

Stitchy Business

brother All your work.

JULY 2004 ISSUE 9

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

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Brother Announces Exciting New Strategic Alliance to Deliver Innovative Embroidery Solution

Brother's Industrial Products Division is excited to announce the formation of a strategic alliance with VeriStitch, Inc., premier suppliers of networking and order entry integration technologies to the decorative sewing industry. Together, Brother and VeriStitch will deliver improved productivity to the high-volume embroiderer by marrying the next technology of industrial embroidery equipment with the industry's preferred machine network.

Brother International and VeriStitch, Inc. have collaborated to integrate the full line of Brother industrial embroidery machines to the Delta Industrial Sewing Network. This integration allows the Delta Industrial Sewing Network to provide complete production tracking of the Brother machinery, making available to the user a rich set of reporting data to further enable productivity monitoring and improvement on the production floor. Brother's state-of-the-art embroidery machines, from a nine-needle single-head unit to a twelve-needle six-head model, ensure a consistent high quality finished sewn product, are easy to operate, and run efficiently with little maintenance required.

The VeriStitch network product coupled with their newly introduced Direct-to-Sew™ for Embroidery, delivers high-production, high-profitability automated lettering not previously available to the embroidery market. Embroiderers can automatically create lettering directly from order entry and optionally combine it with logos, reducing production time and eliminating the need to create lettering manually with expensive lettering systems and digitizing software. Lettering styles are chosen from a large font library including a full range of block, script, specialized 3-letter fonts used for traditional monograms, themed graphic packages and more.

"This collaboration integrates Brother machinery to the industry's preferred high-availability machine network, which makes us a better fit for high-volume embroidery operations. Our customers benefit by having a networking vendor that can customize the system quickly in response to their particular needs," said Peter Holland, Senior Director and General Manager, Brother International Corporation.

Jerry Kahn, President, VeriStitch, Inc., commented: "We really appreciate the opportunity to work with a forward-thinking company like Brother. Their machines offer a level of technical capability not commonly found in the industry and are perfectly suited to the type of production monitoring we want to offer our customers."

For more information on this and other Brother embroidery products, contact your sales representative or call 1-800-432-3532.



Tech Talk



Inching Mode during Embroidering

(For stand-alone operation only)

916/1216/901/1201/
1241/961/1261/1263

Have you ever hooped a garment and did not tighten the screw tight enough and as you were embroidering, the garment popped out of the hoop? Well you have a feature on your machine called the inching mode that will allow you to move your machine position in the middle of a sew-out.

Note: Use this mode with caution: once you move your hoop position by pressing the jog key, that saves your position and you cannot reset the position by exiting out of this mode.

Step 1: Press the  while pressing the  switch in order to select the inching mode.



Step 2: Press the jog switch and the hoop moves to the direction of the pressed switch.



Note that the hoop movement will produce deviation of embroidering by the amount. If the hoop and material deviate from each other during embroidering, correct it by using the jog switches.

Step 3: Press the  switch to exit the inching mode.

Step 4: Press the  switch to restart embroidering.



Customer of the Quarter

The Screenprintery Finds Formula for Success

Rob and Gayle Gaynor have built a great embroidery and screenprinting business, The Screenprintery, located in the resort town of Bar Harbor, Maine. But that doesn't stop Rob from continually striving for perfection. "How can I do this better? Faster?" It is that mindset which sets him apart from the competition and allows him to compete successfully with much bigger shops.

Eighteen years ago Rob started his screenprinting and embroidery business, which since 1991 has been located in beautiful Bar Harbor, ME. His shop is located in the building next door to the home he shares with his wife, an OB nurse; son Joshua, 26, an engineer; and daughter Rebecca, 20, a junior in college. And according to Rob, his children are his biggest critics. If they give him a thumbs-up, he knows his work can pass the most rigorous scrutiny.

