

# Stitchy Business

brother At your side

APRIL 2004 ISSUE 8

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

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## Brother's Winner Circle. Will you be Next?

Winning is sew sweet (sorry, we had to say it). Just ask the 2004 winners of our ultra-popular, new portable embroidery machine - the PR-600C. This single head, 6 needle industrial-strength embroidery machine combines the power and technology of a single-head with the portability of a tabletop embroidery machine. Market response to the PR-600C has been so enthusiastic, we have decided to give another one away at the ISS Show in Columbus, OH, April 29 - May 1st. In addition to the PR-600C, Brother's full line of revolutionary industrial embroidery machines will also be available at the show.

Peter Holland, Brother's Senior Director of Sales and General Manager, said "The overwhelming response and the number of entries into the drawings at this year's ISS Shows for our PR-600C clearly indicate that the power of this product goes beyond the scope of our original projection. Obviously this machine offers an attraction to both the novice embroiderer and the established embroidery business that should be investigated by everyone who has made or wants to make an investment in this business. The PR-600C has made a positive contribution to our overall line-up of industrial embroidery machines and sales of this product have exceeded our expectations and continue to grow."

### And the Winners are . . .

*ISS Show, Long Beach, CA on January 18, 2004*

**David McCombs**

"It was hard to believe and my partner answered when my name was called. **This is exactly what we need.** We now can test the feasibility of our clients' designs before we take them to the embroiderer. I think our embroiderer is just as happy for the prize! We now see production through his eyes."

- David McCombs



David's business, located in Compton, CA, specializes in embellished outerwear, and their signature line is similar to high school and college varsity jackets.

*ISS Show, Atlantic City, NJ on March 13, 2004*

**Pamela Fahey of Sew Special Custom Embroidery**

"I was so stunned and ecstatic when I got the call about winning the PR-600C that I forgot to write down who called me. Now of course I know it's true, and I'm clearing a special place in my shop for it. I will use it for stitch-outs and small jobs when work overwhelms time. **This machine perfectly fills a void.** Thank you Brother."

- Pamela Fahey



Sew Special Custom Embroidery, in its seventh year, is located in Dillsburg, PA. They specialize in engraved products, appliqué, and embroidery.

Continued on page 3.

## Customers of the Quarter

### On the Road with R & R Custom Embroidery Service

**R**andy and Robyn Running have pretty much your typical embroidery business, except that for about 75% of the time their business is mobile. R & R Custom Embroidery Services is physically located in Lapeer, Michigan, but the Runnings spend most of their time conducting business on the road out of their trailer, at many racing shows and racetracks around the country. The Runnings have been extremely successful at combining their love for car racing and embroidering. They provide custom as well as stock designs, and sell and sew on the spot: all types of apparel products, including caps, jackets, collared shirts and T-shirts, bags, and just about anything you can embroider on.

Randy and Robyn started R & R Custom Embroidery Services out of their home in November of 2000, with a small (now outdated) home sewing and embroidery machine. When that machine started to malfunction and it's limitations became too restricting, Robyn discovered that it was entirely too expensive to upgrade. Instead, during a show at the Expo Center in Michigan, Robyn and Randy were impressed with and purchased a Brother single head (BAS 415). They were amazed at the power and capabilities of their new dream machine. Suddenly, the possibilities and potential of R & R Custom Embroidery Services were infinite. They have since added additional equipment to their shop, including another Brother BAS 415.

Both Randy and Robyn sew, but Robyn leaves the digitizing to Randy (and claims she is the better sewer!). Although Randy and Robyn spend a majority of time on the road, at home in Lapeer, Michigan, the Runnings provide custom embroidery and outstanding service in their community and the surrounding states. Robyn said, "It is so important to communicate with your customers to make sure they receive exactly what they want. Always do what you say you will to ensure happy customers and repeat business." Satisfying customers is so important to Robyn and Randy that they frequently take their laptop computer to their customers to show them exactly what they'll be getting and to give them the opportunity to change it. That is why R & R Custom Embroidery Services has such happy and loyal clientele.



