



PRINT & SEW QUARTERLY

SPRING 2008 ISSUE 1 A NEWSLETTER FOR GARMENT DECORATING PROFESSIONALS

Cover Story
(continued) PAGE 2

Notes from the
Editor PAGE 2

GT-541 Tech
Talk PAGE 3

Design Doctor
PAGE 3

Customer of the
Quarter PAGE 4

Trade Shows &
Conventions PAGE 5

Ethos Software
Tip PAGE 5

PAS
Specials PAGE 5

Brother Offices &
Sales Reps PAGE 6

Embroidery
Tech Talk PAGE 6

Ethos
Software PAGE 7

Great Things Are Happening at Brother.

We've been very busy planning ways to help you enhance or start a successful garment decorating business. We now offer online training in the convenience and comfort of your home or office; an exciting new business opportunity in the photo kiosk industry; an affordable, downloadable collection of top-quality artwork for your GT-541 inkjet printer; and a newly revised and improved curriculum for our nationwide garment decorating road shows. Succeeding in this industry just keeps getting easier!

Online Industrial Embroidery Software Training

Brother has launched a comprehensive online training program on the full suite of Brother embroidery software products, led by Brother software specialists. In addition, you have the option to be guided through an online Ethos Software demonstration (navigating a promotional CD can be frustrating), plus receive online help from a specialist for any software related issues that cannot be resolved over the phone.

Brother embroidery software/Ethos online training is provided free of charge for one year after software installation, for up to two people per company. The comprehensive educational classes teach users to properly utilize their embroidery software. During these classes, the user's mouse can be activated to fully function with the trainer's software shown on their monitor, providing hands-on-training rather than watching someone perform the functions. Classes are four hours each day; two hours in the morning and two hours in the afternoon (EST and CST). The first two days are for lettering and editing, and the second two days cover digitizing.

This online training saves users the costly time and expense of travel and hotel costs by allowing them to take these classes in the comfort of their home or office. To sign up for online training, users must have a high speed internet connection, dedicated landline and someone to "run the store" while they are training. For more information, call 1-877-427-6843.

End-to-End Photo Gift Kiosk Solution

Recently Brother and Storefront.com, a leading developer of business software and services directly related to the Digital Imaging and Kiosk industries, announced a turnkey end-to-end digital imaging and printing solution to the photo industry. This is an exciting new business opportunity for those starting a new business or just thinking of adding photo products to an existing product line.

Storefront.com has been successfully providing photo kiosk interface products, including seamlessly integrated front-end design tools, to many Fortune 500 retailers. Their Print and Gift Station is a photo kiosk application that accepts orders for photographic prints and other products made from consumer images and can be run as a stand-alone kiosk or be operated in a staff assisted manner. With this solution, customers can upload photos, edit them, add text, and print on garments - in a matter of minutes (heat press required). If you're not familiar with the Brother GT-541 on-demand inkjet garment printer: it prints up to 14" x 16" graphics, is simple to operate, and prints beautiful, lifelike high-resolution full color graphics using water-based pigment inks that withstand repeated washings. Images can be supplied on memory cards, USB devices, CDs/DVDs, camera phones, PDAs, digital cameras, or by scanning. The customer can then edit and enhance their images by adjusting color, brightness and contrast, removing red eye, cropping, rotating, and automatic color correction directly

Continued on page 2.

Cover Story ... (continued)

from the convenient touch screen. Adding text is easy, and there are many font, color, and text enhancement features available. The order management feature completely controls the ordering and payment processes, including adding the appropriate taxes and providing customer receipts.

Storefront's VP of Sales and Marketing notes, "The pairing of Brother's revolutionary, direct-to-garment inkjet printer with Storefront's award-winning, photo-kiosk software creates a very powerful retail solution that provides retailers and franchise owners new opportunities in retail imaging."

Retailers can increase sales by providing additional service offerings, improve profit margins with higher margin products, help improve service with product previews available prior to printing, and secure credit card processing.

Graphic Design Tool and High Quality Artwork Collection for GT-541 Owners

Owners of the Brother on-demand inkjet garment printer GT-541 will soon have access to a simple-to-use graphic design program plus a large collection of licensed artwork designed to enhance and accelerate the GT-541 owner experience. PDQ™ (Professional Designs Quickly) is a tremendous value for garment decorators because they can now quickly and professionally design garments without paying high licensing fees and struggling with hard-to-learn graphics programs. Simply choose a garment, place the design using a predetermined template, add text and enhancements, and print. Best of all, the software is free and you only pay a small per-print fee. Owners gain 24/7 access to thousands of original graphics by simply going online and downloading chosen designs. Stop paying for low quality, high cost graphics for your business - we'll give you a comprehensive library of beautiful designs. The only requirement is that you run Windows and have access to the internet.

