

At your side.
brother
PRINT & SEW QUARTERLY
 WINTER 2007 ISSUE 4 A NEWSLETTER FOR GARMENT DECORATING PROFESSIONALS

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Your Success is Our Success

Brother International Corporation has made some exciting changes to the BE-0901 and BE-1201 single-head embroidery machines. The new enhancements allow users to connect the machine directly to the PC via USB cable*, eliminating the need for using the floppy drive. Send your designs and graphics faster and without the additional step of saving them to a floppy disk. In addition, the BE-0901/BE-1201 can be networked with the Brother 4-head embroidery machine controlled by a single computer**. Please contact your Brother sales representative if you have any questions or would like to get some additional information.

Brother Remains "At Your Side"

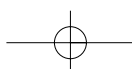
The true success of a company is measured by the success of its customers. Brother continues to strive to design innovative garment decorating machines, provide unbeatable support, and design educational and training programs that help our customers achieve their maximum potential. Here are the testimonials of two very successful Brother customers:

"The Brother GT-541 inkjet garment printer is a perfect complement to my screen printing/embroidery business. I have been screen printing and embroidering for the past 22 years, and nearly three years ago I agreed to beta test the GT-541. My business has been exploding ever since. We had a 41% increase in sales in 2006 over the previous year in inkjet printed products – which is extraordinary! Although my customers love the traditional look of screen printing and embroidery, those new to the inkjet printing process love the soft feel, fast turnaround, exciting new graphic options and unlimited vibrant colors. The GT-541 has definitely given me a distinct competitive edge and tons of repeat work. I am even getting work from other screen printers and embroiderers."

*Frank Zechman, President & Owner
 Zeek's Tees, Atlantic Highlands, NJ*



Continued on page 2.



Your Success . . . (continued)

"Brother's garment decorating equipment has been vital to the success of my growing business. I have one GT-541 inkjet garment printer, one 6-head and two single-head embroidery machines, and they allow me to offer my customers a wide array of specialized services, tremendous quality, affordable prices, and quick turnaround times. My Brother equipment is so reliable that no matter how many hours I put in during the week, the quality is always fantastic. Business is increasing as word gets out about the increased benefits I can offer my clientele! I'm even subcontracting for other garment decorators."



*Lisa Kearley, Owner
Thread Tech, Pittsfield, MA*

Do you have a Brother success story to share? If you'd like to be a part of the Brother family of success stories, please call us at 1-800-432-3532. We'd love to hear from you.

*USB cable not included with the purchase of machine; must be purchased separately.

**Requires USB cables, which are not included with the purchase of machine; must be purchased separately.

Notes from the Editor

Dear Readers:

This year is really about you, our loyal customers. As we look ahead and plan our year, our goal is to help you and your business succeed. We strive to provide reliable and technologically advanced garment decorating equipment and the tools to unlock and maximize your business's potential. For those of you thinking about starting a garment decorating business or expanding an existing one, your sales representative can guide you and help you make sound choices that will lay a strong foundation for your business.

We are announcing the new upcoming Brother University dates in this issue. BU is a hands-on educational program that will teach you a wide variety of critical garment decorating topics. Enroll early - don't delay. These classes fill up quickly.

If you would like to share a success story with us, want to be featured as Customer of the Quarter in a future newsletter, or simply have a question or comments, please call us at 1-800-432-3532 or email me at lpross@brother.com.


Sincerely,


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

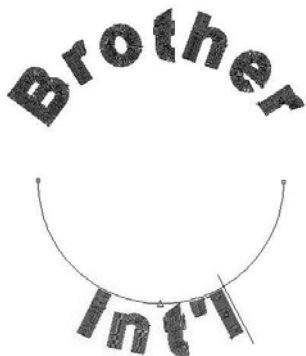
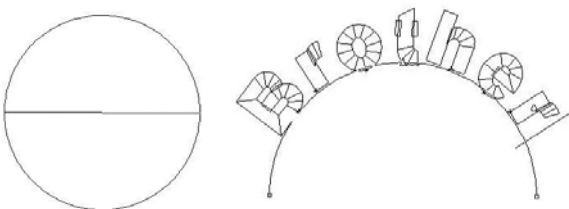




Toby's Techniques

CIRCLE TEXT

1. Select the circle text icon Circle Text .
 2. Following this your cursor will change to a cross.
- At this stage two options are available:
- a. Press the left mouse button; this will cause the left hand side, middle point of the circle to be registered.
 - OR
 - b. Press and hold the Ctrl key and press the left mouse button for the middle of the circle to be registered. The text will appear on screen as you type on the top arc.
1. In order to generate the text on the bottom arc press **ENTER** on the keyboard and the bottom arc will be activated ready for you to type.
 2. It is between the line running across the circle that the text will be justified.