*Pictured: R & R Custom Embroidery Services at a racing show.*

## Tech Talk

### Checking the Rotary Hook for Nicks and Scratches

**I**f you are having problems with thread breaking or fraying on all the needles on a particular head, then you might have a bad presser foot or it needs the height adjusted. If changing the presser foot and/or height does not fix the problem, then the rotary hook might have some nicks or scratches on it. This is one of the most common problems and should be checked before adjusting the rotary hook timing. Nicks and scratches on the rotary hook can be caused by needle breaks and/or being careless when you remove a bird's nest; for example using tweezers to pull and pry the thread out from underneath the needle plate.

1. Turn the rotary hook, by either turning the pulley in the back on a 1 and 3 head or rotating it by hand if on a 4 and 6 head, so that you can inspect the thread slide face for nicks or scratches (see diagram below).
2. Feel along the thread slide face to see if it is smooth and free of scratches and nicks. If you feel any and they aren't real deep, you may be able to sand or polish the area until it is smooth. 600-grit sandpaper works well for this, and anything rougher will result in a finish that is not smooth enough for the machine to operate without breaking the thread. Using extra fine crocus cloth after the 600-grit sandpaper will polish and restore the surface to chrome like brand new. You probably won't be able to sand out any real deep gouges or nicks, so in that case, replacing the rotary hook will be your only option.



*thread slide face*

3. After checking and repairing the rotary hook, it will need to go back to its normal position. This can be done by either turning the pulley in the back on a 1 and 3 head back to 100 degrees or by pressing the back switch on the head of a 4 and 6 head.

"Winners" continued from page 1.

[www.freeembroiderystuff.com](http://www.freeembroiderystuff.com)

### Jill Weiss of Sport Stitch

"The PR-600C could not be more perfect for my business! I do most of my sales on-site at sporting and other events, and this machine will allow me to do quality personalization and special orders at the event. **My sales are going to skyrocket!!** I had hoped to purchase a portable machine 'one day in the future', and all of a sudden, the future is here. Thank you, thank you, and thank you!!!"

- Jill Weiss



SportStitch, located in New Milford, CT, does specialty embroidery work on location at various sporting events, as well as standard custom embroidery.

Congratulations to all the lucky PR-600C winners, and to the 18 winners of the Brother P-touch®.

Remember, you too could be a winner of a new PR-600C or a P-touch®. Just join us at the ISS Show in Columbus, OH on April 29 - May 1st (drawing will be held on May 1st at 12 pm. Winners need not be present). Whether you win or purchase your PR-600C - just owning one will make you a winner!

*For more information on the Brother line of embroidery products,  
call us at 1-800-432-3532 or contact your Brother Sales Representative (see page 6).*

## Notes from the Editor

Dear Readers:

This Spring issue of Stitchy Business is really a vehicle for us to showcase all the exciting events that Brother is planning this year. Thanks to you, Brother University and the trade shows we participate in continue to be very popular and successful. Another lucky winner won the PR-600C at the ISS Show in Atlantic City, NJ, and 9 fortunate runners-up took home a P-touch®.

There's a lot happening at Brother, so if you want additional information on any show, program, or product, please email me at [lisa.pross@brother.com](mailto:lisa.pross@brother.com). I'd love to answer any of your questions.

Want to start receiving Stitchy Business via email? Just call or email me and I'll be happy to send it to you electronically every month.

Enjoy the Spring!

Lisa Pross  
Marketing and Operations Manager  
Industrial Products Division



## Design Dr.

*Hey Doc!*

*I need some help. I can't figure out how to bring in a graphic file to use as artwork to digitize. What am I missing?*

*- Art Werkin from Arkansas*

Dear Art,

The following instructions will cure what ails you. Keep those stitches Werkin!

