

STITCHY BUSINESS

SPRING 2005

ISSUE 12

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

At your side
brother

Notes from the
Editor
PAGE 2

Tech Talk
PAGE 3

Customer of the
Quarter
PAGE 3

Design Doctor
PAGE 4

Technical
Seminars
PAGE 4

Trade Shows &
Conventions
PAGE 5

Brother
University
PAGE 5

Software Training
Schedule
PAGE 6

GT-541 Road
Show Schedule
PAGE 7

What's New
PAGE 8

We Don't Just Print on Paper Anymore.

Brother International Corporation recently introduced a revolutionary new garment printer, the GT-541, at the ISS Show in Atlantic City, New Jersey. The interest and excitement was so amazing that Brother is taking the GT-541 on a twelve-city road show to demonstrate the impact it could have on your business and profitability. Please refer to page 7 for a complete schedule and to find a location near you.

The GT-541 is a garment printer that allows you to print directly from your computer, without all the set-up mess and high cost of traditional screen printing machines. Our new GT-541 "print on demand" inkjet printer prints on most garments in full color, in less than one minute for many designs, with a large 14" x 16" printable area. It's as simple to operate as a desk top printer, consistently delivers high resolution print quality, and the durable water-based inks withstand repeated washings.



Brother has been a leader in inkjet printer technology, and now continues to lead the way in revolutionizing the garment printing industry. But don't take our word for it:

"The GT-541 has allowed us to tap into a new market that our competitors can't service. Our customers can come to us with a design and leave with a sample, plus we can print smaller quantities at great prices. The GT-541 is definitely the best investment we've made, and now it's an indispensable asset to our business. Revenues have never been better!"

*Dave and Brad Alpers, Owners
Repla-Prints, Marietta, GA*

Continued on page 2.

GT-541 Garment Printer *(continued)*

"I would highly recommend the GT-541 to everyone. It has provided tremendous growth opportunities for us by allowing us to profitably sell small runs and offer a high level of personalization. This garment printer is so easy to operate, requires little space, and is great for samples. Best of all, there are no screens to clean, the print quality is superb, and it eliminates the need for transfers. Great product, great price!"

**Brian Cornell, Owner, President & CEO
EmbroidMe, Lewisville, TX**

"We've had the GT-541 for 8 months now, and our business has definitely improved because of it. This machine is perfect for trade shows and ad specialties. The GT-541 makes it cost effective to print small quantities, is so easy to operate, and consistently prints even my most complex designs in beautiful color. Brother has revolutionized the garment printing industry with this machine, and it's just the beginning!"

**Ted Conte, Owner
Windsor Industries, Clearwater, FL**

"I've been operating two GT-541s for almost 1 year and it is a fantastic machine! My customers love it for the vividness of the designs, and the softness and breathability of the printed garment. We love it because it's really exciting to work with it. The GT-541 opens the market for "on demand" printing, eliminating the need for customers to order huge quantities to make it more cost effective for them. I can print samples in a snap. The GT-541 will certainly change the way people print on garments!"

**Stefan Bergill, Manager of T-shirt Division
Beneficial T's by Patagonia**

Call us at 1-800-432-3532 today to find out what all the buzz is about.



Notes from the Editor

Dear Readers:

I'm sure many of you have already heard all the excitement about our remarkable new garment printer, the GT-541. If not, read all about it in our cover story. If you'd like more information on the GT-541, or any other industrial products topic, just send me an email and I'll gladly get back to you.

I highly recommend attending Brother University for those of you who want fresh, exciting new ideas for your embroidery business, or if you would like some professional training for your staff. It's a great way to network with industry experts, as well as other embroiderers. Also, our technical seminars and software training sessions are very popular. Remember, these classes fill up quickly - so register early!

If you'd like to see a particular subject matter addressed in Stitchy Business, or want to be considered for our Customer of the Quarter, please call or send me an email. I look forward to speaking with you.

Enjoy the Spring - it's finally here!!