Note: If you would like to change the color for the second line of text, left click on the down arrow next to the color palette  and change the color.



3. When you have finished typing the text select the **STITCH ALL OUTLINES ICON**  or **WORK WITH GENERATED OUTLINES**  to generate the stitches.

CIRCLE TEXT PLACEMENT

Top, centered and below the baseline are the same as in BES 100E. To get to these go to the text drop menu/placement/ then

Continued on page 4.

Design Dr.

Dear Doctor

I am running a design that is lettering only. It is three words and these words contain 23 letters. I am trimming between all the letters and this is really slowing down my production. This order is for 200 shirts and I am not sure if I will have enough time to meet my deadline. Do you have any suggestions?

Ima Trimmin Knuttcase

Dear Knuttcase,

Excessive trimming can really slow down your production. If you are only running one or two items, the production value of the design is not that much of an issue. The issue of production value becomes more and more important as the orders get larger. Take your example. When doing font lettering I usually reduce the kerning and make the letters close enough to each other where trimming between each letter becomes unnecessary and that leaves only the trims between each word. In your case that will reduce the number of trims from 23 down to 3. It takes about 7 seconds for the machine to stop, then trim, and then get back up to full running speed. Eliminating 20 trims and multiplying that by 7 you will be saving about 140 seconds. That's over 2 minutes per design. When running one design it's not that big of a deal, but multiply that by 200 and you are talking over 7 and a half hours of run time. That's a big difference.

Another example of how trims can be eliminated can be seen in this graphic. This is a trade show design that I did recently and it has 68 letters in the crossword. Trimming each letter would be terrible for production. I digitized these letters by walking into and out of the bottom of each letter and traveling between letters and words using a running stitch. I traveled underneath the black satin stitches that create all the squares and then I stitched the black after all of the lettering was complete. This reduced the trims from 68 to 4, the number of colors in the lettering. If the lettering was all one color it would have been reduced to 1. Reducing the number of trims and color changes to the fewest possible, while still keeping the integrity of the design, will not only increase your production, it will increase your bottom line. Happy trim-less stitching!

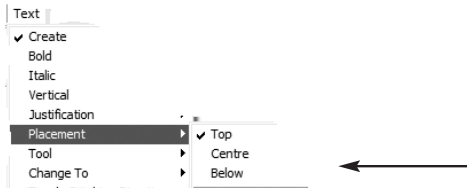


Design Doctor

Toby's Techniques *(continued)*

choose top/centered or below baseline.

Placement -To change the placement of the selected letters, choose the text menu and select the placement required i.e. top, center or below.



Brother

Top Placement
Above the baseline

Brother

Centre Placement
(Center) Centered on
the baseline

Brother

Below Placement
Sits below the
baseline

Questions? Comments?

Email Toby at readers.advice@brother.com.

Software Training Schedule

Register Today for
BES-Series and ApS-Ethos Software Training

Registration is going on now for training on the Brother BES-Series Software and the ApS-Ethos 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.

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

Note: USB security keys are available for the BES-100E software. Please call your sales representative for details.

For the 2007 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.

Customer of the Quarter

Spotlight on Zeek's Tees

At just 21 years old, Frank Zechman borrowed \$2,000 from his parents and started what is today one of the largest embroidery and screen printing businesses in New Jersey.

When Frank, President and Owner of Zeek's Tees in Atlantic Highlands, New Jersey was 19 years old, he split his time between his passion for bowling and his job at Charles M. Jessup, distributors of screen printing and inkjet garment printing equipment and supplies. He spent the next two and one-half years at Jessup doing whatever needed to be done, while learning all he could about the garment decorating business. In 1984, Frank was ready to go out on his own and start his own screen printing business. He continued running his business out of the garage for the next five years. Frank moved his business to the beach town of Atlantic Highlands three years ago, moving from Belford.

