

brother

PRINT & SEW QUARTERLY

Spring 2006

ISSUE 1

A NEWSLETTER FOR GARMENT DECORATING PROFESSIONALS

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Brother Plans a Great 2006!

Welcome to 2006! This year promises to be the busiest and the most exciting for those in the garment decorating business. We have a new name for this newsletter: Print & Sew Quarterly. Congratulations to Joe Cypher of Archer Monograms & Magic Embroidery in Twin Falls, Idaho for submitting the winning entry! This issue is packed with informative and functional information to help support your embroidery and garment printing business. Whether you're a seasoned pro or just starting out, you'll find helpful tips and tricks, technical support information, educational and trade show schedules, and interesting news inside.

Beginning in March, you can experience the Brother "Winning Combination" of embroidery and inkjet garment printing at our Road Shows being held in locations across the country (see p. 3 for schedule and locations). Attendees at these programs will have an opportunity to learn about the features and benefits, and also discuss any questions they may have regarding the garment printer and the embroidery machines. In addition, the shows will feature free seminars relating to business marketing strategies, as well as the benefits of bringing embroidery and garment printing in-house, from saving time and money, to increased sales with on-the-spot garment decorating services for the established and start-up garment decorator. In addition to these road shows, you may attend our Distributor Open Houses (visit our website for dates and locations), which may be held in locations that are more convenient for you and your business partners.



BE-1201B-AC



PR-600C II



GT-541



BE-1206B-BC



BE-1204C-BC

Continued on page 2.

Winning Combination... *(continued)*

If you're looking for a comprehensive hands-on educational forum for your embroidery and/or garment decorating business, then Brother University is perfect for you (see p. 5 for dates and locations). In addition to the educational sessions on embroidery, we've added brand new curriculum to the third day that includes business and marketing topics for both Embroidery and Garment Printing. We have also added a new course on Editing, which can show you how to edit your designs for less stitch count and better quality designs. Best of all, when you buy any Brother International Corporation industrial embroidery or garment printing machine*, you may attend Brother University for FREE!!**

Do you own a GT-541 inkjet garment printer but have not registered it yet? You may be unaware of the advantages of registering your machine. It's easy and free, and by registering with us, every time you logon to this website you will gain access to the most up-to-date information regarding your GT-541 garment printer. You'll find the information and expert advice you need - from instruction manuals and maintenance videos to the Brother GT-541 Reference Guide and a fast, easy way to order accessories and supplies. We make every effort to continually update this site to bring you the latest information available for your GT-541, so check back often! See back flap for more information.

** You must purchase at least one of the following industrial embroidery machines or inkjet garment printer: PR-600C portable single-head, 6-needle embroidery machine; BE-1201B-AC single-head; 9- or 12-needle embroidery machine; BE-1204C-BC 4-head, 12-needle embroidery machine; BE-1206B-BC 6-head, 12-needle embroidery machine; GT-541 inkjet direct-to-garment printer. Valid with purchase from Industrial Products Sales Representative or Brother authorized dealer. Not to be applied to current account or previous purchase.*

*** Valid for one 3-day Brother University. Valid for class only.*

Notes from the Editor

Dear Readers:

Thanks to all of you who participated in our 'Name the Newsletter' contest and GT-541 inkjet garment printer survey. Your input is so important and invaluable to us. We are excited about hosting a 23-city road show at which we are also presenting marketing seminars. We look forward to a successful year!

And the winners are . . .

Congratulations to Joe Cypher of Archer Monograms & Magic Embroidery for winning our newsletter contest with his entry "Print & Sew", and Word of Mouth in Portland, Oregon for winning the Brother GT-541 survey drawing. Both won the Brother MFC-5480 multi-function machine.

Please email me if you have any questions about our products, have any suggestions for this newsletter, or would like to recommend someone for Customer of the Quarter (you may recommend yourself!). I look forward to hearing from you.

Sincerely,

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



Design Dr.

Dear Design Doctor,

I have been using a stock design to sew on placemats and it has been running fine at the original size. Now my customer wants me to sew it on a napkin at about half the original size. I reduced the design size and now I am getting lots of thread breaks and frays. Do I need to adjust my tensions? Or is there something else I need to do to make it sew better?

