

# PRINT & SEW QUARTERLY

SUMMER 2007

ISSUE 5 A NEWSLETTER FOR GARMENT DECORATING PROFESSIONALS

At your side.  
**brother**

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## Brother Hits a Grand Slam with the White Sox!

We're proud to announce that the Chicago White Sox have chosen Brother to supply them with on-demand inkjet garment printers for their new Majestic Custom T-Shirt Shop, which officially opened on Opening Day this year. Wanting to maximize underutilized space within the ballpark, Brooks Boyer, White Sox Vice President and Chief Marketing Officer, envisioned a store where fans could customize a t-shirt or sweatshirt - while they waited. After looking at various inkjet garment printers, White Sox Director of Purchasing, Michael Spidale, learned of the Brother GT-541 and arranged for a demonstration at the US Cellular Field location in Chicago, Illinois. When Steve Hobbs, Brother Northeast Regional Sales Manager (IPD Embroidery Systems), and Lawrence Davenport, Brother Supervisor, Technical Support (IPD Embroidery Systems), showed Mr. Spidale the GT-541, he knew it was the one for them. "Although we saw other "similar-type" machines, the Brother product just blew us away. We saw the demo and knew immediately that the GT-541 was the machine for us!", exclaimed Michael.

**Knock your Sales out of the Ballpark!**

- Increase sales opportunities
- Expand your business model
- Attract new customers
- Diversify your garment decorating services
- Create new and dynamic design offerings

Our Garment Printer is a Grand Slam Business Opportunity!

At your side.  
**brother**  
www.brother.com  
1-800-432-3532

*Brother Int'l Corp.'s diorama ad at the Chicago White Sox Ballfield.*

The White Sox wanted to have the store fully operational in time for Opening Day on April 2, 2007. Brother installed the units, provided training for the staff, and Opening Day was a resounding success. "Right from the very beginning Brother partnered with us. In fact, we feel like they're more a partner than vendor to us. For example, on Opening Day, Steve Hobbs and Lawrence Davenport hopped behind the counter to help the Sports Service people take and fill orders. It was hugely successful - the fans loved it!", Mr. Spidale said. The store has done extremely well, and the Sports Service team just raves about the equipment and the extraordinary service they are getting from Brother. The Majestic Custom T-shirt Shop offers fans both preprinted shirts, or they can pick a design and wait while it prints. "It prints amazingly

Continued on page 2.

## Grand Slam . . . (continued)

fast. That's the only reason this works, because the fans want to get right back to the game. Our in-house design staff can quickly print shirts that reflect events of the game, for instance when our pitcher throws a no hitter, and the fans can't wait to buy up those shirts!," Mr. Spidale said. "This is a tremendous way to market the White Sox brand while providing our fans with options to create what they want. It adds a profit center to our operations and, in my opinion, we have yet to come close to maximizing its potential. We are excited about where this could go," said Brooks Boyer, White Sox Vice President and Chief Marketing Officer.

The store's success is attributed to several factors, including the in-house design staff's ability to create fantastic artwork. In addition, The White Sox did an awesome job of marketing the new store - print and radio advertising coupled with public relations - which drove fans to the new store. The bottom line is that the new store is a great fit for the stadium, and the fans readily accepted the idea. Although it has only been open for less than three months, Mr. Boyer and Mr. Spidale are already contemplating adding additional GT-541 printer units to accommodate the increased volume and anticipated growth.



*Photos of the Majestic Custom T-Shirt Shop by Ron Vesely/Chicago White Sox*

## Notes from the Editor

Dear Readers:

Summer is a great time of year. I hope you're enjoying it. We hit a grand slam on Opening Day this year! The Chicago White Sox recently purchased two Brother GT-541 inkjet garment printers and launched a custom T-shirt shop on Opening Day. The fans loved being able to pick a design and watch it print...all within a matter of minutes. The White Sox are thrilled with our printer and are planning to purchase additional units. See our cover story for more information.

Brother University and our Garment Decorating Road Shows are in full swing and sweeping across the nation. They have been very well attended and even more popular than last year! Have you made time to attend yet? See what all the buzz is about. Check our website for shows and events in your area.

