

Stitchy Business

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OCTOBER 2003 ISSUE 6

A NEWSLETTER FOR EMBROIDERY PROFESSIONALS

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The PR-600C Creates Excitement at the Imprinted Sportswear Show

In September, Brother's PR-600C, the new portable industrial-strength embroidery machine, made its Imprinted Sportswear Show debut at the ISS Show in Fort Worth, Texas. If you were there, then you know the excitement it created at our booth. People were amazed, inspired, and motivated to take advantage of the opportunities this new machine promises. Even the press (magazine editors and publishers) was caught up in the enthusiasm. It was unanimous - everyone loved it!

What's not to love? The PR-600C is a great embroidery machine that offers endless possibilities at approximately half the price of non-transportable units. Here's what visitors to the Brother booth had to say:

"It's great that the tubular option is available in a portable machine. Goodbye home ULT series."

"Now I can do caps in my home."

"The sight-saving automatic needle threader is a fabulous feature. I always have so much trouble doing it myself."

"The PR-600C is going to allow me to take my business on the road. When I return home from this show, I can really be a workaholic. Thanks, Brother, for providing a great machine that I can afford and will help grow my business."

A men's clothing retailer who recently purchased the PR-600C told us that they were going to keep it on the counter to do personalizations for add-on sales. The LCD panel is so user friendly that every employee will be able to embroider easily at check-out time.

The happiest visitors to the Brother booth were undoubtedly Connie and Ken Johnson of Ken Johnson Sportswear. They were the lucky winners of the promotion to win a brand new PR-600C. When Peter Holland, Brother Senior Director of Sales and General Manager, called to let them know their entry was randomly selected, you could hear screams of delight throughout Cleveland, Texas where their store is located. "It's one thing to win something, but it's entirely something else to win something you really want," exclaimed Connie. She said, "The funny thing is, we weren't sure we could attend the show. We didn't have much time, so we made sure Brother was our first stop. Winning this awesome embroidery machine is like a dream come true." Nine other lucky winners won Brother P-touch machines.

Brother sees infinite opportunities to promote the PR-600C both here in the United States and abroad. It is the only embroidery machine of its kind in the marketplace and boasts many features that weren't previously available in a portable model.

Continued on page 3.

Does Your Business Need a Web Presence?



Deciding whether or not to build a website for your business can be quite a daunting task. There are so many decisions to be made, not to mention the expense and time commitment. Even if you don't plan to sell anything on the Internet, you really should consider creating an online image. Today, having a website has become a business necessity for several reasons:

- It is an affordable and easy way for people to learn about your business and contact you.
- It can increase your business exposure and increase sales of your products and/or services.
- It offers a new way to communicate with your existing customers and expose them to changes within your company in a timely manner.
- Gain new customers for your products and/or services.
- Even if you don't sell goods on the site, using your web address in your advertising can increase sales by promoting your business.

Once you've made up your mind to promote your business on the Web, there are three main areas to consider:

- 1. Define your goal.** Is it to gather leads, service your customers, enhance your image, produce direct sales, or something different? Determining a primary objective is very important in making sure your website is focused and effective.
- 2. Establish a budget.** That answer will pretty much determine #3.
- 3. Do it yourself or hire a webmaster?** Even if your cousin Jim can build a simple website, you are much better off bringing in a professional. You should do it right or you will waste your money. (Actually, your local high school might be an excellent source for fresh, eager technology students as a lower cost option).

If you've decided to build your website yourself, you'll need to invest in a relatively easy-to-use web publishing program (there are plenty of inexpensive, user-friendly software packages available). However, if you'd rather hire a professional webmaster, ask around for a recommendation. Keep in mind that you'll want to find someone who understands your business needs and goals, will guide you through the process, and most importantly respects your budget.

Let's Start Planning

It is essential that you know what you want before you start to develop the site. It is critical that you understand who your audience is and how to keep them engaged. Do your research by looking at other sites: competition, organizations, and design features related to your market. Establish a list of content, website software, and design features you like and don't like. Will you need a database? Shopping cart? Membership services?