In addition to embroidery and screenprinting, The Screenprintery also provides custom designs, ad specialties, and in conjunction with a partner, web design services. Embroidery is rapidly becoming a much bigger part of his business than screenprinting, supporting marketing data that reports high growth in the embroidery industry. Rob says that embroidery now represents 60-70% of his business.

Rob currently runs a Brother 3-head embroidery machine, and plans to add the Brother 6-head soon to help keep up with his demanding production schedule. Rob said, "When I was researching embroidery machines, I checked out all the major machine manufacturers and Brother won hands-down. The BAS-423A is easy to operate, requires little maintenance, and sews beautifully and flawlessly." He continues, "Steve Hobbs is perhaps the most knowledgeable salesperson I have ever encountered. His honesty and integrity convinced me and my wife that we would always be supported by Brother. Marsha Chabot, our independent

Continued on page 3.



Customers of the Quarter *continued*

Brother technician, has been so totally great. There is no doubt that our next purchase will be a Brother!"

Rob attended Brother University's first seminar in February and was absolutely thrilled. "I learned so much more than I expected. When I found out that I was the only student with a multi-head shop, I thought this seminar wouldn't benefit me," Rob said. "But instead I got individualized attention geared directly to my type of business. The faculty really did a great job of covering both home-based as well as large businesses. I learned much, much more than I anticipated. I am definitely going back," he continued.

The Screenprintery has customers across the nation, but his biggest market is locally, within 50 to 100 miles. Rob attributes his great success to superior customer service, fast turnaround, and the highest quality work. Most customers do not provide their own designs, so they rely on Rob's outstanding design and digitizing skills. Rob said, "I constantly strive to do better. In this business, you have to love what you do and do it well. Don't sit back too long, or you'll be out of business." His business philosophy is working so well that the majority of his customers come to him from word-of-mouth advertising.

For more information about The Screenprintery, visit www.screenprintery.com.

(Here are a few samples of designs created by The Screenprintery, which are shown here only in black & white).



Notes from the Editor

Dear Readers:

The summer is finally here, which usually means vacations, picnics, and family outings. But what I'm hearing from our readers is that the embroidery business is growing so rapidly, that summertime is no longer the slow season. Well, if that's the case, then you won't want to miss this information-packed issue of Stitchy Business!

We've included a survey at the back of this newsletter. As a valued reader, your opinions about this newsletter are extremely important to us. In our effort to improve Stitchy Business, we want to know which articles you find the most helpful, which you don't care to read, and which topics you'd like to see added. We produce this newsletter for you, and ask that you share with us your thoughts and opinion by taking a few moments to complete this short survey. I thank you for sharing your time and opinions with us.

Enjoy your summer!

Lisa Pross
Marketing and Operations Manager
Industrial Products Division



Design Dr.

Dear Design Doctor:

Is there a Doctor in the house?

I need some help. I have a stock design of a shell that I have run many times on tote bags and it has sewn fine. Now I am trying to run the design on polar fleece and the stitches are not covering each other. Does this have to do with tensions? Or does the design need to be changed (.dst file attached)?

Shell Shocked in Nevada

Dear Shelly:

Many stock designs have little or no underlays. This will work fine for a stable material like your tote bag. When switching to a more unstable material like fleece or pique, you will normally need to add underlay to the design. I pulled up the design on my screen and copied and pasted a second shell on the screen. The top shell I left as it was. I added underlay to the shell on the bottom using a cross hatch underlay. You create this by digitizing two light density fill shapes. I usually use around 20% density and then you change the angle of the fill to 45 degrees on one and 135 degrees on the other. Then you cut and paste both fills to sew first in the design.

Looking at the sewouts you can see that the bottom shell looks much better than the top shell. I ran both of these in the same hoop so the hooping conditions would be the same. The bottom shell is still showing a little bit of material in some places. The reason for this is the original punching did not have enough distortion. When punching satin stitches that are side by side you need to overlap them a great deal. These were just barely overlapped, that's why gaps are being pulled. Since this is a stitch file you would need to convert it back to an outline file, but then, you could add pull compensation. If you don't have stitch processing, you could try running the shell with the underlays using a topping, which would probably take care of the few spots that are showing.