Even as the ink dries on this issue of *Print & Sew Quarterly*, we are busy planning an exciting and informative Summer edition. So don't delay - let us know if you have news or information you'd like to share with our readers or topics you'd like us to cover.

Wishing you a prosperous summer!

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



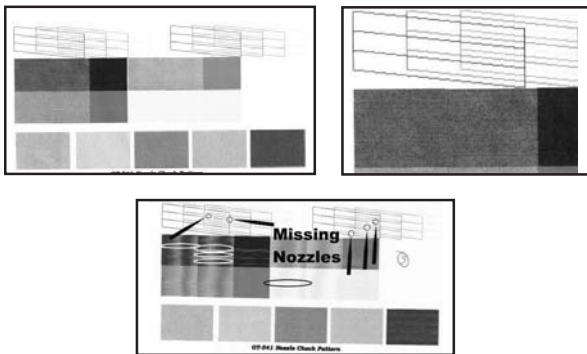
## BANDING SOLUTION

If a print nozzle is unable to spray the ink properly, the printed garment will appear to have lighter shaded rows of the color desired. This is known as “Banding”. There are many possible reasons for this. This guide will explain the most likely causes and solutions.

The possible causes are:

- Air bubbles in the ink tubes
- Dirty wiper cartridge
- Excessive ink on the print head nozzle surface
- Clogged nozzles
- Excessive ink around print heads & caps
- Low humidity and infrequent use

A nozzle test print will be the best way to determine the cause of the problem. The nozzle test print is performed by pressing the up or down arrow key, until Test print appears. Press “OK”. Place an 8 1/2” by 11” sheet of paper on the lower right corner of the platen (where the right shoulder of a shirt would be), and press “OK”. The print should look like the image below on the top left. The image on the top right shows that all the even nozzles fire. The image on the bottom center shows how one nozzle is not firing. Notice how the misfiring nozzle leaves a blank space in the solid magenta block. Once four or more nozzles misfire on a particular head, a printed garment may not have the desired results.



You can correct this by performing several powerful cleanings on the print head that is misfiring. From the “Standing By” screen, press the Up/Down arrow until “Head Cleaning” is selected. Press “OK”. Press the Up/Down arrow to select the print head color to be cleaned. Press the “OK”. Do this cleaning five times; perform a Nozzle test print after each cleaning. If there is significant improvement but not completely repaired, perform five more powerful cleanings and test prints. If there is no improvement, perform the Cap/Wiper & Nozzle cleanings. Perform another Nozzle test print. If this does not remedy the problem, please contact:

**Brother Technical Services.**

Dear Doctor,

I have Ethos software and I see all the different underlay options but I am confused as to which one I should use. Is there one that I should always be using? And is underlay even necessary? It seems like a waste of stitches to me. Can you clear up my confusion?

Unclear in Colorado

Dear Uncle Ar,

Underlay stitching is often ignored or used improperly, yet it can be some of the most important stitching for the final look of an embroidery design. Underlay is basically used for two different purposes. On unstable material (knits, sweater, fleece, etc.) it is used to build up a foundation of stitching first so that the top stitching has a more solid base to sew on instead of sinking away into the fabric. The two underlay settings that I usually use for this type material are Full Cross and Double Cross. These two types of underlay lay down a nice base for the top stitching and you will usually want to add pull compensation also. The amount of pull compensation you will use depends on the satin stitch width. In general, the narrower the satin stitch the more pull compensation you will need. On stable materials (canvas, twill, denim, etc.), you do not need underlay for stabilization. Tacking and Single underlay settings will usually work fine for stable materials. Another use for underlay is to build up a base of thread to add loft to the top stitching. The underlay setting that I use for this is the Triple Zigzag. This lays down three layers of angled stitches that lay on top of each other so that when you sew the top stitching it will be raised up a little higher off the material than it would without underlay.