On the Road Again

Beginning in April, we are starting the third tour of our highly popular Garment Decorating Road Shows, taking place in many conveniently located cities across the country. Attendees will learn how to expand their business model, increase their customer base, diversify their garment decorating services, and create new and dynamic design offerings. Give us thirty minutes and we'll demonstrate the advantages and features of our embroidery and inkjet printing machines, machine operation (hands on interaction: attendees can bring their own designs and watch them print!), how to build a business around "on demand" printing, and how to put new sales power in your business. New this year is the addition of the GT-541 seminar. Here's your opportunity to have all your garment decorating questions answered. These informative road shows are perfect for those looking to start a garment decorating business or to expand an existing one. For a complete listing of road show dates and locations, visit www.brother.com.

If you'd like additional information, please call 1-800-432-3532.

Notes from the Editor

Dear Readers:

I hope that 2008 has started out well for all of you. As you can see from our cover story, we've got lots of exciting new offerings for you to take advantage of. If you need more information or want to sign up for a road show, please call 1-800-432-3532. Check our website, www.brother.com, often for up-to-date information about shows, training, etc. We are continually updating and adding new information as it becomes available.

If you'd like to share your garment decorating business success story with us - and our readers - please email or call me. We'd love to hear your ideas and strategies for operating a successful garment decorating business in a challenging economy.

Also, feel free to nominate yourself (or a business associate) for Customer of the Quarter. It's great advertising for you, plus you receive a free P-touch labeler for participating. I look forward to hearing from you soon.

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



GT-541 Tech Talk

Going Somewhere???

Do you want to take your GT-541 on the road for an event? If you follow the following procedures you can successfully take your printer with you.

1. Purchase a GT-541 Moving Kit (SA5719001).
2. Contact Brother or your authorized distributor for the instructions on how to properly move your printer.
3. Follow the simple instructions step-by-step for proper tear down.
4. Secure your printer in the vehicle.
5. Arrive at your destination and unpack your printer.
6. Follow instructions step-by-step for proper setup.

At the end of your event, follow the simple instructions again to return your printer to your place of business. The procedures have been designed to ensure you arrive to your event and back without damage to your unit. We understand taking your unit with you gives you the opportunity to make money while on the road.

Brother recommends when transporting the GT-541 you use a vehicle that is very stable and has a good suspension system to reduce some of the vibration that will occur during driving.

Always know Brother is here to assist you in being successful in your business.



*For Technical Assistance, please call toll-free
1-877-4BROTHER or
Email tsupport@brother.com.*

Design Dr.

Dear Doctor,

I am trying to run a cap with two designs, one on the front with another one on the side. When I do the trace, it's not tracing in the proper position. How can I do this without driving myself crazy? Gettin' kind of "rummy".

Cap'n Morgan

Dear Cap'n,

You didn't say which software you were using so I will explain it for both. Using the BE-100 software you want to start with a new design. When the Design Info box comes up you want to click on the Parameters tab and then click the down arrow below Method where it says Center. Change this to Choose and it should default to zero zero for the X and Y locations on your screen. If you can't see the Start/Stop position go to Views and Markers, then click a check mark next to Start/Stop position. This will show the start and end position for the entire design. Then go to File and Merge and bring in the first design that you want to run on the front of the cap. Merging the design will center it over the Start/Stop position. Next go to File and Merge and bring in the second design that you want on the side. It will merge right on top of the other one. Click on your Move tool and move it to the right or left depending on which side you want the other logo. (If you hold down your Shift key while moving the second design it will move left and right without moving vertically). Once you have it in the proper position, just save and then output. Now the design will run the first design in the center of the cap then move over and sew the second design on the side, then move back to the center of the cap.

For the Ethos software you need to open your first design that you want to sew on the front of the cap, then you need to set your Origin (this is the same as Start/Stop) by clicking on the icon or going to Edit and Move Origin. Once you have clicked on this you can hold down your Shift key and left click and this will center the origin for that design. Next you need to open your second design and Copy and Paste it into the screen with your first design and place it to the left or right, lining it up using the grid lines or guide lines. When doing this kind of layout you do not want to Finalize the Design or it will put the origin in the middle between the two designs. I would recommend using the Tidy-up feature to delete the small stitches that are usually deleted when you use the Finalize Design feature. You will find this feature under Stitches, Design, and Tidy-up. Then save your design and then Export it to sew.

Happy Stitching!

