

brother
at your side

SEWING & CRAFTS
**AUTHORIZED
DEALER**
PARTNER
PROGRAM & RESOURCE
— GUIDE —



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WELCOME!

Dear Valued Partner,

At Brother, we believe that “at your side” is more than a tagline. It means providing a business partner who listens and responds to urgent business needs. With this in mind, we created the Brother Authorized Dealer Partner Program, a program designed to help you succeed and increase sales, and one that embraces the “at your side” culture. Our expectation is your continued success, and the tools and resources that we provide are intended to foster such growth.

The Brother Authorized Dealer Partner Program was also developed with our customers in mind, who have come to expect nothing but extraordinary quality and high standards from Brother. Brother is known for its revolutionary state-of-the-art lineup of home sewing, embroidery, quilting, and crafting machines, and because of this commitment to excellence, our products are designed to keep old loyalties intact while welcoming new consumers to the fold.

Below are just some of the benefits offered through the Brother Authorized Dealer Partner Program:

- Level Recognition on Brother Dealer Locator and Retail POP as a Diamond Elite or Gold Dealer
- Exclusive Education Events and Reduced Cost Financing Events
- Special Savings and Periodic Exclusive Rewards

The Authorized Dealer Partner Program will be effective January 1, 2025, through December 31, 2025, with dealers given the opportunity to qualify in January, March, June, and September. This provides you four opportunities throughout the calendar year to reach Diamond Elite or Gold status.

Please review this resource guide for further details about the elements of the Authorized Dealer Partner Program, inclusive of program requirements and benefits. Your District Sales Manager can also answer any questions you may have as you review these program terms.

We value your partnership and are excited to continue this program with you!

With warmest regards,



Jim Price

Senior Director, Marketing, Home Appliance Division

DEALER

DIAMOND
ELITE
PARTNER

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AUTHORIZED
DEALER

GOLD

BROTHER AUTHORIZED DEALER
PARTNER PROGRAM (ADPP)

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BROTHER AUTHORIZED DEALER PARTNER PROGRAM (ADPP)

The Brother Authorized Dealer Partner Program (ADPP) offers our Sewing and Crafts dealers with sales and marketing benefits and initiatives when selling Brother products to end-user customers both online and within their dealer territory (as defined within each dealer agreement). By meeting the distinct specifications set forth below, a dealer may be eligible to receive Diamond Elite or Gold level status in the Brother ADPP.

Through the Brother ADPP, you will gain access to valuable resources. We will unlock keys to exceptional events, marketing collateral, special promotion codes, training tools to educate your customers, and in-store recognition as a Diamond Elite or Gold Dealer. Brother has made many new programs available to our Dealers and we will continue to develop new programs to help expand organic growth.

Brother ADPP is effective January 1, 2025, through December 31, 2025, with dealers given four opportunities to qualify during the calendar year: January, March, June, and September. All program benefits received through ADPP must be utilized in the calendar year earned. Brother will review dealer status quarterly. Any Dealer not maintaining program requirements, or not in good standing as a Dealer, will lose partner program status. Brother will provide Dealer thirty (30) days notice prior to any partner program status change or disqualification from ADPP. "Good Standing" is defined as a Dealer who is in compliance with their Dealer Agreement, and all Brother policies, and maintains good credit standing. Any Dealer on credit hold for thirty (30) days or more, will automatically be suspended from the ADPP program for a minimum of one quarter. A Dealer may then be reinstated, at Brother's discretion, and based on the Dealer's maintaining Good Standing and credit. Your District Sales Manager (DSM) will be your program guide and will assist you in the ADPP qualification process and act as a program resource, providing information as to your program level status, when requested, and assisting you in developing a plan to grow your ADPP dealer position.

Building a dealer program such as ADPP is so much more than the elements of the program itself - it is about driving conversations, creating a mutual business plan, and working on ways to increase your business, together! As loyal partners, you will enjoy increased benefits that help further support mutual sales and drive revenue goals. We can't wait to develop your program with you.

PROGRAM TIERS

ADPP consists of two tiers: Diamond Elite and Gold. Each tier has distinct specifications a dealer must meet in order to qualify for Diamond Elite or Gold level status. We have developed a range of program features, expecting to be truly "at your side" every step of the way. Your District Sales Manager will be available to help you grow and maintain your status. At Brother, we believe our Dealer partners should be rewarded for their product expertise, selection of Brother product, and partnership with Brother.