Happy Stitching!

Design Doctor



Parts, Accessories & Supplies

SPECIALS from the PAS Store

SUMMER is here, and the Savings are Sizzlin' at the PAS Store. They're so HOT, we decided they'd burn the paper up if we tried to print them. So here's what you'll have to do: because you own a Brother machine, we already know how smart you are, and thrifty, too. We want to recognize YOU for your loyalty by shopping with us, but it's real hard to tell 'who's who' over the Internet. That's why we'd like you to CALL in your Order. That way you can tell us that you're a Stitchy Business reader and we'll offer you our 'Brother Member Special of the Month'. It won't be publicized otherwise, so this will truly be for BROTHER OWNERS like yourself ONLY!

We know you'll enjoy playing along. And as always, we've got lots of new accessories and supplies provided with you in mind, so you can shop anytime for the names and quality you trust us for already!

Parts - Accessories - Supplies
the PAS Store
www.brothermall2.com

Technical Seminar Schedule 2004

LOCATION	DATE	MACHINE
Bartlett, TN	7/17	1, 4 Head, PR-600C
Somerset, NJ	7/24	1 Head
Fort Worth, TX	8/28	1 Head, PR-600C
Miamisburg, OH	10/9	1 Head, 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 in the center graphic;
- 3) click Industrial Embroidery in the center graphic;
- 4) click Seminar Registration on the left navigation bar;
- 5) follow registration instructions.

2004 TRADE SHOW AND CONVENTION SCHEDULE



DATE	SHOW/LOCATION
August 6-7	Embroidery Mart , Nashville, TN
August 6-8	Sew & Quilt Expo , Honolulu, HI
August 12-14	Printwear , Long Beach, CA
September 10-12	ISS , Dallas, TX
September 23-25	Printwear , Charlotte, NC
Sept. 30-Oct. 2	Original Sew & Quilt , Chantilly, VA
October 6-9	SGIA , Minneapolis, MN
October 7-9	Original Sew & Quilt , Rosemont, IL
October 14-16	Original Sew & Quilt , Overland Park, KS
October 21-23	ISS , Atlanta, GA
November 11-13	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



Don't Miss the Opportunity to Learn from Industry Experts!

Time is running out and there are limited seats available for the remainder of Brother University's three-day seminars. If you're not sure Brother University will help you and your business, give us a call and we'll gladly explain the curriculum and even provide references from our satisfied students.

Brother University seminars, which are taught by industry professionals, help start-up businesses as well as established embroiderers master the basics and learn highly specialized techniques.

The three-day seminar will cover many embroidery and business management topics, including thread knowledge, needle types and usage, backing and topping materials, hooping various products, design placement, stitching designs, sourcing supplies, pricing management, goal setting, production management, and in-depth marketing strategies.

Whether you have a home embroidery machine or a multi-head commercial shop - our individualized curriculum is sure to address your unique needs and challenges.

Enrollment is limited and classes are filling quickly, so don't delay - registration is on a first come, first served basis.

DATE	LOCATION
August 25-27	Fort Worth, TX
Nov. 10-12	Long Beach, CA

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 in the center graphic;
- 3) click Industrial Embroidery in the center graphic;
- 4) click Brother University on the left navigation bar;
- 5) click Register Now and follow the directions.

Leasing Information

Here are the Most Often Asked Leasing Questions:

Is a down payment required? For companies that have been in business a minimum of two years, leases are normally structured to give the customer the full benefit of 100% financing. Finance companies typically only require the first and last month's payment in advance. For a start-up company or a company that has been in business less than two years a 10% to 20% deposit is usually required along with the first and last month payment.

What about eventual ownership of the machine? Leases, which require a fair market value purchase option, will charge the most at the end of the lease for purchasing the equipment. Some leases are set up so that you can buy the equipment at the end of the term for a reasonable amount.