These suggestions are just a general guide. There is no absolute in embroidery. What one person may like, another may not. The best way to see the differences, and what you like or don't like, is through trial and experimentation. An easy way to do this is to bring up a single letter from one of your fonts. Copy and paste until you have 10 of them on your screen, then apply a different underlay setting to each letter (you will need to create 10 different satin stitch effects to do this). Then run a sample of all them as a single design. Take a close look after it has sewn and you will see the differences. Try the same design on different materials. You will be amazed at how different the design looks on them. Take a close look at the finished sample and choose the underlay setting that looks the best for your particular need.

Happy Stitching!

*Design Doctor*

## Customer of the Quarter

### QRST's Prints the Formula for Success

Six years ago Peter Rinnig traded in his fast-paced job as Art Director at Lycos for the very different role as owner of QRST's, a bustling screen printing business located in Somerville, Massachusetts. Peter says he doesn't miss it, and actually finds running his own business much more rewarding - both personally and financially.



*Peter Rinnig in his shop, QRST's, Somerville, MA*

QRST's has been in business since 1989 and serves a variety of clients, including corporations, schools, clubs, churches and individuals, and is an official licensed vendor for Harvard University. Some very famous people have worn garments printed by QRST's, including several winners of Harvard's Hasty Pudding Awards. Every year the Hasty Pudding Theatricals of Harvard University elect a 'Man and Woman of the Year.'" Some famous actors who were photographed wearing or holding QRST's-printed garments include Richard Gere and Halle Berry (2006), Tim Robbins and Catherine Zeta-Jones (2005), and Robert Downey, Jr. and Sandra Bullock (2004). In addition, QRST's does all the garment printing for Kovet Kouture - one of the hottest clothing companies in Boston.

Peter recently relocated QRST's to a 5700 square foot building (from a 2400 sq. ft. space) to accommodate his rapid growth and future expansion plans. QRST's currently operates two automatic presses ( 6 & 8 color), a 4 color press, and the Brother GT-541 on-demand inkjet garment printer, which he purchased a little more than a year ago. Peter says, "The GT-541 has become so invaluable to my business, it gets equal press time. The demand has been so great that we have one person, Tyler Jones, dedicated solely to the GT-541 full time, 40 hours per week. It has been a gold mine for us, representing 12% of my bottom line in just the first year alone!"

Peter likes the GT-541 best for its ability to print full color on both the front and back of garments, typically much faster and cheaper than he could with his screen printing equipment. In fact, he has even used the GT-541 to print orders of more than 1,000 pieces. "My customers can have as many colors in their designs as they want, without the high cost of all those screens. Plus, we can give them on-the-spot samples and they don't have to order huge quantities to save money. We can offer them

## Customer of the Quarter...continued

the printing they want, at prices they can afford, with lightening quick turnaround times. The GT-541 is by far the best investment I've made for my screen printing business!" Now that QRST's doesn't have to turn away those orders of 24 pieces or less, he's getting business that his competitors have to decline.

**For more information and to learn more about QRST's, visit [www.qrst.com](http://www.qrst.com) or email [info@qrsts.com](mailto:info@qrsts.com).**



*Tyler Jones, GT-541 Operator*



*Kovet Kouture Creation*

## 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](http://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

MEMBER



DATE	SHOW/LOCATION	Booth #
June 7-9	Printwear, Charlotte, NC	231
June 11-13	SGMA-Sporting Goods, Las Vegas, NV	2515
July 12-14	Printwear, Baltimore, MD	215
July 19-21	ISS, Providence, RI	603
Aug. 3-4	Embroidery Mart (East), Nashville, TN	101
Aug. 9-11	Printwear, Long Beach, CA	219
Aug. 9-11	ISS, Schaumburg, IL	506
Sept. 6-8	Printwear, Indianapolis, IN	306
Sept. 6-8	ISS, Atlanta, GA	315
Oct. 12-14	ISS, Fort Worth, TX	201
Oct. 24-27	SGIA, Orlando, FL	312
Oct. 25-26	World Waterpark, Palm Springs, CA	301
Nov. 17-21	IAAPA Attractions Expo, Orlando, FL	3057

## 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](http://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.**

## Spring PAS Special!

### PR-600C II HoopMaster Kit

Newsletter Special:

**Only \$625.50**

(Retail price: \$695.00)

Offer Good Until  
July 31, 2007

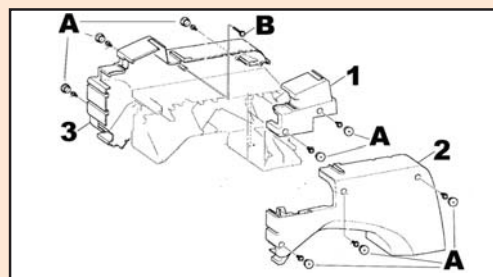
To order, call 877-850-7179 or  
visit [www.brothermall2.com](http://www.brothermall2.com).