Make your dealership stand out and enjoy the benefits of being a distinguished Dealer with the Brother Authorized Dealer Partner Program.



PROGRAM REQUIREMENTS

In order to qualify for Diamond Elite or Gold level status in Brother ADPP, a dealer must be in good standing as a Dealer and meet all of the following program requirements:

| REQUIREMENT | DIAMOND ELITE | GOLD |
|--|---|--|
| Full Representation of Brother Product Line | Extensive display and inventory of Brother product line | Broad display of Brother product line |
| Advertising Monthly Promotions | Advertise all monthly Brother promotions by website, social media, newsletter or email to consumer base. | Advertise all monthly Brother promotions by website, social media, newsletter or email to consumer base. |
| Inventory Reporting | <ul style="list-style-type: none"> ✓ Provide accurate monthly inventory levels. ✓ Maintain appropriate stock levels. | Provide accurate monthly inventory levels. |
| Website Content Management | <ul style="list-style-type: none"> ✓ Informational website with Ecommerce ✓ Priority Brother placement on website ✓ Expanded product detail | <ul style="list-style-type: none"> ✓ Informational website ✓ Priority Brother placement on website |
| Training | <p>Dealer must complete the following:</p> <ul style="list-style-type: none"> ✓ Brother Experience (in-person); <p>AND,</p> <ul style="list-style-type: none"> ✓ 10 BSU Courses annually | <p>One of the following:</p> <ul style="list-style-type: none"> ✓ Brother Experience (in-person); ✓ Brother Sews & Creative Studio Training Event ✓ 15 BSU Courses annually |
| Authorized Service Center (ASC) Certification | ✓ Must maintain ASC Certification | Not required |

*In order to remain in the ADPP, you must maintain good credit standing.

PROGRAM REQUIREMENTS

Diamond Elite

Dealers are required to have 2 or more of each of the products.

- 2 PR Series
- 1 EV1 Series
- 1 XJ Series
- 1 Embroidery Series
- 1 NQ Series
- 1 NS Series
- 3 BQ Series
- 3 PS Series
- 2 SDX Series
- Airflow Series
- PrintModa

Gold

Dealers are required to have 1 or more of each of the products.

- 1 PR Series
- 1 EV1 Series
- 1 XJ Series
- 1 Embroidery Series
- 1 NQ Series
- 1 NS Series
- 2 BQ Series
- 2 PS Series
- 1 SDX Series
- Airflow Series
- PrintModa

For example: A Diamond Elite Dealer would need one PR680W on display and one to go. Whereas a Gold Dealer would only need to have one on display.

A full list of the Brother products that qualify for each series can be found on our website and Dealer Support, under Authorized Partner Program Resources. You will also find sales and marketing tools for each of these products in Dealer Support, under Partner Resources.

Product requirements are subject to change.

The combination of broad product displays and access to product sales and marketing tools at your fingertips may prove a benefit to your customers and create new and more profitable revenue opportunities for your dealership.

INVENTORY REPORTING

Diamond Elite: Provide accurate monthly inventory levels to your DSM to confirm your full representation of the Brother product line and maintaining of appropriate stock levels as set forth in the above chart.

Gold: Provide accurate monthly inventory levels to your DSM to confirm your full representation of the Brother product line.

Understanding your inventory levels helps Brother forecast, plan, and gauge the success of Brother marketing programs and promotions. It also helps drive conversations as a partner “at your side.”

ADVERTISING MONTHLY PROMOTIONS

In order to qualify for both Diamond Elite and Gold Level Status, dealers must advertise all monthly Brother promotions through website, social media, newsletter, or email, to dealer’s consumer base.

Brother has created a new content calendar, located on Dealer Support, which can be used as a great resource guide to assist you in advertising Brother promotions on your social media platforms. You may also utilize the promotional assets on Dealer Support to share content with your customers, including promotions and new product announcements.

Make sure that you tag us with @brothersews or @brothercraftsusa so we can see your post and share it.

