

Stitchy Business

brother
All your ideas.

OCTOBER 2004 ISSUE 10

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

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The PR-600C Earns High Scores in Survey

Brother International Corporation, in an ongoing commitment to improve product quality and customer service satisfaction, recently conducted a survey to all the people who purchased a Brother PR-600C, the new portable industrial-strength embroidery machine. We want to share some of the highlights of the results of that survey with you.

Overall, the survey results were extremely positive. Most respondents say they purchased the PR-600C for its portability, and to sew small-runs, samples, and point-of-purchase add-ons (i.e. monogramming). When asked if the PR-600C is easy to operate, many said "Very easy to use", "User-friendly", "Easy to learn", and "Fabulous". When asked to describe their PR-600C experience, comments were "I love the machine", "Love the portability", "Great for trade shows", "It sews caps!", "Excellent product", "The best feature of the PR-600C is Brother's great back-up in sales and service", and "I would recommend it to everyone; it has been great to me!".



We asked the respondents to tell us how we compared to our competitors, and here are a few comments: "Brother has the knowledge and superior products", "The PR-600C was lighter and more portable than others", and "All areas of my experience with all representatives were made very easy and comfortable for me".

In case you are not familiar with the PR-600C, here are some product features to get you acquainted with it:

- Single-head, 6-needle embroidery machine with cylinder arm
- Maximum speed: 1000 stitches per minute
- Multimedia capability: Built-in slots for floppy disks, Brother memory design cards and compact flash cards offer a wide variety of design storage choices
- Extra-large, easy to use, color LCD touch-screen control panel
- Built-in designs and keyboard lettering fonts
- Exclusive automatic needle threading
- Automatic upper and lower thread trimmers
- Upper and lower thread-break detection system
- Cap frame attachment to embroider caps quickly and easily (included with purchase)
- On-screen editing

Continued on page 2.

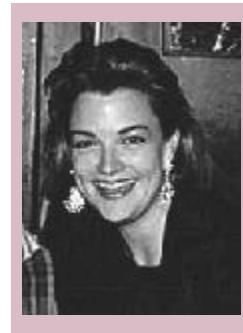
PR-600C Earns High Scores *(continued)*

- Ability to rotate designs in 1-degree increments
- Wide selection of built-in thread color information makes it easy to choose the appropriate colors
- Ability to pre-program automatic color changes for the entire design
- Exclusive automatic, 8-sided design trace for more accurate design placement
- Ability to back-up through designs by individual stitches, color blocks or groups of 100 stitches
- Design memory retention after machine is shut off
- May be used either as stand-alone machine or includes USB port for direct computer connection
- Compatible with Brother's award-winning PE-Design software and BE-100 digitizing software for use with popular home and commercial embroidery formats

All those who participated in this survey were entered into a drawing to win a Brother MFC-9700, a 5-in-1 flatbed laser multifunction center, featuring a fax, laser printer, and convenience copier that is also equipped with a color flatbed scanner.

And the winner is . . .

Valerie Hirsch, Co-owner of That's A Wrap!, located in Madison, Wisconsin. Congratulations Valerie!



That's a Wrap! is a motorcycle apparel accessory manufacturer and distributor specializing in headwraps and other assorted headgear. They provide on-site custom embroidery and screen printing, and also manufacture and distribute purses, backpacks, leather goods, beanies and other related riding gear.

Notes from the Editor

Happy Fall Everyone,

It's hard to believe that Fall is here, with only three months remaining until the end of the year and the start of 2005.

We recently surveyed our readers to let us know what they like and dislike about the Stitchy Business embroidery newsletter. An overwhelming number of our readers asked us to include more technical and "how to" information, and we are busy working to make that happen. A majority of you have found 'Tech Talk' and 'The Design Doctor' to be extremely helpful as a resource tool. I was thrilled to see that most of our readers enjoy this newsletter and read it cover-to-cover every quarter.

The results of the PR-600C survey are in! Read our cover story for details on how the PR-600C rated, and find out who the lucky winner of the drawing was.

