

Stitchy Business

At your side
brother

APRIL 2003

ISSUE 4

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

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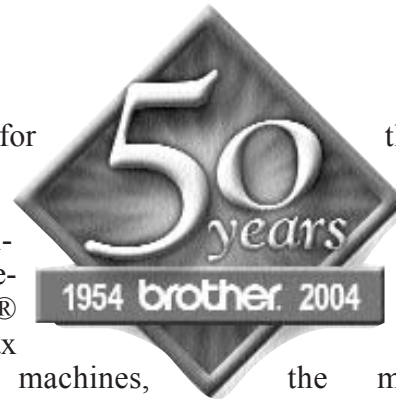
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BROTHER USA CELEBRATES 50 YEARS OF SUCCESS!



You know Brother for their superior products, including sewing and embroidery machines, typewriters, P-touch® labeling systems, fax and multi-function machines, and printers, but do you know how it all began?

We want to share an interesting fact with you about our parent company...that Brother was actually started by two brothers! It's true; Jitsuichi and Masayoshi Yasui began building this empire in 1908. It's a long story, but we'll give you the highlights and a little background about the people who made your embroidery machines possible.

Fact: Brother is the largest company in the world that manufactures and sells sewing and embroidery equipment. Here is how the journey of excellence began in Nagoya Japan over 50 years ago!

1908 – Kanekichi Yasui, a compulsive tinkerer, quits his job and expands his part-time sewing machine repair business into a full time career.

1925 – Masayoshi and Jitsuichi Yasui, two of Kanekichi's 10 children, take over the family business after his death.

1927 – The Yasui brothers build

the first “Made in Japan” sewing machine. At this time, USA-made Singer dominated the Japanese sewing machine market with 90% of the market share. An interesting note: The Yasuis originally chose the name “Sister” for their new machines out of respect for the many women who would use them, but since the name was already registered they decided to use “Brother.”

1932 – Jitsuichi Yasui completes his prototype of an improved shuttle hook, the most sensitive of all sewing machine parts. Tests proved it far superior to its' German counterparts. Later that year, Singer's 6,000 Japanese salesmen went on strike, crippling the giant company and opening the door of opportunity for other sewing machine manufacturers.

1934 – The organizer of the Singer strike, a crackerjack salesman named Tosaku Yamamoto, partners with the Yasui brothers to create Nippon Sewing Machine Manufacturing Co. “You make them, I'll sell them,” he told the grateful brothers.

1950 – Masayoshi travels to the United States to take a good look at

BROTHER USA CELEBRATES 50 YEARS OF SUCCESS!

(Continued from page 1) the Singer Sewing Machine Company. He thought that an operation as large as Singer's had to have its share of merits, but also demerits. He felt that such a giant would be incapable of making sharp and quick turns in production, which a small company would be capable of making easily. One look at the Singer plant in New Jersey, and the brothers felt that they could compete with the sewing machine giant. It was a hunch, but one of many hunches that the Yasuis eventually became known for.

1954 – Brother International USA Opens!

1962 - The name of the company changes to Brother International Corporation.

The business flourished then as it continues to do, growing into a multi-national corporation known around the world for its technological expertise in many electronic product categories including fax machines, computer printers, electronic stationery, industrial

sewing machines and both home and commercial embroidery equipment. Currently Brother International Corporation and its subsidiaries employ over 1,000 people in the Americas, and recorded net sales of \$1.17 billion for the fiscal year ending 2002.

The technology developed for one division often spills over to other parts of the company. Here's just a few of the contributions Brother has made to the embroidery industry:

- Cam driven presser foot (a Brother first) allows the machine to run quieter and faster.
- Jumbo bobbin (a Brother first) minimizes down time. It's worked perfectly since its introduction to the industrial sewing machine market 40 years ago.
- Wick or self-oiling system (a Brother first) also came from the industrial sewing machine market and simplifies the maintenance routine for operators.

- Independent rotary hook motors (a Brother exclusive) simplifies timing and eliminates bird-nesting damage. (Available on 12040 and 1206 series models.)
- On-machine cap frame adjustment (a Brother exclusive) eliminates off-center cap designs on multi-head machines. Adjust each frame after it's on the machine.
- Color change speed control (a Brother exclusive). Program different sewing speeds for individual colors to maximize sew time. (Available on 1240 and 1260 series models.)