WEBSITE CONTENT MANAGEMENT

NEW! Access to Brother-approved assets and best-in-class product content:

- Above the fold content: title, features/bullets, spinner images
- Specifications: product general information, & technical information
- Videos & PDF Documents: catalog, brochures, specs sheets, sell sheets, & instructions
- Enhanced Below the Fold Content (A+): may include comparison chart, product features, lifestyle images, & videos

Diamond Elite Recognition

As a Diamond Elite dealer under ADPP, dealer website content must include the following:

Informational Website with E-Commerce:

Maintain online storefront where consumers may purchase Brother products and add to their cart. Dealers must ensure their website is easy to navigate to locate Brother products and must ensure all product descriptions are accurate and up to date.

Priority Brother Placement on Website: Must feature Brother products prominently on the front of your website.

- Can consumers purchase Brother products online from you and add to their cart?
- Is your website easy to navigate to find Brother products?
- Are you providing high quality content?
- Are the product descriptions accurate?
- Are the Brother Product Detail pages up to date?
- Is Brother featured prominently on the front page of your website?

Expanded Product Detail: Highlight a wide range of Brother products in several categories, providing detailed product descriptions for each Brother product. "Wide range" is defined as all machines as set forth in Appendix G of the Dealer Agreement.

Gold Recognition

As a Gold dealer under ADPP, dealer website content must include the following:

Informational Website: Dealers must ensure their website is easy to navigate to find Brother products and all product descriptions are accurate and up to date.

Priority Brother Placement on Website: Must feature Brother products prominently on the front of your website.

Website Product Content

Why is this important?

Having great content can increase product views, help with customer experience, and ultimately drive more sales. Plus, this will save your team time, and you'll be using Brother-approved, best-in-class content.

How can I get started?

Log in to Dealer Support, go to HAD - Website Product Content and download the CSV or Excel file to access the new product content. And to access the catalog, click on the catalog link.

Website Content Checklist

- Used a descriptive and compelling headline?
- Made product descriptions skimmable with headers, bullets, icons, videos, or another method?
- Highlighted surprising or unconventional benefits of the product?
- Used language that's familiar to your ideal prospect but consistent with your brand's voice?
- Included social proof – are there reviews and ratings to help increase credibility?
- Used relevant SEO keywords and search terms naturally in the heading, subheads, and/or description paragraph?



PROGRAM TRAINING REQUIREMENTS

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PROGRAM TRAINING REQUIREMENTS

The more your staff and employees learn how to sell Brother products effectively, the more knowledge, expertise, and capability they may have to increase your market and expand your community. See below for the complete list of training requirements and how to meet them.

DIAMOND ELITE TRAINING REQUIREMENTS

Complete the following:

- Attend Brother Experience in person
- Complete 10 BSU Courses annually

GOLD TRAINING REQUIREMENTS

Complete one of the following:

- Attend Brother Experience in person
- Attend a training event at the Brother Sews & Creative Studio; OR,
- Complete 15 BSU courses annually

Qualifications for the program training requirements are based on the 12 months prior to the qualifying month.

Please visit www.brothersewsuniversity.com to learn more about the BSU courses offered as well as stay up-to-date on all of Brother's in-person and virtual training events.

BROTHER AUTHORIZED SERVICE CENTER REQUIREMENTS

To be eligible for Diamond Elite level status, you must maintain an ASC certification.*

HOW TO BECOME A BROTHER AUTHORIZED SERVICE CENTER

Apply to become a Brother Authorized Service Center online at www.brothersupport.com.

GUIDELINES FOR OBTAINING AN ASC CERTIFICATION

- Must agree to and be able to provide depot warranty service to Brother customers
- Location(s) must be an acceptable storefront, easily accessible to customers and non-residential
- Must have a minimum of one full-time, Brother trained and certified technician per location
- Internet access required
- Complete and pass all applicable service and administrative training
- Complete credit application. Approval from Brother Credit Department required
- Must be at least five (5) miles from an existing ASC (some exceptions may apply)

Note: Brother does not offer exclusive service territories. Additional requirements may apply. All requirements are subject to change without notice. Final approval is given at the sole discretion of Brother.

WHY BECOME A BROTHER AUTHORIZED SERVICE CENTER?

- Receive work orders and requests for service through a customized Web portal
- Receive additional discounts on parts purchased when orders are placed online
- Various levels of Service Training available for each product category
- Web enabled warranty processing to streamline warranty claims reimbursement
- Authorized to provide service on products after completing applicable training
- Access to Brother's Technical Support website for technical documentation on both current and historical product
- Receive informative E-news

Additional types of Authorization available.