Design Doctor

Customer of the Quarter

No Experience? Not a Problem for Logo Gear.

Ten years ago, at the suggestion of a neighbor (who happened to be a Brother employee), Jackie Tobia decided to start an embroidery business - Logo Gear, Inc. The only problem was that she had no idea how to sew or how to thread a machine. She didn't even know what a bobbin was, but she was determined to learn and to succeed. Her first industrial embroidery machine was the Brother BAS-416, a single head, 12-needle model. Today, Jackie and her husband, Robert, are enjoying enormous success with their three single-head 12-needle and one portable (PAS-600C) single head Brother embroidery machines, plus a Brother GT-541 inkjet garment printer.

Jackie and Robert moved their home-based business to a retail location in Martinsville, New Jersey four years ago to accommodate their rapid growth. Jackie continues to do most of the embroidery from her home shop because it is more convenient for her, while Robert operates the GT-541 and fields calls at the storefront location. Logo Gear continues to grow, mostly due to Jackie's constant promotion of their business. "I sell our business to everyone I come in contact with, from the carpenter and plumber to the butcher and little league coach. I tell people they should be advertising THEIR company on their shirts, not a designer, band, movie, etc. It really works," says Jackie. Jackie credits her success to rapid turnaround time, excellent customer service and

“The GT-541 added another solid profit center to our business. We became immensely more profitable because of the GT-541.”

the fact that people (customers) like using local services. Her customers are varied and include local sports teams, small local businesses, neighbors, and several large corporations. Jackie does most digitizing in-house, but she outsources more complicated designs. Not bad for someone who didn't even know what a bobbin was!

"I love Brother. Not only is their customer service excellent, but I can get support until 8:00 pm, long after my business has closed," said Jackie. Jackie is contemplating purchasing a 4-head embroidery machine to keep up with the demand, and says she wouldn't consider any other machine than a Brother.

While Jackie is busy with the embroidery side of the business, Robert concentrates on the screen-printing and inkjet garment printing side of Logo Gear. Robert says that a lot of jobs are not right for screen-printing and

Customer of the Quarter...continued

that is where the Brother GT-541 excels. "It's given me the opportunity to expand my screen-printing business by allowing me to offer small quantities at affordable prices. The GT-541 added another solid profit center to our business," says Robert. "We became immensely more profitable because of the GT-541. Most of the time when we take small jobs, they lead to much larger jobs. In other words, it's opened up new opportunities for us. It's as easy to operate as a desktop printer. The support is great, but I haven't needed much support with this machine. This is a must-have piece of equipment for anyone in the garment decorating industry!"

What brings Jackie and Robert the most satisfaction from their work? Passing people on the street who are wearing their designs. "We were at Madison Square Garden in New York City and I saw someone wearing a jacket I designed and sewed for a martial arts school. I was so proud and excited. It was a great feeling...really cool. We've been out to dinner or the movies or the mall and have seen people wearing our designs and it's an awesome feeling. Really proud and fulfilling," exclaims Jackie.

2007 Software Training Schedule

Please call 1-877-4BROTHER (877-427-6843) or (901) 379 1085 to sign up for ApS-Ethos Software training.

For the 2007 schedule, visit www.brother.com (*click Go to U.S.A; click Industrial Sewing & Embroidery; click Brother University & Seminars; and click Software Seminars*). Class sizes are limited, so early enrollment is encouraged.

Top Ten reasons to upgrade from BE100 to ApS-Ethos

10. Yearly Updates - ApS-Ethos will come out with a new software version every year.
9. ApS-Ethos works with Windows XP Pro, XP Home and Windows Vista.
8. When you upgrade to ApS-Ethos you get a new USB Security device.
7. ApS-Ethos will read your old BE100E .bdf files.
6. ApS-Ethos works with vector art.
5. ApS-Ethos gives you the flexibility of using many different text features.
4. ApS-Ethos has an automatic drop-shadow feature.
3. True type fonts for running and fill stitch.
2. Free software training on all upgrades.
1. Fonts, Fonts, Fonts.....Almost 200 satin fonts.