On April 21, 2004 Brother International Corporation (USA) will celebrate its 50th Anniversary! Look for more information about how we're going to commemorate this milestone event in future issues.

Notes from the Editor

Hello,

My name is Lisa Pross and I am the new Editor of Stitchy Business. Lisa Lattarulo who has been the editor for over a year, has moved to National Service division of Brother and I want to take this opportunity to wish her well in her new position.

I have been with Brother for 13 years and have worked in many capacities within the Industrial Products Division during those years. I look forward to publishing the newsletter and look at this as another new opportunity for me at Brother.

If you have any suggestions of things you would like to see published or have any comments that you would like to share, please feel free to contact me at the email address below. I look forward to hearing from you! The purpose of this newsletter is to give the readers the kind of information they find most useful to them in their businesses. I am dedicated to that goal. Also, if you have a free minute (I know they are hard to find!), send me your email address so that we can update our database.

Thank you and feel free to contact me if you have any questions!

Lisa Pross
Marketing and Operations Manager, Lpross@brother.com

ADJUSTING SPEED RANGE FOR EACH NEEDLE BAR ON THE BE-0901/1201/1241/1261/1263

Are you tired of having to adjust your machine speed range when running metallic thread? Well, now you can be more productive while your machine is running production. With our newest feature, you can set a speed range for each needle bar with just a few easy steps.

On your machine you have six speed range settings that allow you to change your embroidery settings. The maximum speed can be set for each needle bar at increments of 10spm.

Step 1:

To modify your speed ranges, press the environment key.



Step 2:

Press the right arrow until the cursor is over the speed icon and speed appears in the bottom right corner.



Step 3:

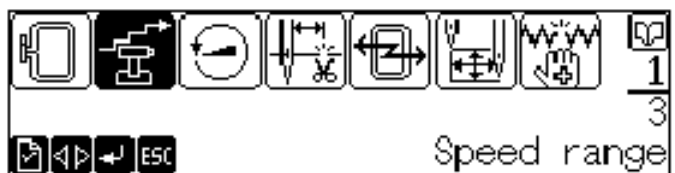
Press the enter key to enter into the speed range mode. With the image of the rabbit highlighted you can modify that range by pressing the number you want your maximum sewing speed to be for that setting. The number in the parenthesis on the right is the maximum speed for that setting.



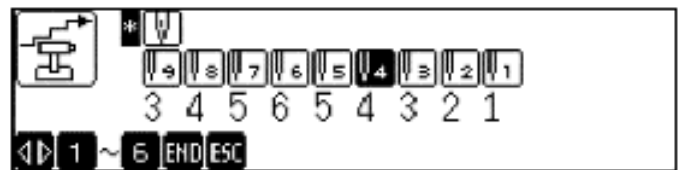
Use the down arrow to scroll to the next set of speed ranges, once you have completed modifying, press the end key to save the change. Now, you can set the speed range for each needle bar.

Step 4:

Press the left arrow key to move the cursor over the speed range icon and speed range appears in the bottom right corner.



Press the enter key, you will see nine or twelve

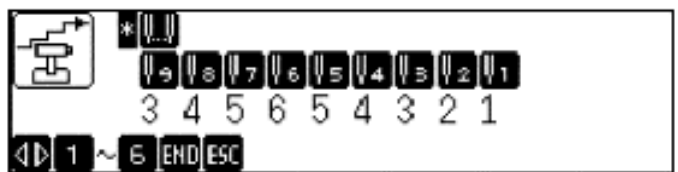


needles (pending your model machine).

You can press number 1-6 to set the speed range for that needle bar according to the settings that you have selected. Use the right or left arrows to adjust other needle bars settings.

Step 5:

To adjust all needle bars to the same setting, press the asterisk key and number you desire for your setting.



Step 6:

Press the end key to save the change.

Step 7:

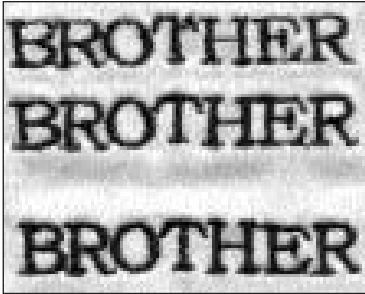
Press escape key to return to main menu. of baby powder on the three pieces of felt helps.