Contact us at technicaltraining@brother.com to learn more.

*Dealers may be subject to recertification as an ASC at Brother's discretion.

DOLLARS & SENSE

Discounted Online Parts Ordering Brother Authorized Service Centers (ASC)

- ASCs receive significant discounts off Suggested Retail Price of parts when orders are placed online. This is in addition to the standard discount Brother ASCs receive on parts orders. Brother offers competitive rates for all warranty repair work. Submitting claims is quick and easy with Brother's online claim system which streamlines the process and speeds up reimbursement.

Repair Referral

- Customers calling for repair on their Brother equipment are referred to ASCs in the customer's local area. Direct Referrals from Brother can increase an ASC's service revenue, accessory and supply sales, customer base and store traffic. Only Brother ASCs may receive direct referrals from Brother.

TRAINING

- Product Service Training is required to become a Brother ASC with access to Brother's Technical Support website and technical staff. Brother offers technical training through various methods to accommodate the ASCs busy schedule.
- Training is provided via Online Self-Paced training, field seminars and on-location training. (NOTE: On-location training is available on a case-by-case basis.)
- Online self-paced training is an excellent and flexible way for ASC technicians to learn about servicing Brother products at their convenience and with no out-of-pocket expenses.

SUPPORT

Online Support & Email Support

- Brother offers online technical support through its Authorized Service Center website. Full access to technical information, parts information, service updates and email support are just some of the features of this information center which is available only to Brother ASCs. Our technical support website is updated with the most current information on both new and historical products.
- As technology develops and customers keep their equipment for longer periods of time, we recognize the need to support older models and provide you with the ability to do so. Whether you need parts, software drivers and utilities, ROM upgrades or even an Owner's Manual, you'll find it all at brothersupport.com.



ADPP PROGRAM BENEFITS

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PROGRAM BENEFITS

| | | |
|---|---|---|
| Recognition | Diamond Elite Level Recognition on Brother Dealer Locator, Online Marketing and Dealer Marketing Collateral | Gold Level Recognition on Brother Dealer Locator, Online, Marketing and Dealer Marketing Collateral |
| Reduced Cost Financing Promotions | 6 | 2 |
| Special Savings | Two 20% Off Accessory Dealer Savings Coupon | One 20% Off Accessory Dealer Savings Coupon |
| Diamond Elite Reward (Net Purchases) | 0.50% | N/A |
| Event Support | 6 in-person days, 6 virtual days | 2 in-person days, 2 virtual days |
| Periodic Exclusive Rewards | Yes | Yes |

RECOGNITION

- We will update your program level status on the Brother Dealer Locator.
- When you log into the Dealer Support portal using your email address, you will see your status on the dashboard.
- We will mail you a decal that you can use at each of your locations displaying your Brother level status.



DEALER MARKETING COLLATERAL

- We provide you with your Diamond Elite or Gold badges to use on your website and social media handles. You can find these logos under the program resources page in Dealer Support.
- You can now log into the Dealer Support Site via your mobile device to get access to our marketing tools. You will also have the ability to email brochures right from your desktop!
- You will also have access to a new monthly Social Calendar created by our marketing team in Dealer Support to share product, promotions, and business tools. We plan your social calendar for you! All you have to do is post and tag #Brother.

DEALER MARKETING COLLATERAL

- On the Dealer Support portal, we will provide you with marketing collateral that you can use in marketing and product promotions. This is listed in Dealer Support under Assets.

Not sure how to utilize these amazing tools in Dealer Support?

We will put instructional tools in Dealer Support throughout the program.

REDUCED COST FINANCING PROMOTION

This promotion is designed to bring new customers into your store, event, and create new sales opportunities.

- Diamond Elite Recognition – Six 2-day promotions
- Gold Recognition – Two 2-day promotions
- Cannot be combined with other financing options
- Financing promotion is valid on any sewing and embroidery machine purchase over \$5,000
- 3rd party financing program rules apply
- Ask your DSM for details on how to submit for approval (pre-approval required)

SPECIAL SAVINGS

We are very excited to offer you a special Dealer Savings Coupon.

Diamond Elite Recognition - Two 20% Off Accessory Orders

Gold Recognition - One 20% Off Accessory Order

Coupon valid on one new accessory purchase order placed through your DSM before December 31, 2025. Minimum order is \$500 and includes free shipping.