Ten years ago Frank purchased a Brother single head embroidery machine to offer another level of service to his customers. "My Brother single head is an unbelievably reliable machine. Easy to operate, great sewing quality, and it consistently produces," said Frank. Zeek's Tees became a beta tester for the Brother GT-541 inkjet garment printer three years ago, and Frank feels it is the perfect complement to his screen printing and embroidery business. "The GT-541 has had a tremendously positive impact on my business. We had an unprecedented 41% increase in sales in 2006 over the previous year in inkjet printing products. Although my customers love the traditional look of screen printing and embroidery, those new to the inkjet printing process love the soft feel, fast turnaround, exciting new graphic options and unlimited vibrant colors. The GT-541 has definitely given me a distinct competitive advantage, and I am even getting work from other screen printers and



Zeek's Tees, Atlantic Highlands, NJ

Continued on page 5.

TRADE SHOW AND CONVENTION SCHEDULE

M E M B E R



DATE	SHOW/LOCATION	Booth #
Feb. 16-18	ISS, Orlando, FL	601
Feb. 22-24	VDTA, Las Vegas, NV	TBA
Mar. 2-3	DAX, Kansas City, MO	TBA
Mar. 8-11	PMA Show(Photo Marketing), Las Vegas, NV	350
Mar. 9-11	ISS, Atlantic City, NJ	201
Mar. 16-17	NNEP Network 2007, St. Charles, MO	TBA
Mar. 25-28	NCIA Enterprise 2007, Jacksonville, FL	416-418
Mar. 30-31	DAX, Minneapolis, MN	TBA
May 3-5	Printwear, Fort Worth, TX	206
May 19-22	National Restaurant Show, Chicago, IL	TBA
June 7-9	Printwear, Charlotte, NC	210
June 11-13	SGM - Sporting Goods, Las Vegas, NV	TBA
July 19-21	ISS, Providence, RI	TBA
July 12-14	Printwear, Baltimore, MD	220
Aug. 3-4	Embroidery Mart (East), Nashville, TN	TBA
Aug. 9-11	Printwear, Long Beach, CA	219
Aug. 9-11	ISS, Schaumburg, IL	306
Sept. 6-8	Printwear, Indianapolis, IN	306
Sept. 6-8	ISS, Atlanta, GA	315
Oct. 12-14	ISS, Fort Worth, TX	TBA
Oct. 24-27	SGIA, Orlando, FL	312
Nov. 17-21	IAAPA Attractions Expo, Orlando, FL	TBA

Get Instant Access to Show Details!

We've updated our website to provide links to the show and exhibitor websites. 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 [USA](#) on the map in the center; click on [Industrial Sewing & Embroidery](#); click on [Show Schedules](#).)

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

Customer of the Quarter *(continued)*

embroiderers!" exclaimed Frank.

Frank uses his success to help others and to give back to the community. The Twin Towers tragedy claimed the lives of 32 Middletown residents, Frank's hometown. Zeek's Tees raised more than \$15,000 in shirt sales which was donated to the victims' families.

Zeek's Tees has been featured in Brother's advertising campaign (see cover story). To learn more about Zeek's Tees, visit www.zeekstees.com.



Frank Zechman



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

Sewingmachine.com Atlanta, GA	April 18-20
CES Sacramento, CA	May 9-11
Singer Sewing Mesa, AZ	June 20-22
Brother Int'l Corp. Bartlett, TN	August 22-24
Brother Int'l Corp. Bartlett, TN	November 7-9

Visit www.brother.com for more information and updates.

Tech Talk

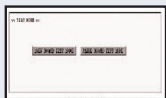
PR-600C, PR-600C II

A/D TEST HOOP SENSOR ADJUSTMENT

Over time and machine usage, the hoop sensor may not register the correct hoop size being used. This is usually due to loose thumbscrews that attach the tubular frame to the pantograph. However it can occur from the tubular arms flexing, so the sensor sweep arm is in a slightly different level. The machine contains a program that allows the hoop sensor sweep arm position to be recalibrated, so the correct hoop size will be recognized. The following instructions will explain how to do this.

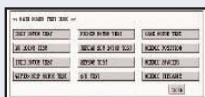


Press and hold the three panel buttons, and power on the machine.