In this issue you'll find a preliminary schedule of Brother University seminars for 2005. We have a new curriculum planned, with new options available, so please check our website for the latest information, dates and locations.

May you enjoy a happy, healthy and prosperous end-of-year! See you in 2005.

Lisa Pross
Marketing and Operations Manager
Industrial Products Division

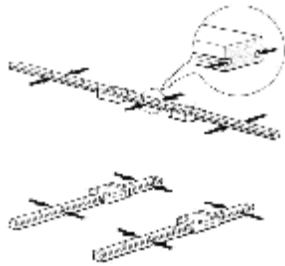


Tech Talk

Preventative Maintenance: “Greasing”

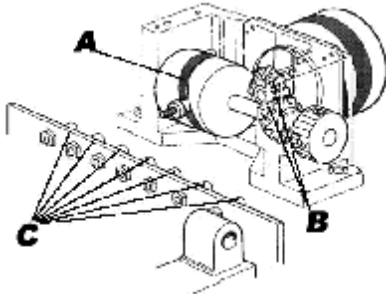
Linear Rails: (Performed once every six months)

1) Remove the pantograph cover panel. (416, 1210, 916, 1216) Remove the right side table and pantograph panels. (423, 1230)



2) Use a small brush or cotton swab to apply the grease. Apply lightly to both sides of the rails (*see diagram*). Some rails may be exposed on one side but not the other side of the rail. To accomplish the greasing properly you may need to remove additional cover plates and panels. Use caution as to not remove any sensors or wires while doing this.

Note: Be sure to apply grease to both sides of rails as there are bearings that may wear prematurely if only done on one side. Also, do not apply grease excessively, there are sensors that may become contaminated with grease and machine malfunction may occur. Please use caution.



Color Change System: (Performed once every three months)

1) Look behind the machine head. (416, 1210, 916, 1216) Look behind the center machine head (423, 1230)

2) Remove the plate that covers the color change gears and motor.

Continued on page 6.

Customer of the Quarter

Mobile Embroidery Business Serves Antique Tractor Shows

Tina Sews and Embroiders in South Williamsport, Pennsylvania is the quintessential example of an embroidery business serving a very unique niche market. Established in early 2001, Tina Sews and Embroiders, a mobile embroidery business fully owned and operated by Tina Campbell, caters exclusively to the antique tractor show market. Every year, from April through October, Tina travels extensively to many antique tractor shows throughout Ohio, New York, Pennsylvania, Maryland, and West Virginia, providing on-the-spot stock and custom embroidery.

In January of 2002, Tina purchased a Brother BE-0901-E-AC, a 9-needle single head industrial embroidery machine, to accommodate her growing business and demand for caps. Previously she had been using a home embroidery machine that was inadequate for her sewing requirements. When it came time to make this significant investment into her business, Tina says she chose Brother because of all the positive feedback she received at an "Embroidery Start-up" seminar she attended. Tina said, "All the people I met at this business seminar highly recommended the Brother product line. What a workhorse this machine is - it has traveled through all kinds of weather and conditions and continues to operate in peak form! I would definitely buy another Brother machine." Tina also attended Brother University in September 2003, Brother's regional embroidery seminars, to help her learn more about running a profitable embroidery business. "It was really informative. I learned so much more than I thought possible, especially about digitizing. Everyone in this business would benefit from attending Brother University," exclaimed Tina.

Although Tina travels alone in her Chevy truck, which carries the Brother single head embroidery machine and her cot, she says she has made so many friends over the years at the various shows that she is never lonely.

Tina Sews and Embroiders is now well known at all the antique tractor shows, and attendees eagerly await her arrival. Tina laughs, "The generator I use is so noisy that when I turn it on, people recognize the sound and come over to me. They know it's me because they hear me before they even see me." Tina sews on a wide variety of items, including T-shirts, sweatshirts, denim shirts, hats, and the backs of folding chairs. Yes - folding chairs! Tina admits it's pretty unique, but very popular.

Tina Campbell enjoys her job, is very successful, and is eager to share her knowledge with others. At the end of October, Tina will be doing a presentation about mobile embroidery to The Greater Philly Chapter of PACC. She

Continued on page 4.