Design Dr.

Dear Doc,

I am trying to run some lettering in the Brussels font, which has little serifs, at .28 inches tall. The lettering looks terrible and I am getting lots of thread breaks. Is there something wrong with my machine?

Confused in Iowa



Dear Confused,

This is not a machine challenge. This has to do with trying to run satin stitches that are too narrow. The minimum satin stitch width that will sew nicely in most instances is 1 mm. I zoomed in on these letters and measured the width of the small satin serifs. They were .6 mm wide. This is too narrow to sew well.

Trying to add pull compensation will not work in this situation. To get the narrow satins wide enough you would have to add about 80% pull comp which would be too much for the wider satins and that much pull comp usually distorts the lettering too much.

After adjusting my kerning, so the lettering was close enough that I would not have to trim between letters, I converted the text into paths and regions. An easy and efficient way to widen the satins is to do as much as you can at one time. I clicked and dragged a box around all of the input points along the bottom of the line of text. The satin width was .6 mm so I need to add at least .4 mm to the width. Using the nudge tools (the 2,4,6, and 8 on the numeric pad), I hit the down arrow 4 times. The nudge tools move .1mm each time you hit it. Then I highlighted all of the input points along the top of the line of text and hit the up arrow 4 times. In less than 30 seconds I had most of it done. Then I adjusted a few of the input points on the rounded letters to even them up. I widened up the middle of the "B" and the "R" using the input points and the nudge tools. I widened the cross bar of the "H" and the "E" using the move tool. On some shapes this is easier and quicker to use than the input points. While zoomed in, I just highlighted the cross-bars, and widened them by clicking on the middle black input node and stretching the shape wider.

For this example, I sewed the word Brother 3 times on a knit material. The top one was run with no changes to the satin stitch widths. Not only does it not look good, there were 5 thread breaks in this one word. The middle one was run with the changes noted above. Although it ran with no thread breaks, it still looks a little weak. Both of these words were run with no underlayer. The bottom word was a copy of the middle word but with underlayer added (proper use of underlayer will be discussed next time). It's easy to see the difference that adding the underlayer made in the look, and widening the satins not only made it look better, but added tremendously to the production value. A good design not only has to look good; it also has to run well. Reducing the thread breaks from five to zero is a drastic improvement. This can be the difference between making a profit or not. Taking a few minutes to edit challenge areas in a design or text can have a big impact on the runability of your design. Reducing your thread breaks to near zero will not only increase your profits, but it will help you keep your sanity. Hehe!

May your threads never break.

BROTHER BE100 SOFTWARE TRAINING CD SET

18 sections of information every BE100 user needs to know!

- View the CD from beginning to end for complete instruction.
- Directly select the section for which you need information.
- Use to train new employees

At your computer and on your schedule!

This CD set will give you a solid understanding of how to use the BE100 software to make your embroidery look good and sew well! Even if you have been using the software for some time, when questions arise why not have the answers at your fingertips?

Here are some of the topics covered:

- Small text
- Cap sewing
- Templates
- How to use Density, Pull Compensation, and Underlay
- Setting custom settings
- Shadowed text
- TrueType fonts* - including how to add pull comp
- Editing stitch files (.dst files)
- Editing Brother text
- Editing outline files
- Converting a stitch file to an outline file**

*Feature available for purchase through Brother

**Digitizing and Adv. Editing levels only

There are a few ways to order!

Call the Brother Parts and Supplies Group at 877-850-7179 or order online at www.Brothermall2.com Contact your local sales rep or call 800-432-3532.



A+ FOR ALICE SWANSON!

Like many start up businesses, Alice Swanson began A-Plus Embroidery cautiously, with just a single head machine in a small alterations shop where she rented space. In just nine months, business was booming and Alice needed to move to a stand-alone storefront location and purchase additional embroidery equipment. She now owns four embroidery machines, including the Brother BES1230BC three-head and a BES1240BC four-head.