Lisa Pross
Marketing and Operations Manager
Industrial Products Division
lpross@brother.com



Tech Talk

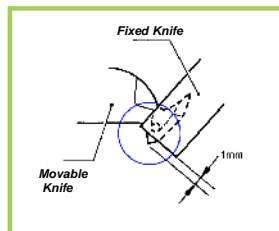
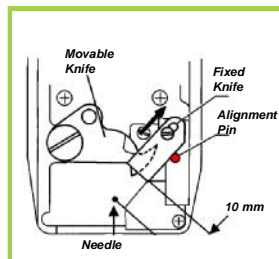
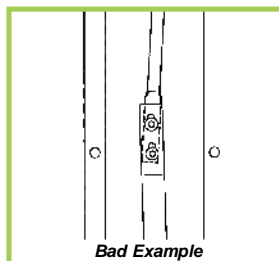
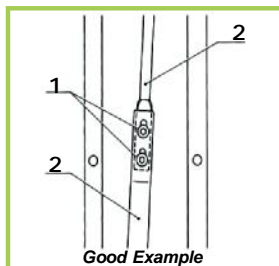
Adjustment of the Fixed Knife and Movable Knife

1. Remove the needle plate and arm cover plate.
2. Loosen the fixed knife screw and push fixed knife back and against the alignment pin and tighten screw.

Note: The distance from the front edge of the fix knife to the needlepoint should be 10mm.

3. Loosen the two allen screws (1) from the connecting rod (2) and position the tip of the movable knife 1mm from the edge of the fixed knife.
4. Press the thread-trimming key and verify the fixed knife and movable knife position.

Note: You might have to repeat this procedure until the position is correct.



Customer of the Quarter

Sunbelt Sports Goes Collegiate

Sunbelt Sports Sales, located in Tulsa, Oklahoma since 1978, is not only the largest seller of collegiate merchandise in Oklahoma, but is considered by some to be the "most unique store in America" because it has six separate and distinct retail stores under one roof. "Big Red Sales" represents the University of Oklahoma; "Cowboy Pete's" for Oklahoma State; "Hog Heaven" for the University of Arkansas (another reason the store is unique is because it is the only store that represents a team in another state); "Hurricane Haven" for the hometown fans of the University of Tulsa; and "ProWorld" for the Dallas Cowboy and Kansas City Chief fans. Sunbelt Sports Embroidery is the retail store, staffed by Denise Feil, that provides embroidery services to individuals, corporate and ad specialty companies.

Sunbelt Sports occupies over 35,000 sq. ft. in a 62,000 sq. ft. building and houses the administrative offices, product warehouses, and main embroidery production, managed by supervisor, Mr. Kelly Ray. Kelly is an expert digitizer and has "saved" other embroidery companies by quickly and expertly digitizing designs - and now has many loyal digitizing customers. Having 15 years of experience pays off; Kelly recently designed and digitized a 100,000+ stitch logo for a local shooting team. He oversees a full-time staff, supports Denise's store, and is backed up by Alan Dryer.

Sunbelt produces its wide variety of apparel products using Brother's embroidery equipment. They have two 6-head (BE1206B-BC) and five single-head (BE1201B-AC) machines. As a licensee to the Universities, the store's production staff stays busy maintaining the inventory and filling outside customer orders.

Sunbelt Operations Manager, Connie Evans, effectively promotes the synergy between its retail stores, warehouses, embroidery production, website maintenance, and staff of 30-35 plus seasonal help. Connie manages eight departments including mail orders, which ships store products daily throughout the United States and abroad.

When asked, "Why is Sunbelt Sports America's most unique college store?", Connie said, "The combination of our selection, size, customer base and our embroidery production, plus 500 other vendors, has made Sunbelt Sports a destination with its own personality, characteristics and familiarity.

We pride ourselves on

Continued on page 4.

Design Dr.

