

Stitchy Business

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JANUARY 2004 ISSUE 7

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

IN THIS ISSUE

Toby's Techniques

PAGE 2

Tech Talk

PAGE 2

Notes from the Editor.

PAGE 3

Design Dr.

PAGE 4

Parts, Accessories & Supplies

PAGE 4

Technical Seminars

PAGE 4

Customer of the Quarter

PAGE 5

Brother Embroidery Offices

PAGE 6

Sales Representatives

PAGE 6

Need Help?

PAGE 6

Trade Shows & Conventions

PAGE 7

Brother University

PAGE 7

What's New

PAGE 8

Brother Rings in the New Year with the Release of Two New Multi-Heads

Brother started 2004 with a bang by releasing two new multi-head industrial embroidery machines that were developed using the most advanced technology available. Joining their already impressive line of embroidery products is the BE-1204C-BC, a 12 needle 4-head industrial embroidery machine, and the BE-1206B-BC, a 12 needle 6-head industrial embroidery machine. Both are expected to set new standards for productivity and efficiency in the marketplace. Brother continually makes significant investments to advance the technology used in the design of their embroidery machines to ensure supreme operation and productivity. But most importantly, by listening to their valued customers they are able to incorporate the most desirable features into their products.

Brother will be showcasing the innovative BE-1204C-BC and BE-1206B-BC at the many trade shows and conventions they are exhibiting at throughout the country this year (see schedule page 7). By leveraging Brother's advanced technology, these new embroidery machines boast many powerful and pioneering features, and are the perfect addition to any embroidery shop. They have the potential to sew 10 - 20% faster than current Brother models, while providing more stable and attractive finishes. By allowing users to sew more in less time, there is a tremendous opportunity for increased profitability. Also, when sewing caps, each cap can be centered individually on the machine.

The BE-1204C-BC and BE-1206B-BC both use jumbo bobbins, which greatly reduce sewing time by requiring less frequent bobbin changes. Switching between flat, tubular and cap frames has been simplified because the need to replace the needle plate or adjust the presser foot height when replacing the frames has been eliminated. Further adding to increased productivity is the improved accuracy of both upper and lower thread break detection system, while the number of holes required for threading has been reduced.



Continued on page 3.

Tobys Techniques

Thank you to everyone who responded to the question about embroidering on hard-to-sew specialty items. Since we received a lot of interest in learning to create puffy foam lettering, we are providing step-by-step instructions in this issue.

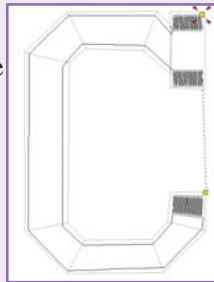
CREATING PUFFY FOAM LETTERING

Puffy foam lettering is created by placing puffy foam, generally found in most hobby stores in a variety of colors, onto the embroidery area. The design should automatically sew the foam onto the garment. After your design is sewn the excess puffy material should automatically pop off the garment. Foam comes in a variety of heights and colors. You should try to use as close a color to the thread you are using.

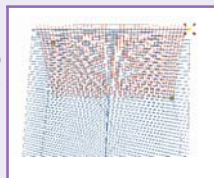
The following steps can be used for either digitizing your own lettering or editing existing fonts. When editing existing fonts, make sure you convert the font into SHAPES/REGIONS, which will break down your font text into satin stitches and running path stitches.

1. Make sure that you have your satin stitch density values increased. If the design is all for puffy, then use the FABRIC SETTINGS TAB in your DESIGN INFORMATION window. If only part of the design is for puffy, then use those specific shapes' properties. Enter into the STITCHES TAB of your shape properties, and increase your density adjustment. Increase density anywhere from 140-165%. The density must be thick enough to cover the foam and cut the foam.

2. The other part of digitizing for PUFFY is to turn off the automatic UNDERLAY feature for either those shapes, if it's a partial puffy design. Again, if the whole design is PUFFY go into the DESIGN INFORMATION window and deselect your automatic UNDERLAY in your PARAMETERS tab. You will be creating your own underlay.



3. In this example your objective is to create underlay running stitches just on the inside edge of the shapes you have designated as puffy. We are adding the puffy technique of a capital letter "C" and capping the ends. Capping will close off the open edges and keep the puffy from showing. It is generally done by creating a very small satin region going the opposite sewing direction of the top stitching.