## Tech Talk

### PR-600C, PR-600C II THREADER REPLACEMENT

The threader may become damaged when it is activated with a damaged needle, incorrectly inserted needle, or an incorrect needle type in place. It could become damaged if the threader is activated when the needle is already threaded as well. The threader has a small pliable hook between the two guide arms, which passes through the eye of the needle. If this is bent, the threader will probably not work. In most situations, the threader can be changed without any adjustment to the position of the threader mechanism. This guide will explain how to change the threader. A guide will be placed on the Brother technical download site, which explains the threader mechanism adjustment. If you have any questions or concerns, please contact Brother technical service.



(Continued on page 6.)



Registration is now going on for Brother University. Don't miss out - enroll today!

Singer Sewing, Mesa, AZ	June 20-22
Brother, Bartlett, TN	Aug. 22-24
CES, Sacramento, CA	Sept. 12-14
Southeast Sewing, Atlanta, GA	Oct. 10-12
Brother, Bartlett, TN	Nov. 7-9

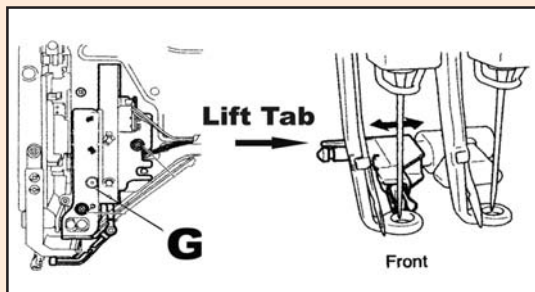
Visit [www.brother.com](http://www.brother.com) for more information and updates.

# Tech Talk

(continued)

- With the needle case positioned to needle number one, power off the machine.
- Remove the eight white caps and Phillips screws, designated by the letter "A".
- Remove the upper panel arm thumbscrew, then remove the upper right cover "1".
- Remove the large right cover "2". You may push the pantograph arm as needed.
- Remove the screw "B" from the inside of the left cover "3".
- Remove the large left cover "3". You may push the pantograph arm as needed.

**IMPORTANT\*\*\*\*\* Remove the needle from needle bar one.**



Turn the threader gear "G", on the right side of the needle case, until the threader lowers toward the presser foot, where it will be accessible from the left side. The threader gear will be noticeable by the white grease on the gear and the drive plate lever it engages. Turn the gear as needed, so you can reach the threader "tab" from the left and so that the presser foot will not block the threader removal. Lift the "gray tab" from the metal shaft, and pull the threader to the left for removal. The image of the tab, viewed above, appears as it would from the front side of needle #6. You will notice that the threader slides off two posts. Slide the new threader onto the same posts. Make certain that the gray tab of the threader "seats" into the groove of the rear metal post, as shown in the image.

- Turn the threader gear to the top, so the threader is back in its home position.
- The machine covers can now be inserted in the reverse order of the removal instructions. Be sure the cover edges are seated correctly before tightening the Phillips screws.
- Power on the machine, and follow usual the instructions.
- Insert a new needle into needle bar one.

The machine is now ready for your use.