Alice was an avid seamstress and custom designer of women’s formal wear when she decided to start her own embroidery business. Her creativity and experience in the design industry combined with guidance from Brother sales rep Terry Loftis, helped to fuel the rapid success of A-Plus. Terry enabled her to quickly purchase and learn to operate the additional embroidery machines she needed to keep up with the burgeoning orders. “Terry always called me back with any questions I had, and was a great help while I struggled to set up my shop and become familiar with the embroidery business. After the Brother BES1230BC was installed, I was ready for the dramatic increase in business,” said Alice.

Soon after, upon reaching a set financial goal laid out in her three year business plan, Alice’s husband Don resigned from his position as a Special Auditor with the Arizona Supreme Court to help Alice run their incredibly successful business. Most husband and wives would be stressed spending so much time together, but working side by side has proved to be very rewarding – both personally and professionally. Nowadays, Don handles all digitizing and marketing and Alice takes care of the sewing and operations side of the shop.

When asked about their most challenging customer request, both Alice and her husband recalled the sew out for their first international client, which was a job acquired through their first sub-contractor. This was a definite ‘lessons learned’ in an art specifications kind of project. Alice and Don explained, “The job had a short turn period for design to finished production in four days. New to sub-contracting we didn't really think of how little the sub-contractor may have known about embroidery and its limitations or even how he sold the job. The only artwork provided for digitizing ended up being a black and white distorted fax copy



that did not come close to showing the appropriate colors. In response, the sub-contractor approved a probable color scheme only to later find out the actual client had other ideas. Pantone colors were provided by the sub-contractor, and after learning what a

Pantone was we matched the sew-out to our Madeira threads. In short, the first three sew-outs were the wrong color schemes and the client had stringent requirements for the smooth color transition in each side arch. Finally, an approved design/colors (3.5 x 3.25 approx. 21,500 stitches) led to a successful on-time delivery. From this difficult job we learned how much education and clear communication has to go into a large production order with the client and other parties involved for the job to be a success.”

Technical Seminar Schedule 2003

LOCATION	DATE	MACHINE
Atlanta, GA	May 10	1 Head
Somerset, NJ	May 17	1 Head
St. Louis, MO	June 21	1, 4, 6 Head
Scottsdale, AZ	July 19	1, 4, 6 Head
Irvine, CA	August 23	1, 4, 6 Head
Miamisburg, OH	September 13	1 Head
Portland, OR	October 25	1, 4, 6 Head
Los Angeles, CA (In Spanish)	November 8	1, 4, 6 Head

For more information, details on topics or to register, call 1-877-427-6843.

www.brotheraskus.com/seminar/regform.asp

WHY LEASE?

Why do companies lease, rather than purchase equipment?

Because leasing offers many considerations unrelated to any tax benefit...

- Leasing conserves working capital and offers 100% financing.
- Leasing avoids the use of short-term bank lines, thus conserving borrowing capacity for financing inventory, accounts receivable and other needs.
- Leasing provides intermediate, term financing-longer than most bank lines would offer, but shorter than most private placements.
- Leasing provides a new source of funds, often enlarging the pool of capital available.
- When long term-interest rates are unattractive, leasing can be used to delay permanent financing until rates improve.
- Leasing avoids working capital, net worth, dividend and other restrictions that are common to most other types of intermediate and long-term financing.
- Leasing can satisfy capital expenditures requirements when equity markets are unattractive.
- Leasing provides for the acquisition of needed equipment not foreseen in capital budget planning.
- Leasing is flexible as to the amount financed.
- Leasing frees up funds for acquisition of appreciating assets such as real estate.
- Leasing allows for the payment of equipment from monthly earnings rather than equity capital.

Embroidery Group

SALES REPRESENTATIVES

STEVE HOBBS

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

Phone: 603-772-3224

Fax: 603-772-4665

Cell: 603-422-1237

Toll Free: 888-729-3224

ELDON LARKIN

(SOUTH CA, AK, HI)

Phone: 909-696-9099

Fax: 909-696-5665

Cell: 714-264-9177

Toll Free: 888-899-7306

TERRY LOFTIS

(AZ, CO, ID, MT, NV, ND, OR, WA, NORTH CA, WY)

Phone: 480-419-0627

Fax: 480-419-0632

Cell: 602-316-5228

FERNANDO PADILLA

(S.CA)

Phone: 562-408-6144

Fax: 562-408-6199

Cell: 562-569-1818

JACQUELINE PLACHTA

(AL, FL, GA, MS, NC, TN, SC)