### IMPORTING SCANNED FILES INTO BROTHER BES-100E SOFTWARE

1. Scan the image into the scanning software.
2. Once the image has been scanned, left click on the file drop down menu.
3. Left click on export. An "export as" drop menu will appear.
4. Type in a file name.
5. Choose the type of file. In BE -100 the following choices are available:
  - Jpeg - .jpg
  - Bitmap - .bmp
  - PCX - .pcx
  - Targa - .tga
  - Windows meta - .wmf
  - All files - \*.\*
6. Now you must choose the path of where the file should go.
7. Under directories double click on the folder next to c:\
8. Scroll down to To the program files. (In my system the name reads progra~\). Double click on that folder.
9. Double click on the BES folder.
10. Double click on the design folder.
11. Click OK.
12. Go into the BES-100E Software
13. Left click on the File drop down menu.
14. Left click on New.
15. Left click on On Screen Punching.
16. Left click OK.
17. The select image drop down menu will appear.
18. Select the artwork from the folder where it was placed. The default folder for BES is the design folder. (If you have placed it in another folder left click on the down arrow next to Look In and find the folder where the artwork was placed.
19. Left click on the down arrow next Files of Type to choose the type of file that the artwork was saved as.
20. Left click open.
21. The artwork setup drop menu will appear.
22. Click on the exact width or height and put in the measurement of the finished embroidery. (Which ever you choose height or width the system will make the design size proportional).
23. Left click OK.

*- Design Doctor*

## Parts, Accessories & Supplies

### SPECIALS from the PAS Store.

**APRIL SHOWERS:** We have a Shower of Savings for you this month, with a 10% Discount off EVERYTHING in our store! But that's not all. Each week you'll have the opportunity for even BIGGER SAVINGS on selected items we know you want and need. All you have to do to cash in on these Specials is to give us a call or visit our web-site. And with FREE FREIGHT on orders over \$50, you'll be glad you shopped at the PAS Store!

**MAY FLOWERS:** The Bargains are Blooming for our BROTHER machine owners because we're offering a 15% discount on all genuine Brother replacement parts. Be prepared for a busy embroidery season with the best deal in spare parts you'll find anywhere. Adding FREE FREIGHT on orders over \$50 will make this the perfect time to Pick your Savings!

Visit our website at [www.brothermall2.com](http://www.brothermall2.com) for the latest products, or give us a call at 1-877-850-7179 for personal assistance with your embroidery needs.

## Technical Seminar Schedule 2004



| LOCATION       | DATE | MACHINE            |
|----------------|------|--------------------|
| Atlanta, GA    | 4/24 | 1, 4 Head          |
| Hildebran, NC  | 5/8  | 1 Head             |
| Bartlett, TN   | 7/17 | 1, 4 Head, PR-600C |
| Somerset, NJ   | 7/24 | 1 Head             |
| Fort Worth, TX | 8/28 | 1 Head, PR-600C    |
| Miamisburg, OH | 10/9 | 1 Head, PR-600C    |

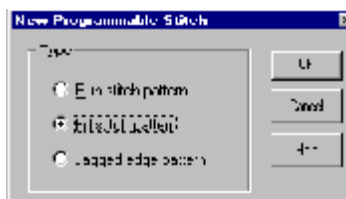
**For more information, details on topics or to register, call 1-877-427-6843 or visit [www.brother.com](http://www.brother.com). To reach the Technical Seminars website page from brother.com:**

- 1) click USA on the map in the center of the page;
- 2) click Industrial in the center graphic;
- 3) click Industrial Embroidery in the center graphic;
- 4) click Seminar Registration on the left navigation bar;
- 5) follow registration instructions.


## USING ARTWORK TO CREATE PROGRAMMABLE STITCHES

1. Left click on "File" and then left click on "New".
2. Turn on "On Screen Punching", (so there is a check next to it).
3. Left click on OK. All of the other default settings may remain the same. The "Select Image" drop menu will be displayed.
4. Left click on the down arrow next to "Files of Type". The following are the types of artwork that can be imported into BES 100E: The default setting is;
  - Popular Formats - .jpeg,
  - .bmp,.pcx
  - JPEG Files - .jpg
  - Bitmap Files - .bmp, .dib
  - PCX Files - .pcx
  - Targa Files - .tga
  - Windows Meta Files -.wmf
  - All Files - \*.\*
5. Left click on the type of file that you are looking for.
6. If you store your artwork in a different folder than the design folder, left click on the down arrow next to "Look In" and choose the correct folder.
7. The "Artwork Setup" drop menu will be displayed.
8. The height or the width of the artwork can be changed. If one is changed the other will change proportionally, however the size of the artwork does not matter for programmable stitches. (The size does matter for creating designs because the size of the artwork determines the type of stitches that will be used. When