Dear Doctor,

When I am using the polygon tool, sometimes the material shows through. I've tried increasing the density, but that doesn't seem to help much. Is there a way of adjusting the underlay to make it heavier so the material won't show through?

Phil N. Lousy

Dear Phil,

When using the polygon tool, the underlay setting is either "off" or "on". There are no adjustments that can be made with the auto-underlay. When you need more underlay, the easiest way to do it is to create your own. Highlight the polygon shape with the Move tool and go to Edit and Copy. Then go to Edit and Paste and line up the second polygon shape on top of the first. Go to Edit and Paste and line up the third polygon shape on top of the other two. Now you have three polygon shapes all stacked on top of each other. With the top layer still highlighted, hit your left arrow twice (the left arrow advances backward through the design and the right arrow advances forward through the design). This will highlight the bottom polygon shape. Hit your Enter key to go to the Shapes Properties box, go to the stitches tab and change the density adjustment to 15% and change the angle in the Polygon box to 45 degrees. Now do your right arrow once to get to the middle layer of the three polygon shapes. Hit your Enter key, go to the stitches tab, change the Density Adjustment to 15% and change the angle to 135 degrees. Now if you do a slow draw you will see that the two light density fills have now created a cross hatch underlay, which is what I use most of the time for unstable materials. It lays down a nice base for the top stitching to sew on. If you are still getting material showing through, you can increase the density in the light density fills. I usually run my light density fills at anywhere from 10% to 30%, depending on the design and the material. Give this a try; I think you will like the results.

Hope you start Phil N. Better,

Design Doctor



Customer of the Quarter

(continued from page 3)

sales/savings, selection and service." Kelly added, "Brother's embroidery machines have made us unique, sewing complex designs well, with a large user-friendly sewing area. We always receive superior service from all the staff at Brother."

Jim Hays is the President and Owner of Sunbelt Sports. For more information or to take a "virtual tour" of the store, visit www.sunbeltsports.com.



Technical Seminar Schedule

LOCATION	DATE	MACHINE
Sacramento, CA	5/7/05	1-Head, PR-600C*
Paramount, CA	5/21/05	Multi-Heads
Springfield, MA	6/18/05	1-Head, PR-600C*
Fort Wayne, IN	7/23/05	1-Head, PR-600C*
Houston, TX	8/6/05	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](http://www.brother.com):

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

2005 TRADE SHOW AND CONVENTION SCHEDULE

MEMBER



DATE	SHOW/LOCATION
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.

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- * Brother
- * Gingher
- * Madeira

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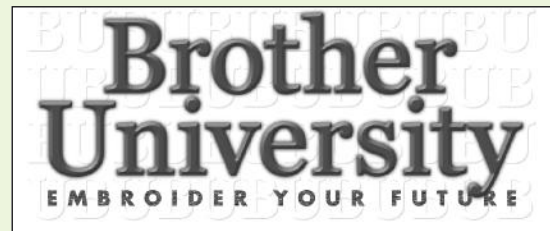
- * Gunold
- * Organ
- * Jiffy

S

- * Peggy's
- * Sprayway
- * Alex Lights
- * Emblematic

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

Update



Enroll Now!

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.

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
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.

Those interested in attending can register online (or call 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) on the left navigation, click Industrial Sewing & Embroidery, then Industrial Embroidery, then Brother University;
- 3) follow directions to register.

Software Training Schedule

Registration is going on now for training on the the Brother BES-Series Software, which includes 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 purchased from Brother or a Brother authorized dealer within a year of their purchase date.

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.