Phone: 954 956-8353

Fax: 954-956-8163

Cell: 954-612-0039

TODD SOMMERS

(AR, KS, LA, NM, TX)

Phone: 972-481-1222 X105

Fax: 972-481-8665

Cell: 214-505-5496

BILL SWEEN

(ID, MT, ND, SD, UT, WY)

Phone: 801-270-0080

Fax: 801-270-0900

Cell: 801-556-4891

ROBERT TOBIA

(DE, MD, NJ, E.PA)

Phone: 908-252-3366

Fax: 908-575-3810

Cell: 908-872-1438

Embroidery Offices

NEW JERSEY

Corporate Office

100 Somerset Corporate Boulevard

Bridgewater, NJ 08807

908-252-3279

CALIFORNIA

15 Musick

Irvine, CA 92618

949-859-9700 Ext. 278

Fax 949-583-9473

ILLINOIS

955 Busse Road

Elk Grove, IL 60007

847-718-9500

Fax 847-718-9503

MASSACHUSETTS

Corporate Place 93

No. 1 – Suite 210

100 Burtt Road

Andover, MA 01810

978-475-3081

Fax 978-470-0541

TENNESSEE

(Warehouse, Parts, Distribution & Services)

7777 No. Brother Boulevard

Barlett, 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)

2003 TRADE SHOW AND CONVENTION SCHEDULE



DATE	SHOW/LOCATION
May 1-3	Innovations in Embroidery Boston, MA
June 25-27	Brother University Cincinnati, OH
July 12	Monograms America Atlanta, GA
August 1-3	Sew & Quilt Expo Hawaii
August 15-16	Embroidery Mart Nashville, TN
Sept.5-7	ISS Fort Worth, TX
Sept. 18-20	Printwear Long Beach, CA
Sept. 17-19	Brother University Somerset NJ
Sept. 26-28	Sew & Quilt San Mateo, CA
October 2-4	Original Sew & Craft Chantilly, VA
October 9-10	Original Sew & Craft Overland Park, KS
October 16-18	Original Sew & Craft Rosemont, IL
October 15-18	SGIA St. Louis, MO
Nov. 13-15	Original Sew & Craft Minneapolis, MN

Update

**Brother
University**
EMBROIDER YOUR FUTURE

Embroiderers with over 100 years of combined experience created Brother University. Our classroom allows students to receive hands on sewing techniques and explores new sewing tips and tricks used by professional embroiderers. We also offer "First Hand" business and marketing information to help you get your business up and running. Brother University includes experienced guest speakers which provides a different prospective on topics such as marketing, business planning and applications.

"Never before have I experienced so much information in one room!"

Our University offers embroiderers the opportunity to ask questions and learn from other embroiderers.

"The interaction between the students and hands-on learning makes Brother University a one of a kind classroom environment".

What makes our University so unique is this information is for ALL embroiderers. Home sewing machines to any commercial embroidery machine, our university was written to accommodate any user. Everyone uses thread, embroidery needles, backing, etc. The brand of embroidery machine does not matter. Using these products successfully and profitably is our goal.

At the end of each day, Brother University offers round table discussions for open conversations pertaining to that day's course. This allows all students to review that days materials and ask questions which may not have been asked during the course. Students can also network with other students.

The dates of the upcoming seminars are June 25-27 in Cincinnati, OH, or Sept. 17-19 in Somerset in New Jersey.

For more information, please visit us at www.Brotheraskus.com/ipd/main.asp

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Parts, Accessories & Supplies



The PAS Store is always thinking of YOU! Brand new and exclusive...for any Holiday or Event you wish to commemorate - our new PAS Bears and Rabbits! Not only are they ADORE-able, HUG-able, and LOVE-able, they're also EMBROIDER-able! Their little paws just "zipper" off so you can fit them onto your machine for easy embroidery. When you're finished, just "zipper" them back into place! Perfect for any child, adult, couple, and occasion.

We have a variety of Bears and Rabbits for you to choose from...different colors and styles, and even a Bride and Groom! Check them out on our website at www.brothermall2.com, or call us to place your order at 1-877-850-7179. Take advantage of our breakout promotion and get 15% off the regular price, with no minimum purchase, until June 30th.