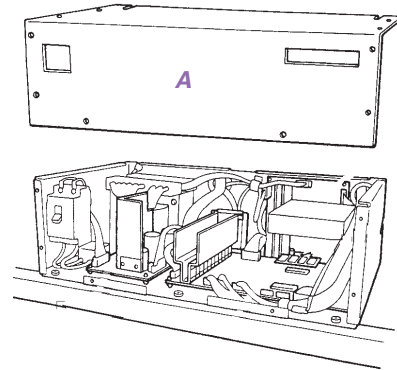


4. Now digitize or create the top stitching. The satin stitch in this example is created by the region tool. Notice the image on the far right. The underlay ends are the caps and extended slightly beyond the top stitch. This will prevent the top stitching from sliding off the foam.

Continued on page 6.

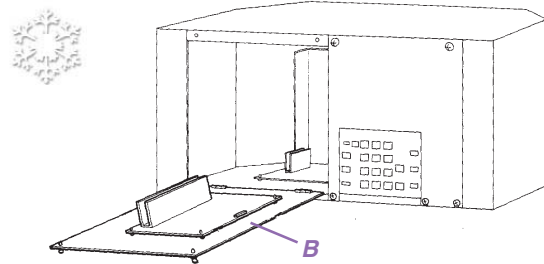
Tech Talk

Did you know dust and lint could cause an electronic component to fail? When you dust your home or shop you should clean all the equipment you have that has electronic components like your computers, stereos, and televisions. When you grease your embroidery machine every six months to a year you should also clean out the electrical box. By maintaining a clean electrical area this will prevent electrical errors on your machine. Use the following instructions to clean out the electrical box of your embroidery machine.



Cleaning Electrical Box: (416,1210,916,1216,901,1201)

- 1) Turn the power to the machine to the "OFF" position.
- 2) Remove the cover (A) and carefully vacuum the lint and dust that has collected in the power box. Be careful to not touch the vacuum to any boards and components directly. This could cause a malfunction with the board and would possibly require the board to be replaced.



Cleaning Electrical Box: (423, 1230)

- 1) Turn the power to the machine to the "OFF" position.
- 2) Lower the rear cover (B) and remove the front cover (not shown) and carefully vacuum the lint and dust that has collected in the power box. Be careful to not touch the vacuum to any boards and components directly. This could cause a malfunction with the board and would possibly require the board to be replaced.

Continued from page 1.

A single computer can be used to control a maximum of four units, allowing the user to adjust to ever-changing production requirements. These four units can be operated independently for large-variety small-lot production runs and for producing different items at the same time, increasing efficiency. The controlling computer displays the details and development of the embroidery jobs, such as number of stitches, job progress, embroidering speed and speed ranges for better production management.

So, for those of you wanting to start your new year off with a great embroidery machine, be sure to choose the BE-1204BC or the BE-1206B-BC (or both!).

For more information, call us at 1-800-432-3532 or contact your Brother Sales Representative (see page 6).



Notes from the Editor

Dear Readers:

Whew! What an exciting past year this has been. We introduced the PR-600C, our new portable industrial-strength embroidery machine, which was an instant success. We also released a technology-driven embroidery machine networking system, the BES-300N. Our Brother University “Embroidery Professors” were busy teaching hands-on courses at various locations across the country (look for the 2004 B.U. schedule in this issue). Perhaps best of all, we were able to meet a lot of you at the numerous nationwide trade shows where we attended and exhibited (see our 2004 schedule on Page 7).

We started 2004 off with a bang by introducing our new 4- and 6-head embroidery machines, the BE-1204C-BC and BE-1206B-BC. See our cover story for all the thrilling features. As always, I will keep you informed of all upcoming events and new offerings.

I am happy that many of you responded to our new column, *Toby's Techniques*, so please keep the advice coming! Let me know if you'd like to be considered for our *Customer of the Quarter*, or if you have any ideas for information you'd like to see in this newsletter.

Wishing you and your family a Happy and Healthy New Year!

Regards,
Lisa Pross



Design Dr.

Ehh.....What's up Doc?

When I use the column tool to border a curved shape sometimes it won't let me make the column as wide as I want it to be. What causes this to happen?