Needle Lil Help

Dear Lil,

First you want to make sure you are using the proper file type for scaling a design. You must use an outline file (.bdf, .cnd) for proper resizing of a design. If you try scaling a stitch file, (.dst, .pes, .exp, etc.) the stitch count will basically stay the same. This means if you enlarge it very much the design will look very sparse on the sew out; if you shrink it very much it will be packed with stitches. On a stitch file you are limited to about plus or minus 10% in scalability. Using an outline file gives you a much larger range of resizing but there are still some limitations. When reducing the size of a design the main thing that you want to keep in mind is making sure that the satin stitches do not get too narrow. For satin stitches to sew well they need to be at least .05 inches in width (1.2 mm). If you start with a design that already has satin stitches that are only .05 inches in width, this design will not reduce much at all without causing sewing challenges. Satin stitches that are too narrow cause thread breaks and frays. When they sew out they look like a poor quality running stitch instead of a nice smooth satin stitch. The easiest way to correct this is to isolate just the narrow satin stitches and add pull compensation to them. When dealing with narrow satin stitches like this you will need to add at least 50% or 60% pull comp. If this is not possible then the stitching will need to be re-digitized as a running stitch instead of a satin. Sometimes you can just delete it without it having much affect on the look of the sewout. When enlarging a design you have to be concerned about the satin stitches getting too wide. To correct this you need to highlight the satin stitch and change it to fill stitches in the Stitches tab in the Shape Properties box. The scaling of designs can be very useful. Always keep in mind that the amount of scalability is always determined by the design and the stitch types within the design.

Happy stitching!

Design Doctor

Winning Combination Road Show Schedule

An Opportunity to Experience the Winning Combination of Embroidery and Inkjet Printing

Attendees at these programs will have an opportunity to learn about the features and benefits, and also discuss any questions they may have regarding the garment printer and the embroidery machines. In addition, the shows will feature seminars relating to business marketing strategies, as well as the benefits of bringing embroidery and garment printing in-house, from saving time and money, to increased sales with on-the-spot garment decorating services for the established and start-up garment decorator.

DATE	LOCATION
March 21	San Bernardino, CA
March 22	Ventura, CA
March 23	Bakersfield, CA
April 4	Richmond, VA
April 5	Norfolk, VA
April 25	Denver, CO
April 27	Salt Lake City, UT
May 16	Fort Wayne, IN
May 18	Chicago, IL
May 19	Milwaukee, WI
June 6	Jacksonville, FL
June 8	Miami, FL
July 11	Louisville, KY
July 12	Cincinnati, OH
August 15	Long Island, NY
September 12	Springfield, IL
September 13	St. Louis, MO
September 15	Kansas City, KS
October 3	Cleveland, OH
October 4	Pittsburgh, PA
November 7	San Jose, CA
November 8	Santa Rosa, CA
November 10	Reno, NV

Attendees, registering by phone
(1-800-432-3532)
will receive a free gift at the show.

Tech Talk

Service Call?

Before you decide that you need a service call please call technical support at 877- 4BROTHER (877-427-6843). Most problems can be handled over the phone. Plus information is available at the website: <http://www.brother.com> (click [USA](#) on the map in the center of the page; on the left navigation, click [Industrial Sewing & Embroidery](#); then [Technical Downloads](#)).

The goal at the end of a service call is to have the problem(s) with the machine(s) resolved and performing in a satisfactory manner. By having all problem(s) identified, required part(s) and access around the machine(s). This can be accomplished. The technician will not have to take extra time to thread, clean, or move stuff to gain access to the machine. A service call is charged by time and these tips will help reduce the cost.