Choose a Domain Name

When choosing a domain name for your online business it is recommended that you try to obtain your "real" business name, or pretty close to it, and to pair this with the .com extension. Go to a domain registrar to research available domain names which are available and to obtain/purchase your domain. Make sure you compare pricing as this can vary widely between registrars.

Good Design Tips

Your website should be clean and simple, and easy to navigate. It should offer plenty of information and get right to the point. Attractive graphics and design are vital to success, but forget the bells and whistles, which tend to slow sites down and can be really annoying.

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"The PR-600C is allowing people to step into professional embroidery at about half the cost of a full line industrial machine," says Peter Holland. "Just to give you an idea of the quality of this machine, the PR-600C performed flawlessly for three days, 10 am to 5 pm, at the ISS Show. In twenty-one hours of operation there were only four thread breaks. Anyone in the business knows how amazing that is", said Brother Regional Sales Manager, Steve Hobbs.

With Brother's high recognition for reliability and quality, the PR-600C will revolutionize the embroidery market. For more information, call us at 1-800-432-3532 or contact your Brother Sales Representative (see page 6).

Again, congratulations to Connie and Ken Johnson of Ken Johnson Sportswear for winning the PR-600C, and to the nine winners of the P-touch machines!

Below: Steve Hobbs, Brother Regional Sales Manager, demonstrates the PR-600C at the ISS Show, Fort Worth, Texas.



Notes from the Editor

Hi Everyone,

Welcome to the October issue of Stitchy Business. To many of us, it seems like summer just got started - and now it's back-to-school and the beginning of a very busy season.

I'm delighted to say that the PR-600C, our industrial strength, portable embroidery machine, was a huge success at the ISS Show in Fort Worth, Texas. Read our cover article for more information as well as visitor comments.

Lots of our readers called or wrote in to let us know how much they enjoy Stitchy Business. Thanks for your feedback and please continue letting us know what we're doing right . . . and areas we could improve. This issue we've added a new section just for you, our loyal and valued readers - Toby's Techniques. It's a bulletin board format which allows readers to ask questions, and to share information and experiences. Toby Diamond, our Software Specialist, will employ her many years of expertise and know-how to make sure that you only receive the most effective and constructive advice. If you have an unusual or difficult problem, just send us an email to readers.advice@brother.com and we may publish it in our January or future newsletters. Meanwhile, to get us started, we've asked a question that we're sure will interest many of you (see page 6). So keep the advice coming.

Please remember to contact me if you have an interesting or triumphant story to share with our readers and you could become our 'Customer of the Quarter' (and win a P-Touch!).

Again, thanks for the feedback and remember that we're always here for you!

Lisa Pross
Marketing and Operations Manager
Industrial Products Division





Dear Design Doctor,

I have a design with a large area of fill that stitches half way down the fill, then goes to the bottom and stitches back up. It usually looks okay when I sew it on denim, but when I sew it on fleece it leaves a gap where the stitching is supposed to meet. What should I do?

- *Splitting Headache, NJ*

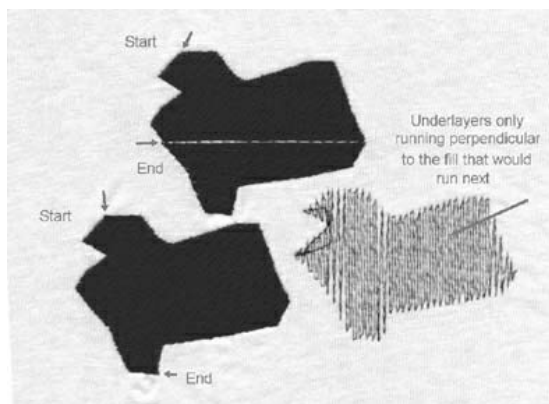
Dear Split,

This is caused by the material bunching up because of no underlay stitching or improper use of underlay stitching. The best way to correct this is to set your entry and exit points so that the fill will stitch all in one direction. However, with complex fills this is not always possible, so you need to stabilize the material with underlay stitching.