- Muddled in Mississippi

Dear Miss Mudd,

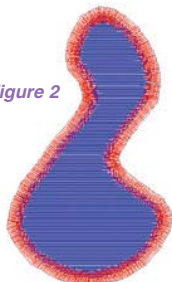
The column tool can be quite useful but it does have some limitations. When using curve points they cannot be too close together or they will limit the width of your column. You need to use all straight punchpoints when using the column tool to be able to make the column width as wide as you would like (Figure 1 and Figure 2). Another thing to keep in mind is where you start and end your column shape. If you are creating a square and you start in the upper left hand corner and go all the way around the square putting an input point at each corner then ending it with your last point on the same place you started, the stitching at the corner where they meet will be butting up to each other at a 90 degree angle. In order to close this shape properly you need to close the shape before reaching your starting point. Put your last input point before you reach your start point. In the case of a square, once you have created three sides of the square right click twice to end the shape. (If you right click once, you can then left click and drag your column to the desired width before ending the shape). Then highlight the shape with your Move Tool, hit the Enter key to go to your Properties box, then on the General tab click the box next to Closed Shape. That will close the shape with a mitered corner. Another way of digitizing this is to start in the center of one of the lines of the square instead of a corner. If you start in the center at the top of a one inch square, you would go to the right a half inch, down an inch, to left an inch, up an inch, then back to the right a half inch to butt up your start and end points. Using this method lets you eliminate the extra steps of highlighting with your move tool and closing your shape in the Properties box because the stitching is going in the same direction.

- Design Doctor

Figure 1



Figure 2



Parts, Accessories & Supplies

BROTHER STORE:

NEW PR-600C

ACCESSORIES & SUPPLIES



The PAS Store brings you a Winter Wonder Special - New Accessories (and Supplies) that have been designed for use with the new Brother PR-600C portable six-needle embroidery machine. Now you can truly "embroider@home" with these time-savers from HoopMaster and FastFrames, and check out our new needles and home-sized backing, too. From pockets to collars, sleeves to cuffs, and even on caps, we're ready to sew! The PAS Store is busily expanding our stock selections so you'll have more to choose from. Visit our website at www.brothermall2.com for the latest products, and give us a call at **1-877-850-7179** for person-to-person assistance with your embroidery needs.

Technical Seminar Schedule 2004

LOCATION	DATE	MACHINE
Irvine, CA	2/28	1 Head, PR-600C
Seattle, WA	4/10	1 Head
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. 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.



Digitizing at Creative Stitches is an Art form

Anyone who has tried their hand at digitizing knows how long it takes to learn and how difficult it is to achieve good results. At Creative Stitches in Fort Worth, Texas, digitizing is an art form. In addition to their wide array of embroidery services, clients come to Creative Stitches for their exceptional digitizing talents.

Nearly three years ago, after a long and successful career in the embroidery industry, Darrell Norrid opened Creative Stitches. When it



was time to hire a Digitizing Manager, Darrell contacted Mike Garner who had a reputation in the industry for his outstanding digitizing expertise. He liked the idea of managing a digitizing department for a brand new business and decided to join Darrell's team. Mike has been honing his craft for the past 14 years and has digitized on just about every system. He started his career with a company that made uniform patches - the old school way where everything had to be perfect - with the PG1 system. Mike has an extensive background in digitizing college licensing products, caricatures and has even digitized the officially licensed design for The Rose Bowl.

The embroidery shop has grown

rapidly and currently has 18 employees and 64 heads (mostly Brother models). Creative Stitches, with clients nationwide as well as abroad, basically caters to the ad specialty market, which accounts for a large percentage of their business.



Photo: Mike Garner, Digitizing Manager

In addition to specializing in digitizing, they're pros at sewing on hard-to-sew items, such as leather, bags, golf bags, and horse bridles.

When asked what has made Creative Stitches so successful, Darrell said, "We're contract embroiderers that provide fast turnaround, exceptional quality and fair pricing. Our staff is a group of exceptionally



Pictured from left: Darrell Norrid, Owner, and his staff.

talented and professional people." He continues, "Word-of-mouth advertising and a great reputation have really helped fuel our tremendous growth."

When it comes to digitizing software, Mike says Brother's is the best. He is happiest using the

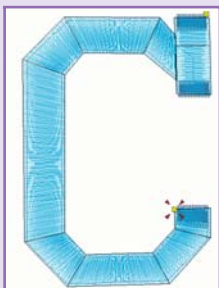
Brother BE-100 System and says, "It's so user-friendly. It'll do whatever you want it to do . . . with minimal effort. It's also very easy to teach other people to use. Not the usual 6 months to 1 year learning curve here!"