TRADE SHOW AND CONVENTION SCHEDULE

2008

MEMBER



Mar. 28-29	DAX , Minneapolis, MN	311-313
Apr. 4	Stitches Road Show , Detroit, MI	TBA
Apr. 10-12	Printwear , Charlotte, NC	219
Apr. 11-12	Network 2008 , Dublin/Columbus, OH	TBA
Apr. 15	Stitches Road Show , Denver, CO	TBA
May 8-10	Printwear , Fort Worth, TX	115
May 17-20	Nat'l Restaurant Show , Chicago, IL	5258
June 9-11	SGMA - Sporting Goods , Las Vegas, NV	TBA
June 19-21	Printwear , Baltimore, MD	109
July 17-19	Printwear , Long Beach, CA	327
July 18-20	ISS , Providence, RI	705
Aug. 7-9	ISS , Schaumburg, IL	506
Aug. 15-16	NNEP Embroidery Mart (East) , Nashville, TN	TBA
Sep. 4-6	Printwear , Indianapolis, IN	115
Sep. 11-13	ISS , Atlanta, GA	406
Sep. 25-28	Digital Life , New York, NY	1016
Oct. 10-12	ISS , Fort Worth, TX	404
Oct. 15-18	SGIA , Atlanta, GA	3363
Nov. 13-16	IAAPA Attractions Expo , Orlando, FL	TBA

Get Instant Access to Show Details!

We've updated our website to provide links to trade shows, exhibitor websites, and the roadshow schedule.

Visit www.brother.com to access our Trade Show Schedule page and simply click on the link of the show you're interested in. (Click [Go to U.S.A.](#); click [Industrial Sewing & Embroidery](#); click [Show Schedules](#); and click on the [Trade Show Schedule](#) tab)

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

The PAS Store

PAS SPECIAL



Madeira Polyneon thread
All colors: \$6.00/cone
(regular retail price \$6.95)
Black & White: \$5.95/cone

Hurry...offer expires on April 30, 2008!!

P * Brother
* Gingher
* Madeira
* Gunold
A * Organ
* Jiffy
* Peggy's
S * Sprayway
* Alex Lights
* Emblematic

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



Ethos Software Tips

Satin Serial

Satin Serial is an Ethos feature that allows you to punch a running stitch and turn it into a satin stitch.

First select the running stitch tool. Then punch your running stitch and before you right click to quit, press the "F" key on your keyboard. This will allow you to select any point and drag it out to make the satin stitch. You can also press the "N" key to type in the width of your satin. You can then continue punching as if you started punching with the satin tool. Also, if you press a capital "F", you can drag the satin to the other side of the running stitch that you started with. The "N" key works with this feature as well.

If you have any questions about this or any other Ethos topic, please call toll-free 1-877-4BROTHER or Email tsupport@brother.com.

Embroidery Tech Talk

Setting Top Tension Knobs For Brother models:

101,116,401,416,1210,916,901,1216,
1201,423,1230,1240,960,1260,1262

Pull the thread downward from the needle, and get a "feel" for the tension. The thread should have a smooth consistent drag as you pull it. Follow the path of the thread, as you pull it, from the spool through the sewing head, looking for any mistakes in the thread path (i.e., is the thread break sensor wrapped, thread snags, etc.).

There are two styles of pre-tensioners; A: the metal knob type found on 9-needle machines, and B: the white plastic knob found on 12-needle machines.



Position the knobs as shown in the above cross-section diagrams. The metal knob type should be set so the split in the silver post is completely above the metal knob. The plastic knob type should be set so the silver metal post is flush with the inner ledge in the knob. This is how the pre-tensioners should be set for all types of thread (e.g. rayon, polyester, cotton).



To set the main tension knob, first turn the knob so the black post is flush with the inner ledge as shown in the cross-section diagram above. If you are using Rayon thread, turn the tension knob between 1 & 2 turns clockwise from the "flush" position. If you are using Polyester thread, turn the main knob 2 ½ to 3 ½ turns clockwise from the flush position. If you are using Cotton or poly-cotton wrap thread, turn the main knob 4 full turns or until the black post is flush with the top of the tension knob.

If you have to deviate from these settings, it is likely the thread path is incorrect, you may have bad thread, or there may be burrs along the eyelets in the thread guides.

*For Technical Assistance, please call toll-free
1-877-4BROTHER or
Email tsupport@brother.com.*

Embroidery Groups

SALES REPRESENTATIVES

STEVE HOBBS

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

JACQUELINE PLACHTA

(AL, FL, GA, MS, NC,
TN, SC, Latin America)
Phone: 561-395-7425
Fax: 561-395-7424
Cell: 954-612-0039

TODD SOMMERS

(AR, AZ, KS, LA, Western MO,
NM, OK, TX)
Phone: 214-547-9476
Fax: 214-547-9478
Cell: 214-505-5496

BILL SWEEN

(AK, CA, CO, HI, IA, ID, MN,
MT, ND, NE, NV, OR, SD, UT,
WA, WY)
Phone: 801-270-0800 or
888-899-7306
Fax: 801-912-1178
Cell: 801-556-4891