Test Mode

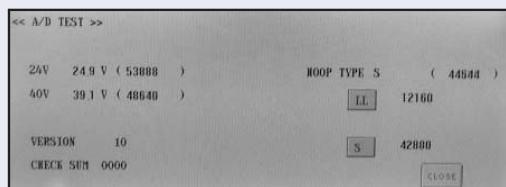
The Test mode screen will appear. Press the Main Board Test Mode option (on the left side).



Main Board Mode Test

Now press the A/D test (in the bottom of the middle row).

You will have to have the largest and smallest frames on hand to complete the A/D test (300mm by 200mm, and the 60mm by 40mm). Place the largest frame into the tubular arms. Be certain to have all of the thumbscrews secured tightly.



Press the gray "LL" box on the screen. This will recalibrate the hoop sensor sweep arm to the large frame. Now remove the 300 by 200 mm frame and insert the smallest frame (60 by 40mm). Be certain that the thumbscrews are secured tightly. Press the gray "S" box on the screen. This has calibrated the sweep arm to register the largest and smallest frame. The software of the PR-600 will use this calibration to determine what size frame is placed on the machine. Press the gray "CLOSE" box in the lower right of the screen, to exit this test. Power off/on the machine to start operation.

Questions? Comments?
Email tsupport@brother.com.

Embroidery Groups

SALES REPRESENTATIVES

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(CT, DC, DE, IL, IN, KY, MA, MD, ME, MI, Eastern MO, NH, NJ, NY, OH, RI, VA, WV, VT, WI, PA)

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Fax: 214-547-9478
Cell: 214-505-5496

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(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

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Bridgewater, NJ 08807
908-252-3279

CALIFORNIA

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Fax 949-583-9473

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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

Need Help?

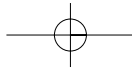
FOR PRODUCT INFO:
800-432-3532

TECHNICAL AND

SOFTWARE SUPPORT:

Toll Free: 1-877-427-6843
Email: tsupport@brother.com
(Machine support)
ssupport@brother.com
(Software support)





TECHNICAL INFORMATION

At your side.
brother Proudly Presents

ApS-Ethos Embroidery Software series

Artisan Plus



Artisan Plus is a true production software package for the serious digitizer. A range of built-in automation features mean high quality results are possible, quickly, efficiently and accurately. The easy-to-use digitizing and editing features give you full control of the designs you need to make your business a success.

Stitch Patterns



Included in the package SMART BRANCHING

Included as standard this feature allows outlines to be digitized in any order, from which the software decides the best way they are to be stitched – saving you valuable time.

TEXT ENVELOPES

A very creative feature for text distortion and placement, allowing you to add eye catching quality text to any of your designs.



Satin serial feature



With the purchase of the Artisan Plus Package - One of the following four options will be included with the package

EMBLEMS

Satin Borders on Fills and Satin Stitches. Scalable preset shape outlines which can be added to your designs saving you valuable digitizing time.

NAME DROP

An easy-to-use but extremely useful personalization feature. Perfect for teams and monogramming work.

VECTOR CONVERSION

Why re-digitize when you can convert directly from vector files? This is a great time saver for digitizers who use other vector packages or have vector artwork supplied to them. (EPS, DXF, and AI compatible).

IMAGE CONVERSION

Easy-to-use vector tracing. Ideal for good clean flat color images, and includes color reduction and palette editing to simplify the artwork. (BMP, JPG, and TIFF compatible).

Attention
all Brother BE-100 users

Aps-Ethos is the official upgrade software for you. It contains a BDF import feature for all your existing files, and includes a complete set of compatible fonts.

Virtuoso Plus

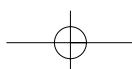
Virtuoso Plus is the ultimate system for professional embroidery design companies. It offers all the tools needed to offer a high quality, efficient design service as well as creative facilities for developing new and innovative embroidery designs. It includes all of the available options together with powerful Font Creation tools. Convert and create numerous new Satin fonts to suit your specific needs. It is even possible to produce 'hand-crafted' fonts for designs/fabrics that have very specific requirements.

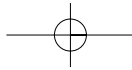
The integrated Drawing Composer allows Vector files to be created/modified and the stitch creation tools allow any pattern imaginable to be turned into reality. This system puts you in complete control.

All of the basic and additional options in the Artisan Plus package are included in the Virtuoso Plus package.



FREE Training
Included with All
Software Upgrades!
Contact Your Brother Sales Rep. Today





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; 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:

- 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