- creating programmable stitches the user is telling the machine where to drop the needle, so the size of the artwork does not matter. You are only creating the pattern.
9. Once the user has the artwork on the screen there are two choices to create the programmable stitches.
    - a. The first is to choose the manual stitch type. Left click on the manual stitch tool (the upside down V , the top left digitizing tool.)
    - b. Trace around the shape, using the left mouse button to input the points. When the shape is complete, right click to end the shape.
    - c. Once the shape is complete, highlight the shape with the move tool , so the shape has "dancing ants" (pulsating lines).
    - d. With the shape highlighted left click on the "Edit Menu" and then left click on "Copy or Cut".
    - e. Left click on "Options" and then left click on "New Programmable Stitches"
    - f. When the "New Programmable Stitch" drop menu is displayed, choose the type of stitch that you want to create,



- g. Left click on "OK".
- h. The "Programmable Stitch Screen" will be displayed.


- i. Left click on "Edit".
- j. Left click on "Paste".
- k. Left click on "File".
- l. Left click on " Save As".
- m. The "Memorize" drop menu will be displayed.
- n. Type in a "Name" for the programmable pattern.
- o. Left click on OK.
- p. To view the programmable pattern, the user must do the following:
  1. Once the digitized shape is complete (run, fill or satin, jagged edge pattern), highlight the shape with the move tool , so the shape has "dancing ants" (pulsating lines).
  2. Go to the shape properties (depress the enter key or left click on "Edit" and left click on "Properties").
  3. Left click on the "Stitches Tab".
  4. Left click on the "Down Arrow" next to the "Programmable"
  5. Scroll down to the name of the programmable stitch and left click on it.
  6. Left click on OK.
  7. Left click on "View".
  8. Left click on "Markers".
  9. Left click on "Needle Penetrations"

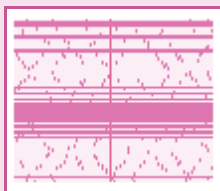


Continued on page 6.

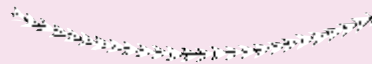
"Toby's" continued from page 5.

10. Left click on OK.

11. Left click on the magnifying glass  and left click and drag a box around a small portion of the digitized shape. The user will then be able to see the pattern.





*Diamond Shape Fill Stitch Pattern*



*Running stitch Arrow Pattern*



*Satin Stitch (jagged edge) Pattern*

The second way is to choose the path tool  and trace around the shape using the line and curve tools. Once the shape is complete, (run, fill or satin, jagged edge pattern), highlight the shape with the move tool , so the shape has "dancing ants" (pulsating lines). Left click on "Shape". Left click on "Convert To". Left click on "Manual Stitches". Then follow the directions from 9D.

Please email me at [readers.advice@brother.com](mailto:readers.advice@brother.com) if you have any questions or advice for our readers. I look forward to hearing from you. Happy Spring!

Thanks,  
Toby

## 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

(AK, AZ, Southern CA, HI, Las Vegas, NV)  
Phone: 909-696-9099  
Fax: 909-696-5665  
Cell: 714-264-9177  
Toll Free: 888-899-7306

#### FERNANDO PADILLA

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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  
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#### JILL SMITH

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Fax: 808-254-6110

#### TODD SOMMERS

(AR, CO, KS, LA, NM, TX)  
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#### BILL SWEEN

(Northern CA, ID, MT, ND, NV, OR, WA, SD, UT, WY)  
Phone: 801-270-0800  
Fax: 801-912-1178  
Cell: 801-556-4891

#### ROBERT TOBIA

(DE, MD, NJ, Eastern 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 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

Contact your representative today.