- ✓ Make sure that Brother has the correct address where the machine(s) are located.
- ✓ Write down all problem(s) with machine(s) in detail and discuss with technical phone support before service call. This will aid in scheduling the amount of time needed at your location plus what parts you may need.
- ✓ Order any parts required and ones that you know that you need by calling the Brother Parts Department at 877-850-7179. This includes missing screws or damaged parts. Technical phone support will help you in providing part numbers.
- ✓ Clean the machine. Wipe it down and remove anything sitting on it.
- ✓ Make space around the machine. Remove boxes, shelves or inventory so that the technician will have about 3 feet of room around it to get to all four sides of the machine.
- ✓ Replace bent, broken or missing needles. You will want to have extra needles on hand as well.
- ✓ Have cones of thread on the machine for all needles and that the machine is completely threaded.
- ✓ Have bobbin cases installed with bobbins.
- ✓ If any parts have been taken off or are missing, round them up or order replacements.
- ✓ Have Brother specified oil and grease for machine. Some oils and greases are not compatible with the Brother embroidery machines.
- ✓ Have paper towels or rags on hand.
- ✓ Have space or table cleared for the technician's tool kit.
- ✓ Have scrap material for test sewing the machine.

Garment Printing Tips & Tricks

Setting the GT-541 Color Palette for CorelDRAW®

1. Create a new folder on the PC desktop and name it "GT-541 Color Palette".
2. Insert the GT-541 installation CD & select "other useful tools".
3. Click on "GT-541 Colors.cpl".
4. Click on "Save", and save the file to the new GT-541 Color Palette folder, and then close.
5. Open Corel Draw. Select "New" from the "Welcome Box".
6. Click on the "Window" drop down menu.
7. Slide the mouse down to the "Color Palettes" option and select "Open Palette" when it appears to the right.
8. Select the saved "GT-541 Colors.cpl" file in the GT-541 Color Palette folder and then click "Open".
9. The color palette will open on the right side of the screen. Move the mouse over the top of the color palette column and "right click" with the mouse. Click on "Set as Default" when the option appears.
10. Set the Color Management by clicking on the "Tools" drop down menu, and slide the mouse down to Color management, then click on it to select it.
11. When the Color Management box opens, click on the "down arrow" on the right side of the "Style" line on the bottom of the box. Select "Color Management Off" option.
12. Select "OK". The color palette color management has now been set for the GT-541.



2006 TRADE SHOW AND CONVENTION SCHEDULE

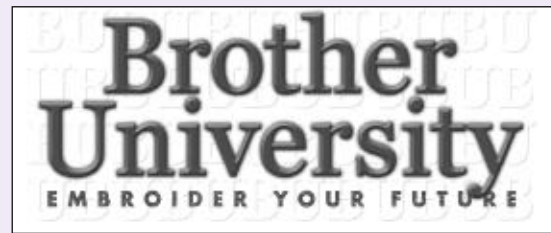
M E M B E R



DATE	SHOW/LOCATION
January 5-8	WCES, Las Vegas, NV
January 16	Monograms America, Atlanta, GA
January 20-22	ISS, Long Beach, CA
January 28-31	Outdoor Retailer, Salt Lake City, UT
February 17-19	ISS, Orlando, FL
March 2-3	Grafica Del Caribe, San Juan, Puerto Rico
March 3-4	DAX, Kansas City, MO
March 9-11	(NNEP) Network 2006, Independence, OH
March 17-19	ISS, Atlantic City, NJ
March 27-30	NCIA Enterprise 2006, Atlantic City, NJ
April 6-8	Home Quilting Show, Salt Lake City, UT
April 7-8	DAX, Minneapolis, MN
May 4-6	Printwear, Fort Worth, TX
June 1-3	Printwear, Indianapolis, IN
July 17	Monograms America, Atlanta, GA
July 20-22	Printwear, Long Beach, CA
August 4-5	Embroidery Mart (East), Nashville, TN
August 4-6	Sew & Quilt Craft Expo, Honolulu, HI
August 10-12	ISS, Schaumburg, IL
August 10-12	EmbroidMe Show
August 24-26	Printwear, Baltimore, MD
September 14-16	ISS, Atlanta, GA
September 26-29	SGIA, Las Vegas, NV
October 12-14	ISS, Fort Worth, TX
October 20-21	World Waterpark Assoc., Orlando, FL
October 26-28	Printwear, Charlotte, NC
November 15-18	IAAPA Attractions Expo, Atlanta, GA

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

Update



Enroll Now!

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

Perfect for start-up garment decorators 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 added brand new curriculum to the third day that includes business and marketing topics for both Embroidery and Garment Printing. We have also added a new course on Editing, which can show you how to edit your designs for less stitch count and better quality designs.