Design Dr.

Dear Doctor:

I am having trouble scaling my design proportionally. If I go Edit and Select All to highlight my entire design and then go to a corner and try to resize the design, it doesn't stay proportional. I also tried changing the size in the General tab in the Properties box. I can change the size in either the Width or the Height box but it won't change the other dimension. What can I do to change my design size and keep it proportional?

Thanks,

Willie Sizemore

Hey Will.....chill,

This is an easy one. To scale the design proportionally using the mouse, you need to go to a corner and when you get the two-arrow cursor left click and hold down the button. Then press down and hold the Shift key. Drag the design to the proper size then let go of the mouse button, and then the Shift key. That will keep your design proportional.

To resize a design proportionally using a numeric value in the General tab, you need to have a font shape in the design. If you have a design in which you have already added font lettering, simply go to Edit and Select All, and hit your Enter key to go to your Properties box. When you have a combination of a design and font lettering you will get the Selection Properties box. (Text only, and you will get Text Properties box, and a design only will give you Shape Properties box.). When you are in the Selection Properties box you can change the Width or Height to the value that you would like then click OK. It will be scaled proportionally. If you have a design only but would still like to scale it using a numeric value, simply add a font shape. Select the Simple Text tool, go to the center of design and left click, right click and click OK on the Text Properties box. You don't need to input any text. Then go to Edit and Select All, hit the Enter key and you will be in Selection Properties. Put in the value that you want in the Width or Height and click OK. Then hit your End key (this selects the last shape in your design which would be the font shape), and hit Delete to get rid of the font shape.

Mister Doctor, but my friends just call me Design.

Customer of the Quarter

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is also a member of The Williamsport/Lycoming Chamber of Commerce, ABWA, NNEP, WAMA, Greater Philadelphia Chapter of PACC, Toastmasters, and Moline Gold Collectors Assoc.

If you want to learn more about Tina Sews and Embroiders, visit www.tinasewsandembroiders.com.

*Tina Campbell,
Owner of Tina Sews and Embroiders,
in her mobile embroidery shop.*



Technical Seminar Schedule 2005

LOCATION	DATE	MACHINE
Bartlett, TN	2/19/05	All Machines <i>(Your choice of either the 'Regular Maintenance Seminar' or 'How to Use Your PR-600C')</i>
Irvine, CA	2/26	1-Head, PR-600C
Bridgewater, NJ	4/9	1-Head
No. California	April	1-Head, PR-600C
California	5/21	Multi-Heads
Houston, TX	6/11	1-Head, PR-600C
Boston, MA	June	1-Head, PR-600C
Iowa	July	1-Head, PR-600C
Miamisburg, OH	10/15	1-Head, PR-600C
Georgia	October	All Machines
Oklahoma	November	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 from brother.com:

- 1) click [USA](#) on the map in the center of the page;
- 2) click [Industrial Sew & Industrial Embroidery](#) in the center graphic;
- 3) click [Industrial Embroidery Machines](#);
- 4) click [Seminar Registration](#) on the left navigation bar and follow directions.

2004-2005 TRADE SHOW AND CONVENTION SCHEDULE

M E M B E R



DATE	SHOW/LOCATION
2004	
October 21-23	ISS, Atlanta, GA
November 11-13	Original Sew & Quilt, Minneapolis, MN
2005	
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
February 24-26	Original Sew & Quilt, Clearwater, FL
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)
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 6-8	Original Sew & Quilt, Rosemont, IL
October 7-9	ISS, Fort Worth, TX
October 13-15	Original Sew & Quilt, Overland Park, KS
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)

**On Saturday, Feb. 19th 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.*

April (TBA)	No. California
June (TBA)	Boston
July (TBA)	Iowa
Oct. (TBA)	Georgia
Nov. (TBA)	Oklahoma

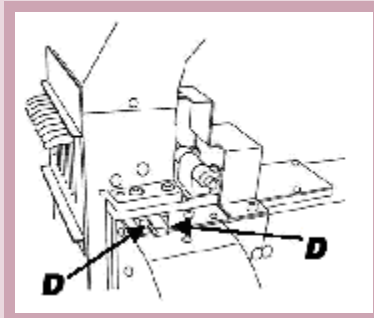
Continued on page 6.