**Questions? Comments?**  
**Email [tsupport@brother.com](mailto: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](mailto:tsupport@brother.com)  
(Machine support)  
[ssupport@brother.com](mailto: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

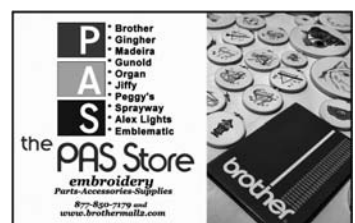
Corporate Place 93  
No. 1 – Suite 210  
100 Burt Road  
Andover, MA 01810  
978-475-3081  
Fax 978-470-0541

### 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

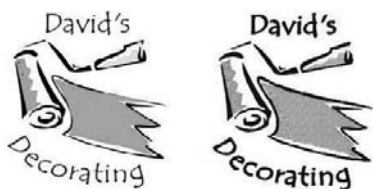
Software News - Information - Updates - Handy Hints

## Announcing Version 9.00

### Vector Conversion

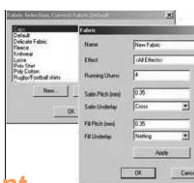
Significant improvements have now been made to the automatic Satin Convert Option. This option enables vector files to be loaded into the software and converted automatically into stitch outlines.

### Original Artwork    Converted Artwork



### The Set Base Fabric tool

has been enhanced to allow existing fabrics to be edited and new fabrics created.



### Effect Assignment

It is now possible to assign stitch effects to individual branches on running and satin stitch outlines.

### Dst Files

When exporting .dst files the original color palette is now saved with the design and the colors are retained when the file is loaded back into Ethos.

### Split & Lock

Split a block of stitching with the simple knife tool and the software automatically adds fix and locking stitches.

### New Carve Stitches Tool - Editing Systems

This new stitch editing tool allows textures to be added to a stitch block by simply drawing lines on the chosen block. In the example below several lines were drawn to represent detailing on the leaf, these are then automatically "carved" into the stitches.



## Handy Hints

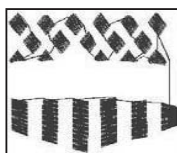
### Increase Production

A huge amount of time may be saved in production, if you remove unnecessary thread trims and color changes from a design. There are many features in Ethos that simplify this process. You are also less likely to experience thread breaks on a design digitized in this way.

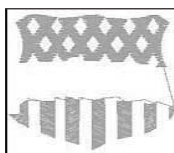
Here is a design that has the potential for lots of trims and color changes. By spending a little time planning the sequence of stitching we can create this complete design with only 1 thread trim and 3 color changes.



The blue has been sewn first, the reason for this is so we can run underneath the green to get to each of the blue diamonds without trimming. Place your exit point at the closest point to your next section. If this distance is large, change to running line when you need to go from one section to another.



Step 1.



Step 2.

The green has been stitched over the blue and holes have been left in the green to show the blue diamonds. There are two simple ways of achieving this. The first way is to use the branching tool. Input the outside edge and before you right click press the space bar on your keyboard, the step hole function will appear so you can input your shape, right click to finish and press space bar again to input another shape. Customers without the branching option should select the blue diamonds and the green fill stitch, then go to the Outlines menu - Step shape cut away.

Now we embroider the yellow. If you digitize the borders first you can run underneath the large section and put this on top.



Step 3.

The final step is to embroider the black. All the running line detail should be joined together. Always enter a jump stitch where you are going to start stitching running line and place the exit point on your start point. Customers with the Branching tool can use Make Embroidery Object to join running line sections together. Select all the running and go to the Outlines menu - Digitize - Make Embroidery Object.



Step 4.

For Ethos users without the branching tool, input your points in a clockwise direction, when you get to a section coming off the outside, input these points and go back to the point of entry.

## News.....

### Windows Vista

Version 9.00 B9030 Rev 3 is now compatible with Windows Vista. However we are still currently recommending Windows XP as the preferred operating system.

## Shows.....

### SHOW DATES

- July 19-21, Rhode Island ISS Show
- August 3-4, Nashville NNEP
- August 9-11, Schaumburg ISS Show
- September 6-8 Atlanta ISS Show
- October 12-14, Fort Worth ISS Show

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

## Register Your GT-541 Today!

# Don't Stay in the Dark! Get in the Know!

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](http://www.brother.com); click [Go to U.S.A.](#); click [Garment Printers](#); click [Owner Login](#) and follow the directions.)

Here you'll find:

- FAQs
- Instruction manuals
- Maintenance videos
- The GT-541 Reference Guide
- 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](mailto:tsupport@brother.com)



**Remember to recycle  
your ink cartridges!**