May

Irvine, CA	5/9-12
Miamisburg, OH	5/10-13
Ft. Worth, TX	5/17-20
Atlanta, GA	5/17-20
Bridgewater, NJ	5/24-27

June

Irvine, CA	6/6-9
Schaumburg, IL	6/7-10
Miamisburg, OH	6/7-10
Atlanta, GA	6/21-24
Bridgewater, NJ	6/28-7/1
Bartlett, TN	6/28-7/1

July

Irvine, CA	7/11-14
Ft. Worth, TX	7/12-15
Miamisburg, OH	7/12-115
Atlanta, GA	7/26-29
Bridgewater, NJ	7/26-29
Bartlett, TN	6/28-7/1

Embroidery Group

SALES REPRESENTATIVES

STEVE HOBBS

(CT, DC, IA, IL, IN, KY, MA, ME, MI, MN, Eastern MO, NH, NY, OH, RI, VA, WV, VT, WI, Western PA)

Phone: 603-772-3224

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Toll Free: 888-729-3224

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TODD SOMMERS

(AR, KS, LA, Western MO, NM, OK, TX)

Phone: 214-547-9476

Fax: 214-547-9478

Cell: 214-505-5496

BILL SWEEN

(Northern CA, ID, MT, NE, ND, CO, NV, SD, UT, WY)

Phone: 801-270-0800

Fax: 801-912-1178

Cell: 801-556-4891



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Bridgewater, NJ 08807

908-252-3279

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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)

2005 GT-541 Road Show Schedule

Brother International Corporation would like to invite you to see our revolutionary new garment printer on display. Please join us for a demonstration of the GT-541 during which we can answer all your questions concerning a business built around "On Demand Printing".

Date	Location	Phone Number
May 17, Tuesday	Hilton Seattle Airport & Conference Ctr. 17620 Pacific Highway South Seattle, WA 98188-4001	206-244-4800
May 19, Thursday	Holiday Inn Express 9707 SE Stark St. Portland, OR 97216	503-252-7400
May 21, Saturday	Courtyard by Marriott Oakland Airport 350 Hegenberger Rd. Oakland, CA 94621	510-568-7600
May 23, Monday	Commercial Embroidery Systems (CES) 2417 Cormorant Way Sacramento, CA 95815	916-920-2121
May 25, Wednesday	Stitch City Industries 15323 Texaco St. Paramount, CA 90723	562-408-6144
May 26, Thursday	McLogan Supply Company Inc. 711 Southeast St. Anaheim, CA 92805	714-999-1194
May 27, Friday	McLogan Supply Company Inc. 345 16th St. San Diego, CA 92101	619-595-0270
June 7, Tuesday	Hilton Garden Inn Edison 50 Raritan Center Parkway Edison, NJ 08837	732-225-0900
June 20, Monday	Marriott Renaissance Boston Bedford 44 Middlesex Turnpike Bedford, MA 01730	781-275-5500
June 22, Wednesday	Grand Hyatt Tampa Bay 2900 Bayport Drive Tampa, FL 33607-1479	813-874-1234
June 23, Thursday	Hilton Garden Inn 7300 Augusta National Drive Orlando, FL 32822	407-581-4330
June 25, Saturday	Sheraton Ft. Lauderdale Airport 1825 Griffin Road Dania, FL 33004	954-920-3500
July 23, Saturday	Southeast Sewing 228 Ottley Drive N.E. Atlanta, GA 30324	404-261-4240
July 25, Monday	Renaissance Charlotte Suites Hotel 2800 Coliseum Centre Drive Charlotte, NC 28217	704-357-1414

(Hours at all locations: 10am - 5pm)

For more information or to receive a free GT-541 video, call us at 1-800-432-3532.



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

What's New

Brother Supports Mitochondrial Disease Research Through Auction

Brother International Corporation helped raise \$5,000 which was donated through the Textile Division of Variety to the Arizona Chapter United Mitochondrial Disease Foundation (UMDF). The UMDF is a national organization that helps families affected by mitochondrial disease, which affects the cells ability to produce life-sustaining energy. The mission of the UMDF is to promote research and education for the diagnosis, treatment and cure of mitochondrial disorders.

Brother donated a PR-600C, an industrial portable single-head embroidery machine, to the Textile Division of Variety for an online auction to raise money for the UMDF. For more information about the Textile Division of Variety auctions, log on to www.varietytextile.org.