To create underlay stitching on your BE-100 Software that will work better on fleece than the default setting, simply click on your fill shape, go to Edit and Copy, then paste it into the proper place (right on top of the original shape). While it is still flashing hit your left arrow. (This moves you back one shape to the first fill). Hit your Enter key to go to your Shape Properties box and click on the Stitches tab. Change the Density Adjustment to a value between 20% and 30% then change the Angle by 90 degrees so the underlay will run perpendicular to the top stitching. Go back to Edit, Cut and then Paste the fill with the new values on top of the original fill area.

Happy Stitching!

- *Design Doctor*



Note: If you have a design problem you'd like the Doctor to solve, please fax or email a brief description of the problem to Design Doctor, (908) 575-3810 fax or email to meckel@brother.com. You'll get a much better diagnosis if you send in a sewn sample or a good scan of the sewn sample.

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One of the best tactics of generating prospect communication is by gaining your visitor's email address, now called "Permission Marketing". One way to induce a visitor to give you their email address is to offer a free subscription to your electronic newsletter, a free report on a subject of interest to them, or announcements on special offers. Additional factors that are important for good design are search engine friendliness, ease of maintenance (you may want to manage this yourself using an inexpensive, user-friendly web creation software package), and a professional appearance.

Hosting Your Website

You'll need someone to host your website. Your webmaster can recommend a reliable host who may also be able to assist you in promoting your site to the search engines.

Communications

Make sure you add your new web address to all your correspondence, including invoices, letterhead, business cards and any advertising or promotional collateral. Consider sending out a press release and a letter or email to your customer base announcing your new site.

Promotion

Work with your webmaster to create a Search Engine optimization strategy to achieve higher rankings with the major Search Engines, such as Excite, Alta Vista and Google. Many of these now offer paid inclusions, which may be beneficial to you.

However you choose to go, it is essential that your business find its way onto the Web.

BEE Designs Exemplifies Home-Based Embroidery Businesses



Barb Eychaner has her priorities straight; just ask her husband and three young children. They'll tell you how she manages to be a full-time mom, a caring wife, and a helper on their family farm - all while running her thriving home-based embroidery business, BEE Designs.

Barb had always had an interest in computers and since the age of 14 loved to sew, so embroidery was a natural evolution for her when she decided to start a business. "My main objective was to earn some extra money while remaining a stay-at-home mom. Four and a half years ago, equipped with Brother home embroidery machines PC8500 and the ULT2001, Barb began her business strictly doing home parties. She would take orders at the parties, sew them at home, and then deliver the finished goods.

Three years ago Barb made the decision to change her business strategy to add to her home party business by booking larger orders. Upon the advice of her Brother Regional Sales Manager, Steve Hobbs, she purchased a Brother single-head industrial embroidery machine, the #BES-1210AC, then six months later another single head, and finally six months ago her third single-

head. About a year ago, she decided to focus on high end production, rather than home parties. Her tenacity and hard work, not to mention a great reputation, have really paid off for Barb. BEE Designs is thriving in her small town of only 10,000 people.

Barb feels she owes her success, in part, to Brother because without the quality and reliability of the embroidery machines, she wouldn't be able to devote so much time to her family and their activities. "I bought three Brother machines solely for convenience. Before my family gets up, I set up each single head to run while I'm busy doing activities with my children, getting them ready for school, or running errands. Without fail, when I get back home I have beautifully embroidered garments. Brother machines are so reliable and always run flawlessly."

When asked what qualities she feels is essential to succeed, Barb says "The three most important factors to achieve success in the embroidery business is to give great service, always provide high quality work, and be fair with your pricing." Since 75% of BEE Designs' business comes from word-of-mouth, her business values must be effective.