What are the tax benefits? Your accountant is your best advisor on how leasing will impact your tax position. But in general, the payment on a true lease (fair market value purchase option) can be treated as a fully deductible operating expense, whereas ONLY the interest and depreciation can be written off on the finance lease.

Can we pay it off early? Most leasing companies discourage early pay offs with high prepayment penalties. However, some leasing companies are flexible and will discount the remaining payments based upon a present value formula, plus any applicable purchase options.

Why lease when I can go through the bank? Most companies who lease maintain their bank lines for needs other than capital investments. Bank loans can't provide true lease tax benefits. Banks usually require a down payment. Banks have stricter documentation and fiduciary guidelines, so that the process can be slower and the additional charges are usually higher. Bank loans often require additional security or collateral, because the bank is not familiar with the equipment.

What if our credit is poor or we have an old bankruptcy? Sometimes your other owned equipment or property can be used as collateral.

Embroidery Group

SALES REPRESENTATIVES

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Fax 949-583-9473

ILLINOIS

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Elk Grove, IL 60007

847-718-9500

Fax 847-718-9503

MASSACHUSETTS

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100 Burt Road

Andover, MA 01810

978-475-3081

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TENNESSEE

(Warehouse, Parts, Distribution & Services)

7777 No. Brother Boulevard

Bartlett, TN 38133

901-379-1000 Ext. 1093

Fax 901 379-1226

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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

(Machine support)

ssupport@brother.com

(Software support)

Newsletter Survey

Survey results help us plan for upcoming newsletter topics. We are looking to improve the quality of this monthly newsletter and you can help us by giving us your feedback on a few questions. Thank you so much for taking the time to let us know your thoughts.

Please take a minute to fill out our newsletter survey. When you're done, simply tear or cut off this survey and fax it back to 908-575-3810 **by August 31st**. Thanks!

Have you read our newsletter before today?

- Yes
- No

What best describes your reading behavior of this newsletter?

- Read it cover to cover
- Read a few articles, skim remainder of newsletter
- Read schedules of trade shows, conferences, etc.
- Don't read it at all

Has it helped you in any way? If yes, in what ways? _____

Please check the topics you found helpful: (check as many as you want)

- Brother University
- Cover Story
- Customer of the Quarter
- Design Doctor
- Marketing Tips
- Notes from the Editor
- Parts, Accessories & Supplies
- Tech Talk
- Toby's Techniques
- What's New

Which topics or information would you like to see more of? _____

What do you like best about the newsletter? _____

What do you like least about the newsletter? _____

General Feedback/Comments: _____

If you'd like, you may provide your name and/or e-mail address on the line below (optional).

Thanks for your feedback, we really appreciate it!!! _____



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

What's New

Brother Donates a PR-600C to Benefit Underprivileged Children

Brother is committed to helping several charities, including United Way, The American Cancer Society, and Variety, and has recently donated a PR-600C to be auctioned online through The Textile Division of Variety. From now through the morning of September 12, you can log onto The Textile Division of Variety and bid on Brother's exciting new portable industrial embroidery machine, the PR-600C, with all the proceeds benefiting disadvantaged and disabled children.

This PR-600C is a new, innovative single-head, 6-needle industrial-strength embroidery machine that combines the power and technology of a single-head with the portability of a tabletop embroidery machine. The revolutionary PR-600C, can embroider a wide variety of goods, including finished caps and tubular goods. It provides many exciting new business opportunities for both the established embroidery business or for those thinking about starting one.

The Textile Division of Variety has raised more than 3 million dollars, and has helped provide lifesaving and life-enriching assistance to children challenged by physical disability, poverty, abuse, and neglect. Year round, the Textile Division plans fun and exciting events to raise funds, including golf tournaments, silent and live auctions, casino nights, as well as other events.

To learn more or to bid on the Brother PR-600C charity auction to benefit children, visit www.varietytextile.org and click on 'Auctions & Raffles'.