LOCATION	DATE
Bartlett, TN	April 5-7
Atlanta, GA	June 7-9
Bartlett, TN	September 27-29
Bartlett, TN	November 8-10

Call 1-800-432-3532 for class hours and locations.

See our cover story to learn how you can be eligible to attend BU for free!

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 the software 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 am - 4:00 pm

For the 2006 schedule, visit www.brother.com (click [USA](#) on the map in the center; click on [Industrial Sewing & Embroidery](#); click on [Brother University & Seminars](#); and click on [Software Seminars](#)). Those interested in attending can register by calling 877-427-6843 or 901-379-1085. Class sizes are limited, so early enrollment is encouraged.

Distributor Open Houses

Visit www.brother.com for a complete schedule of dates and locations. We continually add to this schedule, so please check our site often.



Embroidery Group

SALES REPRESENTATIVES

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Phone: 603-772-3224
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TODD SOMMERS

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



Single Head Embroidery Machine.

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Bridgewater, NJ 08807
908-252-3279

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(Warehouse, Parts, Distribution & Services)
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Bartlett, TN 38133
901-379-1000 Ext. 1093
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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)

Customer of the Quarter

Cutting Edge Embroidery Grows Up

Mario Nazareth, a chemical engineer by trade, radically changed careers in 2000 when the company he worked for shut down. Impressed and intrigued by his cousin's thriving embroidery business, Mario decided to start his own garment decorating business, Cutting Edge Embroidery, in his hometown of Pittsburgh, Pennsylvania.

In Cutting Edge Embroidery's early months, Mario generated business through cold calls he made from home and outsourced all his embroidery jobs to his cousin Andrew Nazareth's embroidery shop. Mario's goal was to build up his business before he made the investment in embroidery equipment, which is why he had someone else do the embroidery. Andrew and his business partner Leo Ambrose, owners of Embroidery Solutions in Orlando, Florida, run two Brother BE-1206B-BC 6-heads and one BE-1201B-AC single-head embroidery machines, and the GT-541 inkjet garment printer. In fact, Embroidery Solutions was an official Brother beta-tester for the GT-541 for a full year prior to the release of the machine.

By April of 2003, business was brisk enough that Mario was operating full-time and doing all his embroidery in-house with the Brother PR-600C. "The PR-600C is a great machine. It is so easy to operate and always sews spectacularly. I traded it in, but I miss it so much I am going to buy another one!" exclaimed Mario. In April, 2005, Mario moved his company to a large storefront location which has a production area, stockroom, and a showroom. He currently owns a Brother BE-1206B-BC 6-head embroidery machine, a BE-1201B-AC single-head embroidery machine and the GT-541 inkjet garment printer.

Besides Mario, employees include Doug Griffith, Production Manager; and Katelyn Lynch, Marketing Manager; plus his dog Annie goes to work with him everyday. Mario says his fiancé, Jennifer Johnsen, has helped him tremendously and has contributed to his company's success due to her hard work and dedication to his business. "Jennifer helps me out so much, from helping to move my business to painting, decorating and successfully marketing Cutting Edge Embroidery," said Mario.

"I would never even consider buying a machine from anyone but Brother. Besides the incredible sewing and printing quality, the service and support they've provided me is definitely unsurpassed," said Mario. When asked what advice he would give to someone just starting in the garment decorating business, Mario replied, "You have to reinvest your profits in the business to keep it growing. Networking and word-of-mouth are key to increasing sales." For more information, visit www.cuttingedgeembroidery.com



Cutting Edge Embroidery





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

What's New

Register Your GT-541 Inkjet Garment Printer Today!

If you own a GT-541 inkjet garment printer, register today to get the most up-to-date information for your printer. Visit www.brother.com; click USA on the center map; click Garment Printers on the left navigation; click on Owner Login and follow the directions. Here you'll find:



- n FAQs
- n Instruction manuals
- n Maintenance videos
- n The GT-541 Reference Guide
- n A fast, easy way to order accessories and supplies

We make every effort to continually update this site to bring you the latest information available for your GT-541, so check back often!

Can't find what you're looking for? Just call us at 877-427-6843 or send an e-mail to: tsupport@brother.com