One coupon per order, cannot be combined with other promotions, offers or discounts. Coupon not valid on bundles. Coupon cannot be reproduced, copied or shared. Brother reserves the right to modify or discontinue this offer at any time. Standard terms and conditions apply.

DIAMOND ELITE REWARDS (NET PURCHASES)

Net purchases are defined as all purchases minus returns and credits made by a Diamond Elite Dealer between January 1, 2025 through December 31, 2025 broken down by month.

- 0.50% Diamond Elite rewards accrue based on net purchases for Diamond Elite Dealers only
- You earn Diamond Elite Rewards for each month you have Diamond Elite Status
- You have 60 days to claim the Diamond Elite Rewards at the end of the calendar year
- Please reach out to your Brother DSM on how to use your Diamond Elite Reward
- Submit your claim to: DiamondEliteRewards@brother.com
- All terms in Appendix F of the Brother Dealer Agreement apply
- Diamond Elite Rewards can be utilized for Brother Products and Promotional Support



BROTHER EDUCATION AND EVENTS

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DEALER HOSTED CONSUMER SALES EVENTS, PARTNERED WITH BROTHER EDUCATION

Brother offers dedicated event support for dealer-hosted consumer sales events, on a cost-share basis. These events include virtual appearances, large consumer show booth support and In-store (or off-site) sales events. To book Brother education support, there is a cost share of 50 % for each educator engagement as of January 1, 2025. Once an event is requested, approved, and completed, the dealer will be invoiced for 50 % of the standardized event expense, which includes all planning, travel, and talent fees, unless the dealer is a part of the ADPP.

By being a part of the Brother ADPP, you will receive the following event support at Brother's sole cost and expense:

Diamond Elite Recognition:

- 6 Virtual Events (days)
- 6 In-Person Events (days)

Gold Recognition:

- 2 Virtual Events (days)
- 2 In-Person Events (days)

Requests for Educator support at your event must be submitted online through Dealer Support. Your Brother DSM will contact you to discuss your suggested sales goals for the event.

| Item Number (Reflected on billing invoice) | Description | List Price | Brother Cost Share (50%) | Dealer Cost Share (50%) |
|--|---|------------|-----------------------------|----------------------------|
| EVTOnSite | On-site Event Support (Includes Planning, Talent fees, Travel & 1 Day/ Educator Support) | \$3,100 | \$1,550 | \$ 1,550 |
| EVTAdd1Day | Additional Event Day for On-site Event Support (1 Day/Educator Support) | \$600 | \$300 | \$300 |
| EVTVirtual | Virtual Support (Planning & 1-Day/Educator Remote Support) | \$900 | \$450 | \$450 |

AUTHORIZED DEALER PARTNER PROGRAM BENEFITS

| Free Sales Event Support for Each Level | Number of Events | Event Type |
|--|------------------|-----------------------------------|
| Diamond Elite | 6 | In-Person/On-site Support (1 day) |
| | 6 | Virtual/Additional Event Day |
| Diamond Elite Total | 12 | |
| Gold | 2 | In-Person/On-site Support (1 day) |
| | 2 | Virtual/Additional Event Day |
| Gold Total | 4 | |

*Your In-Person/ On-site Event Support will be combined into a minimum of 2 days. By way of example, as a Diamond Elite Dealer, you can host one 2-day On-site event, and utilize 2 of your 6 allotted event support days, leaving you 4 remaining event days. Similarly, as a Gold Dealer, you can host a 2-day On-site event, and utilize all 2 of your allotted event support days for that one event. Speak to your DSM for further details.

PERIODIC EXCLUSIVE REWARDS

Example may include: Priority registration for Brother events, Exclusive Diamond Elite and Gold events and additional POP.