"The people at Brother have

been awesome to work with. They treat me like a person, and not a number," says Barb. "Steve Hobbs has been instrumental in helping me decide exactly what equipment I need to accomplish my goals. Gene Mansour, Technical Engineer, is amazingly fast at resolving problems, and Liz Jaspersen, Software Specialist, has been a fountain of information," she continues. Barb offers this advice to anyone thinking of starting up a business, "Do something you love so you can put your heart in it. It might be helpful to start small so you're not overwhelmed with work and short on capital."

Barb runs her flourishing business from her home in Malta, Illinois where she lives with her husband Russ, and three children: Natalie, 9, David, 6, and Steven, 4.



Barb Eychaner won a Brother P-touch for being selected 'Customer of the Quarter'. You'll win one too if you are selected, so please send us your story at lpross@brother.com.

Toby's Techniques

Since we all occasionally encounter unique digitizing or sewing challenges, we decided to create a new section to allow our readers to seek help from the Brother embroidery community and to share invaluable experiences and advice. My name is Toby Diamond and I am Brother's Software Specialist and Moderator of this column. My goal is to ensure that you only receive the best advice for your particular situation.

For this first issue, I've selected a topic that has probably been a challenge for many of you:

How can I embroider those hard to sew specialty items, such as dog collars, horse bridals, horse/heavy blankets, toilet paper (yes, I said toilet paper!), and leather?

I'd love to hear from you if you've had experience sewing on unusual and hard to sew objects, or if you need help and advice. Please email me at:

readers.advice@brother.com. I look forward to hearing from you.

Toby



Parts, Accessories & Supplies

Visit our PAS store online at www.brothermall2.com to check out our specials and to place your orders, or call us at 1-877-850-7179.

Embroidery Group

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Contact your representative today.

Need Help?

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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
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

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

Tech Talk

(Presser Foot Adjustments) ALL MODELS



Adjustment of the presser foot:

1. Move the needle case to needle one.
 2. Turn pulley to 200 degrees (this will position the presser foot to it's lowest point).
 3. Loosen the screw (2) that secures the presser foot; adjust the presser foot (1) to the thickness of the material. (Credit card).
- Note: The thickness of a Credit card works well with the most common shirts and hats, if Sewing thick material compensate for the thickness of the material.
4. Tightened screw and return pulley back to 100 degrees.
 5. Press the thread-trimming key, this will cycle the machine and return the needle and presser foot back to its original position.

Update



Brother University Wraps up a Successful Year

Brother University recently wrapped up the final classes of 2003 in Piscataway, New Jersey in September. We are happy to announce that we presented an outstanding achievement award to Connie Smith and Steve Wilson for their contribution to the 2003 Brother Universities. We have enjoyed great success with this curriculum and are looking forward to next year's exciting agenda. The first class of 2004 will be held in Long Beach, California on March 3, 4, and 5 (location to be determined). Look for the announcement of BU's 2004 schedule of classes in the January issue of *Stitchy Business*. You can also check our website for current information at www.Brother.com/usa/embroidery; just click on 'Brother University'.

We look forward to another exciting year in 2004 and hope to see you at one of our University classes!

Technical Seminar Schedule 2003

Location	Date	Machine
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

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What's New

New Embroidery Distributor in the Central US Region

In our efforts to support your investment in Brother Embroidery Machines, we would like to announce the appointment of DS International, our new representative for Wisconsin, Michigan, Illinois, Indiana and Kentucky. We make this announcement and partnership with DSI in order to continue to improve our service and support for your business as a Brother customer. Our company is dedicated to the future of our customers, our product, and our service. In that effort, we are always looking at change as an opportunity for improvement. This partnership with DS International is not new. DS International has been a distributor of Brother Sewing Products for the last ten years. Their high level of excellence in customer service, product knowledge and application make this announcement to grow together a sound and well planned business decision. Please call us at 1-800-432-3532 if you have any questions concerning these details or any other Brother related issues.

Jason Powell
DS International
208 Bradshaw Pike, Hopkinsville, KY 42241
866-353-4DSI (4374) - www.dsinternational.com

