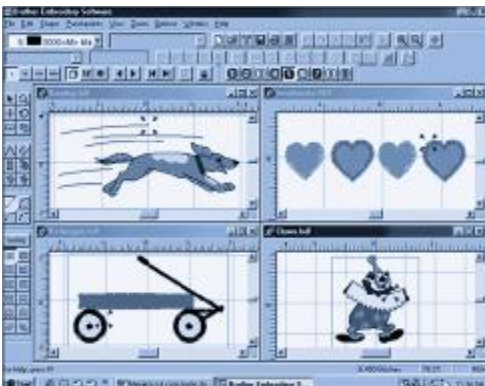
MERGING DESIGNS and / or parts of designs Copy/Paste/Tile


To open and work with several designs at one time the following steps must be followed:

1. Left click file and release.
2. Left click on open or open stitch files, release.
3. Left click thumbnails, release.
4. While holding down the CTRL key, choose the designs that you wish to open (for this example four were used).
5. Left click open.
6. Left click on window, release.
7. Left click tile, release.



8. Left click on the name bar of the first design, release.
9. Left click on the ZOOM drop down menu, release.
10. Left click on FIT TO WINDOW, release.
11. Repeat steps 7 - 9 for each design window.



12. Highlight the name bar of the design you want to work with.
13. Highlight the portion of the design that you wish to copy.
14. Left click the move tool , release.

Please note: If the entire design is to be copied, left click on file and then select all.

15. Left click on edit, release.
16. Left click on copy, release.
17. Highlight the name bar of the design where you want to place the copied segments.
18. Left click on edit, release.
19. Left click paste, release.
20. The copied segment will be placed in the desired design, highlighted with "dancing ants" and offset from the original design.




MAXIMIZE TOOL

This tool is located on the top right position of the design.

21. Maximize the screen with the merged design in it.



Move the cursor over the merged portion of the design, until it becomes a four pointed arrow,  left click, holding down the mouse button, drag the shape to the desired location.

brother
Industrial Products Division
P.O. Box 6911
Bridgewater, NJ 08807-0911

Parts, Accessories & Supplies

<p>P</p> <p>A</p> <p>S</p>	<ul style="list-style-type: none">* Brother* Gingher* Madeira* Gunold* Organ* Jiffy* Peggy's* Sprayway* Alex Lights* Emblematic	
<p>the PAS Store <i>embroidery</i> Parts-Accessories-Supplies</p> <p>877-850-7179 and www.brothermall2.com</p>		