BROTHER EDUCATION AND EVENTS

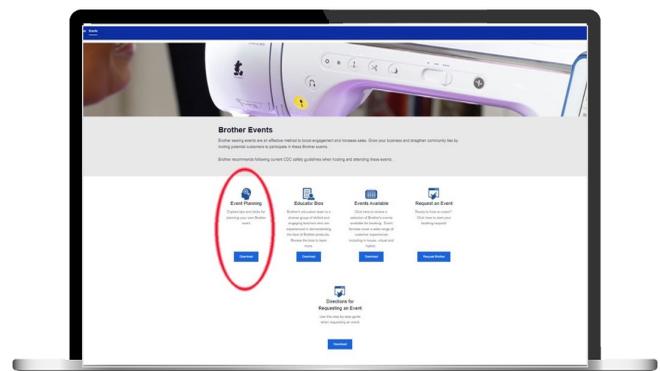
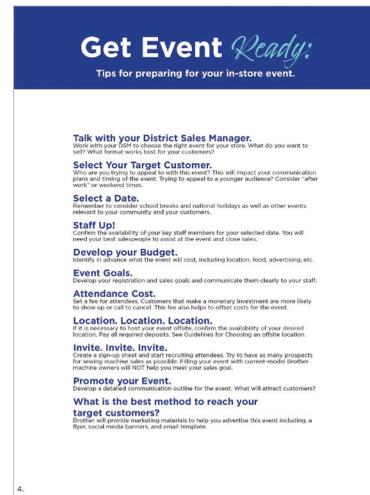
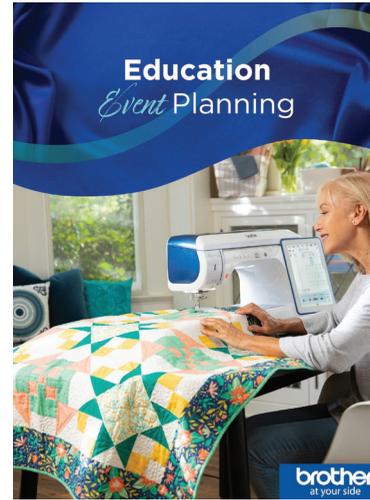
BROTHER EVENTS & EDUCATION INTRODUCTION

The Events and Education team plays a vital role in our business. This team directly supports our dealer partners and consumers to share the creative possibilities that can be achieved with Brother products. In addition, Brother provides training for our authorized dealers and staff, tying machine features with user benefits to ensure your team is confident of closing the deal and supporting your customer's creative journey. The Events and Education team is known as subject matter experts in sewing, embroidery, and crafting and is eager to share this expertise with Brother dealers and customers.

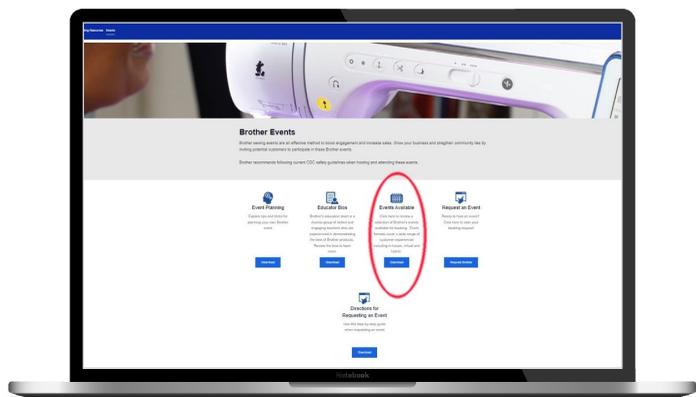
EVENT BENEFITS / TIPS FOR SUCCESS

Hosting an event is one of the most effective ways to attract new customers and retain existing ones by helping them discover the joys of owning a Brother product. All in-store events are fun, inspiring, and educational. From our wide assortment of sewing and embroidery machines to the cutting-edge technology of our electronic cutting machines to the vast amount of software, and accessories we all love, there is something for every level of sewist, crafter, and maker.

Hosting an event can be a big undertaking. To help with the pre-event planning, Brother has compiled a list of best practices and tips to help you navigate the ins and outs of hosting a successful event. View the details here.



<http://brotherinternational.zinfi.net/concierge/ucm/#/ucm/1991/content>



EVENT CATALOG | IN-STORE VIRTUAL EVENTS

We are pleased to be able to offer a selection of in-person and virtual events, all thoughtfully tailored to sell our products to your customers. The lineup includes both hands-on and lecture-demo style events with options for Luminaire and Stellaire machines in the sewing and embroidery product category as well as PR multi-needle machines and the ScanNCut DX. The Brother Education Team and your District Sales Manager will be your partners in creating a successful event.

For a complete list and descriptions of all Brother events, please download the Event Catalog on Dealer Support.