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)

Embroidery Offices

NEW JERSEY

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

CALIFORNIA

26250 Enterprise Court
Suite 250
Lake Forest, CA 92630
949-859-9700 Ext. 278
Fax 949-583-9473

ILLINOIS

1300 Remington Road
Suite D
Schaumburg, 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



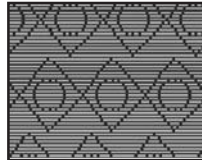
ApS-Ethos

Software News - Information - Updates - Handy Hints

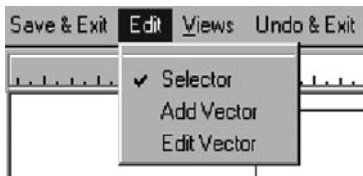
Block Vectors in Shapes

With V4.1 of Ethos, stitch effects can now be set up to contain block vector outlines. This allows for more flexible and reusable effects. Below is an example.

In this example we will create a fill effect which produces this pattern:



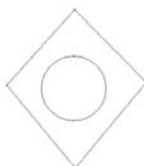
First of all, you will need to edit the step effect you wish to use or create a new one (as normal). Now select the Advanced button, you will now see another button “Edit Block Vector” (amongst the advanced settings). Click on this button. This will now launch a window into which you can digitize your vector shapes. This has a main toolbar as shown below.



Click on the Edit menu and select Add Vector. You can now digitize a shape in the normal manner. Make sure you press TAB to close the shape at the end. In this example we shall create a diamond then a circle. Pressing the right-mouse-button after pressing TAB will allow you to digitise another shape, in this case we shall create a circle after the diamond. Pressing the right-mouse-button a second time will exit from the digitizing tool. The Edit->Edit Vector menu option will allow existing vectors to be point edited.

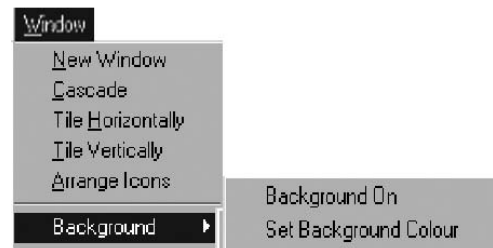
When you are satisfied with the vectors you have created you should now select Save & Exit. This will save the vectors to the effect. Whenever the effect is now used it will generate the pattern shown at the beginning of this document. The vectors can be re-edited at anytime by clicking on the “Edit Block Vector” button.

Important Note: This feature is only available if you have Advanced effect settings. Designs using these vector patterns are not compatible with Ethos V4.0 or lower.



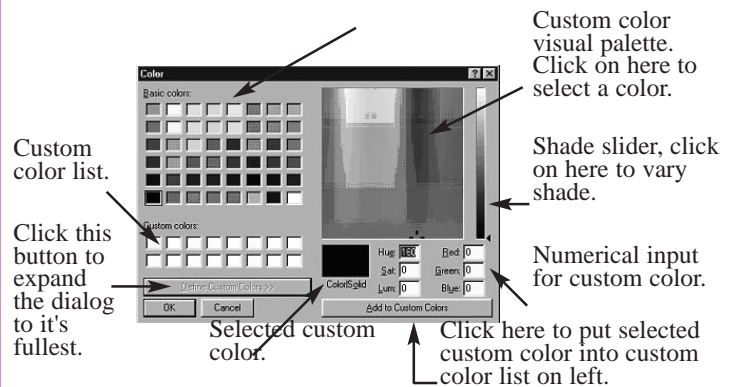
Set the Background Color of the Design

Ethos allows the background color of the design window to be set to a color of the users choice and allows this color to be turned on and off as required. The color will also be printed out on any design printouts produced by the system. To set the background color, simply select Set Background Color from the Window menu.



This will display the general color palette tool as supplied with Windows.

Predefined set colors, select one of these, or one from the custom color list.



Select or mix your own color as required, then press OK. This will set the background color. To switch the background color off, simply select the Background On option in the Windows menu.

Questions? Comments? Email Toby at readers.advice@brother.com

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

Don't Miss Out! Sign Up Today!



Sign up Today and Don't Miss a Single Copy of Brother's Print & Sew Quarterly!

Stay up-to-date with the latest embroidery and garment decorating news, tips, seminars and show information. If you want to continue to receive this quarterly newsletter, Print & Sew Quarterly, you will have to sign up on our website. Simply go to www.brother.com, click on 'USA', click on 'Industrial Embroidery & Sewing', click on 'Newsletter', and follow the registration instructions at the bottom of the page. You have the option to receive this informative newsletter via email or regular mail.