We wish Creative Stitches continued success!



Toby's continued from page 2.

SEWING THE FINISHED DESIGN:



When you are ready to sew your letter or design, simply place the puffy foam material on the garment and the first couple of running stitches and underlay should hold the puffy in place. After the design is completely sewn, remove garment from hoop and carefully pull off foam. The density of the design should perforate the foam enough that it should easily be removed from the garment. If there are shreds of the foam coming through the top stitching, take a hair dryer and blow the foam with hot air.

THIS ISSUE'S EMBROIDERY QUESTION:

I've had some difficulty stitching on handkerchiefs. My design is entirely text (about .37" letter) and the entire design is about 6" x 4". How low can I take the stitch density, or is this even the setting I want to mess with? My attempts to stitch on this delicate fabric have been disastrous - ripping right through. What's your advice? Also, is there a way to stitch on paper? Does it cause extra wear and tear to the machine?

Can you help Readers? Please forward your comments and advice to me at: readers.advice@brother.com. I look forward to hearing from you.

Thanks,

Toby

Embroidery Group

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Miamisburg, OH 45342

937-866-4478 Ext. 6997

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Contact your representative today.

Need Help?

FOR PRODUCT INFO:

800-432-3532

TECHNICAL AND SOFTWARE SUPPORT:

Toll Free: 1-877-427-6843

Email: tssupport@brother.com

(Machine support)

ssupport@brother.com

(Software support)

2004 TRADE SHOW AND CONVENTION SCHEDULE

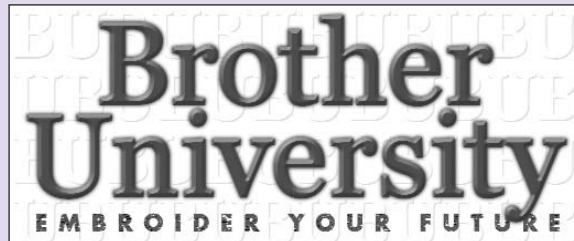


DATE	SHOW/LOCATION
January 8-11	WCES, Las Vegas, NV
January 12	Monograms Today, Atlanta, GA
January 16-18	ISS, Long Beach, CA
February 19-21	ISS, Tampa, FL
March 3-5	VDTA, Las Vegas, NV
March 4-6	Original Sew & Quilt, Clearwater, FL
March 11-13	Original Sew & Quilt, Duluth, GA
March 11-13	ISS, Atlantic City, NJ
March 18-20	Original Sew & Quilt, Cleveland, OH
March 25-27	Network 2004, Greensboro, NC
April 15-17	Original Sew & Quilt, Worcester, MA
April 19-21	CEC, Las Vegas, NV (Orleans Hotel)
April 29-May 1	ISS, Columbus, OH
May 18-20	SPESA, Miami, FL
June 3-5	Printwear, Indianapolis, IN
August 6-7	Embroidery Mart, Nashville, TN
August 6-8	Sew & Quilt Expo, Honolulu, HI
August 12-14	Printwear, Long Beach, CA
September 10-12	ISS, Dallas, TX
September 23-25	Printwear, Charlotte, NC
Sept. 30-Oct. 2	Original Sew & Quilt, Chantilly, VA
October 6-9	SGIA, Minneapolis, MN
October 7-9	Original Sew & Quilt, Rosemont, IL
October 14-16	Original Sew & Quilt, Overland Park, KS
October 21-23	ISS, Atlanta, GA
November 11-13	Original Sew & Quilt, 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

Brother is excited to announce its Brother University' 2004 schedule of three-day seminars being held in convenient locations across the country. The seminars, which are taught by industry professionals, helps 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, hopping 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, so don't delay - registration is on a first come, first serve basis.

DATE	LOCATION
March 3-5	Long Beach, CA
April 21-23	Atlanta, GA
June 16-18	Columbus, OH
August 25-27	Fort Worth, TX

Those interested in attending can register online (or call us at **1-888-444-3167**) at www.brother.com. To reach the Brother University website section 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 Brother University on the left navigation bar;
- 5) click Register Now and follow the directions.

brother
At your side.
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 Long Beach, CA, January 16-18, and you could be the lucky winner of a new PR-600C. We're so excited about our new portable industrial-strength embroidery machine that we're giving one away! It's 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.