<http://brotherinternational.zinfi.net/concierge/ucm/#/ucm/1991/content>



HOW TO BOOK AN EVENT

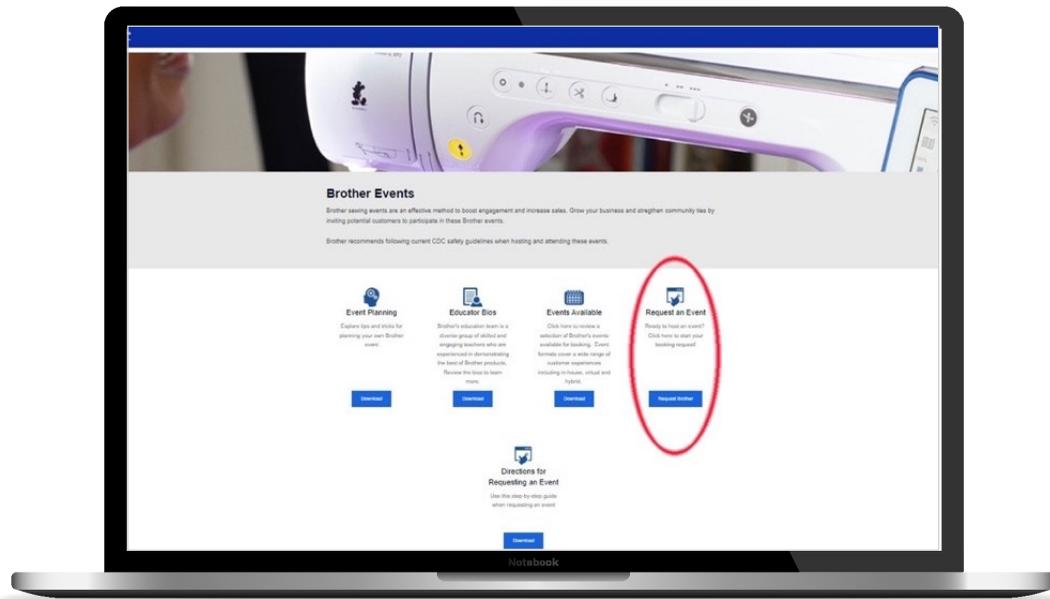
Requests for a Brother Education Event or Education Support at your 3rd party event or consumer show must be submitted online through Dealer Support.

- To complete your request online, log into Dealer Support and click on the Events tab.
- On the Events page, click Request Brother.
This will open a new screen where you can enter the information for your request.
- When you have completed all the required fields, you will be able to submit the form.

Your DSM will contact you to discuss your sales goals for the event. Once Sales has approved the request, an Educator will be assigned to the event and contact you to discuss details.

Status information is always up to date and available for your reference.