Tech Talk

(continued from page 3)

3) Apply grease to the cam (A) and the bevel gears (B). Apply grease lightly as to not contaminate the sensors in the color change area.

4) Apply grease to the bearings (C) and also to the linear rails on each machine head (D). Always apply grease to both sides of rails and move the machine head to the first needle and the last needle so you can apply grease to both sides of machine head.



Brother University

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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 Sew & Industrial Embroidery](#) in the center graphic;
- 3) click [Industrial Embroidery Machines](#);
- 4) click [Brother University](#) on the left navigation bar;
- 5) click [Register Now](#) and follow 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

ELDON LARKIN

(AK, AZ, Southern CA, HI, Las Vegas, NV)

Phone: 909-696-9099

Fax: 909-696-5665

Cell: 714-264-9177

Toll Free: 888-899-7306

FERNANDO PADILLA

(Southern, CA)

Phone: 562-408-6144

Fax: 562-408-6199

Cell: 562-569-1818

JACQUELINE PLACHTA

(AL, FL, GA, MS, NC, TN, SC)

Phone: 954 956-8353

Fax: 954-956-8163

Cell: 954-612-0039

TODD SOMMERS

(AR, CO, KS, LA, NM, TX)

Phone: 972-481-1222 X105

Fax: 972-481-8665

Cell: 214-505-5496

BILL SWEEN

(Northern CA, ID, MT, ND, NV, OR, WA, SD, UT, WY)

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

(Machine support)

ssupport@brother.com

(Software support)

Marketing Tips

How to Create an Advertising Plan

Creating an ad campaign may seem expensive and quite daunting, but statistics and research has proven that if done correctly it will always pay for itself many-fold. You'll want to create a plan that is tailored to your unique business and at the same time to your individual geographic area and/or market. Finding the right mix of advertising messaging and publications to advertise in can be a trial and error process, but a little research can help maximize your ROI (return on investment). What works great in one publication (magazine/newspaper/trade journal) in one area may fail miserably in another. Don't be afraid to ask others in your industry what has worked, and failed, for them.

Start strategizing your advertising plan by answering the following questions to help set the necessary goals to ensure a successful campaign:

1. Why are you advertising? What do you expect to happen?

Be specific about your advertising goals. For example, you might be a new business and you just need to get the word out. Or, you may want to increase your business, reinforce your business in the minds of current customers, or you may want to promote a sale for immediate profits. You may want your advertising to do all of the above or even more. Once you have your goals, prioritize them. Advertising works best when you develop these goals one at a time.

2. Who is your target market? Who are the customers most likely to buy your product or service?

By identifying the most likely prospects, you can figure out how to reach them. Who is and where are your ideal customers? Are they aware of your business? Your products? Your services?

3. What is your advertising message?

Here's where you tell everyone why they should be your customer. Let them know that you have great products, prices, and always deliver on time. Start branding and promoting your business so that it will become familiar to those you are trying to reach. Emphasize your strengths and don't be afraid to brag. Design ads that match your company objectives. Be sure to include a "call to action", which tells your audience exactly how you want them to respond. Ads should produce customers (and revenue!).

4. Where and how often should you advertise?

The best place to advertise is where your target market is. That may be a trade publication, local or area newspapers, The Yellow Pages, or industry-sponsored publications. Check the rates and frequency to determine a budget-conscious schedule. And remember, it doesn't matter where or how often you advertise if your message isn't impactful.

You must know who your prospects are and how they find information before you can advertise effectively. In order to make your advertising pay for itself, you must know your objectives. Track your advertising. Ask every customer how they found you. Keep track of where customers live, how much they spend, what products they buy, how often they buy and most important...why they don't buy.

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

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- S** * Madeira
- * Gunold
- * Organ
- * Jiffy
- * Peggy's
- * Sprayway
- * Alex Lights
- * Emblematic

the **PAS Store**
embroidery
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877-850-7179 and
www.brothermall2.com