## Need Help?

### FOR PRODUCT INFO:

800-432-3532

### TECHNICAL AND SOFTWARE SUPPORT:

Toll Free: 1-877-427-6843

Email: [tsupport@brother.com](mailto:tsupport@brother.com)

(Machine support)

[ssupport@brother.com](mailto:ssupport@brother.com)

(Software support)

## 2004 TRADE SHOW AND CONVENTION SCHEDULE



| DATE            | SHOW/LOCATION                                       |
|-----------------|-----------------------------------------------------|
| April 15-17     | <b>Original Sew &amp; Quilt</b> , Worcester, MA     |
| April 19-21     | <b>CEC</b> , Las Vegas, NV (Orleans Hotel)          |
| April 29-May 1  | <b>ISS</b> , Columbus, OH                           |
| May 18-20       | <b>SPESA</b> , Miami, FL                            |
| June 3-5        | <b>Printwear</b> , Indianapolis, IN                 |
| August 6-7      | <b>Embroidery Mart</b> , Nashville, TN              |
| August 6-8      | <b>Sew &amp; Quilt Expo</b> , Honolulu, HI          |
| August 12-14    | <b>Printwear</b> , Long Beach, CA                   |
| September 10-12 | <b>ISS</b> , Dallas, TX                             |
| September 23-25 | <b>Printwear</b> , Charlotte, NC                    |
| Sept. 30-Oct. 2 | <b>Original Sew &amp; Quilt</b> , Chantilly, VA     |
| October 6-9     | <b>SGIA</b> , Minneapolis, MN                       |
| October 7-9     | <b>Original Sew &amp; Quilt</b> , Rosemont, IL      |
| October 14-16   | <b>Original Sew &amp; Quilt</b> , Overland Park, KS |
| October 21-23   | <b>ISS</b> , Atlanta, GA                            |
| November 11-13  | <b>Original Sew &amp; Quilt</b> , Minneapolis, MN   |

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

Update



### 2004 Schedule of Industrial Embroidery Classes

Don't miss Brother University's three-day seminars which are being held in convenient locations across the country. The seminars, which are taught by industry professionals, help start-up businesses as well as established embroiderers master the basics and learn highly specialized techniques.

The three-day seminar will cover many embroidery and business management topics, including thread knowledge, needle types and usage, backing and topping materials, hooping various products, design placement, stitching designs, sourcing supplies, pricing management, goal setting, production management, and in-depth marketing strategies.

Throughout the classes, attendees have the opportunity to talk with the instructors directly and ask questions about methodology, techniques, and other issues. This is a great way to learn the ABC's of embroidery firsthand from industry experts! Enrollment is limited and classes are filling quickly, so don't delay - registration is on a first come, first serve basis.

| DATE         | LOCATION       |
|--------------|----------------|
| April 21-23  | Atlanta, GA    |
| June 16-18   | Columbus, OH   |
| August 25-27 | Fort Worth, TX |
| Nov. 10-12   | Long Beach, CA |

Those interested in attending can register online (or call us at **1-888-444-3167**) at [www.brother.com](http://www.brother.com). To reach the Brother University website section from [brother.com](http://brother.com):

- 1) click USA on the map in the center of the page;
- 2) click Industrial in the center graphic;
- 3) click Industrial Embroidery in the center graphic;
- 4) click Brother University on the left navigation bar;
- 5) click Register Now and follow the directions.

**brother**  
Industrial Products Division  
P.O. Box 6911  
Bridgewater, NJ 08807-0911

## What's New

### We're giving away another PR-600C!



Come join us at the ISS Show in Columbus, OH, April 29 - May 1, and you could be the next lucky winner of a new PR-600C. We're so excited about our new portable industrial-strength embroidery machine that we're giving another one away! Its portability and power provides many exciting and new business opportunities for both the established embroidery business or for those thinking about starting one. Nine runners up will receive a Brother P-Touch®. For more information, call us at **1-800-432-3532**.