<http://brotherinternational.zinfi.net/concierge/ucm/#/ucm/1991/content>







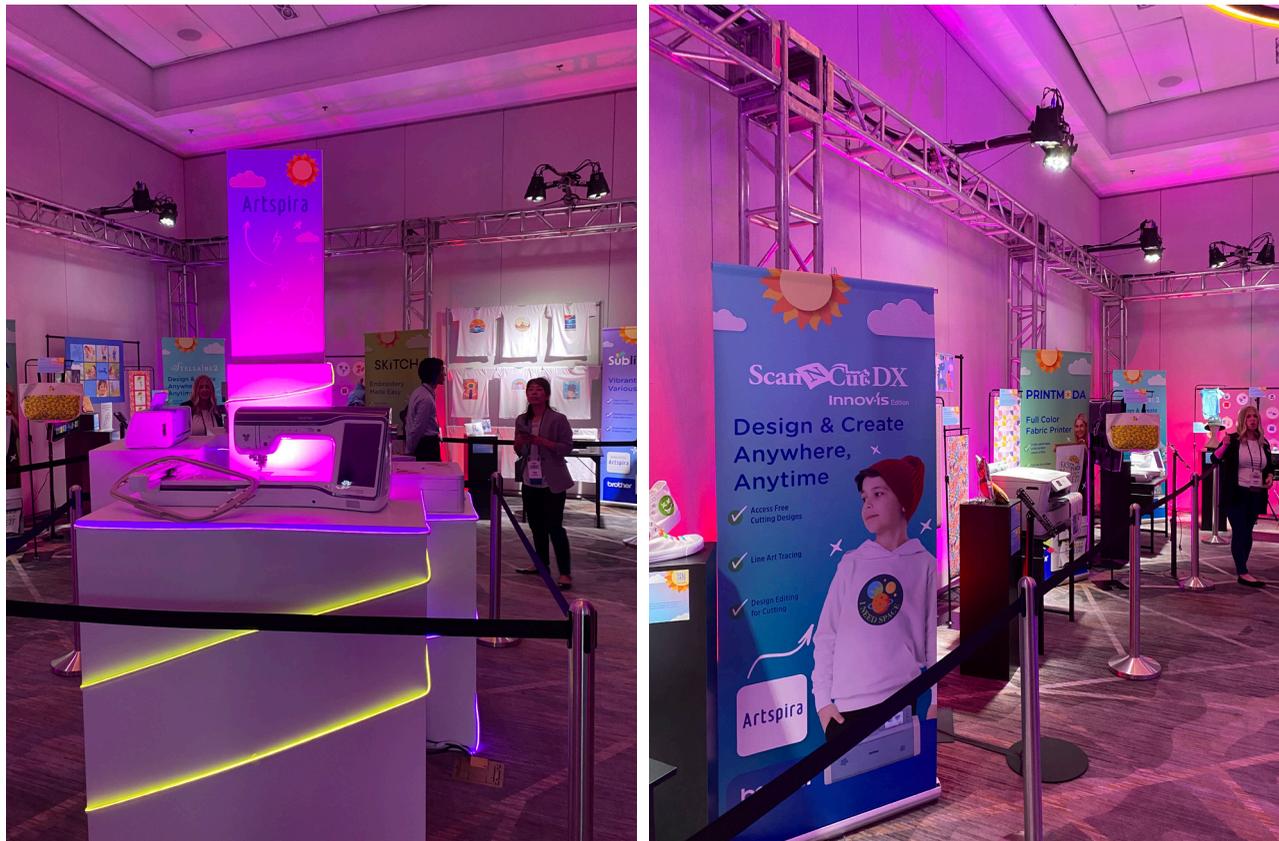
BROTHER EXPERIENCE

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BROTHER EXPERIENCE

Brother Experience is the annual Brother Dealer Conference, where the Brother product and education teams launch our newest lineup. The Education team hosts hands-on classes to demonstrate the latest technology and prepare you to sell these amazing products. Attendees can tour the “Test Drive,” where they can speak to product experts and experience the new machines up close and all they have to offer.



Visit the Artspira homepage for more information.

<https://www.brother-usa.com/home/sewing-embroidery/artspira>



REDISCOVER GREATNESS

To request access, please email the Brother Sews Education Team using link below or contact your Brother Sales Representative.
[Send Email](#)

Brother Sews University, please sign in.

password?

Log in

BROTHER SEWS UNIVERSITY

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BROTHER SEWS UNIVERSITY

Brother Sews University (BSU), the virtual education platform from Brother, is filled with exclusive resources. Brother Sews University is the online training portal for Brother dealers and staff to learn about Brother products and understand the value of our feature-rich technology to close more sales. These courses are available on-demand, 24/7 to enable you to learn at your own pace and on your own schedule. If you are an Authorized Service Center location, technicians will have access to technical support trainings too. Every Brother dealer has access to this amazing resource with unlimited staff logins available. Please speak to your sales rep for more details on how to get access. www.brothersewsuniversity.com

BSU: TOP PICKS FROM THE CATALOG

BROTHER DEALER LINEUP COURSE

This is a wonderful overview for anyone new to the Brother brand or just wanting to learn more. A guide to the Brother machine family.

POPULAR PRODUCT COURSES FOR 2025

Avener EV1

Join Brother Educators as they highlight the incredible features found on the Avener EV1. A total of 11 courses are available, including 8 'Try it!' courses with detailed, step-by-step instructions and videos, as well as a detailed course where you can learn how to effectively demonstrate the latest features of the Avener EV1 to potential customers!

PrintModa Studio Fabric Printer

Explore 9 different courses for the PrintModa Studio Fabric Printer. The See It! module will introduce you to key features of the new PrintModa Studio Fabric Printer and help you discover the creative potential when combined with the Artspira App! Welcome to a whole new category of crafting machines with the PrintModa Studio Fabric Printer.

Entrepreneur One PR1X

A total of 9 different Entrepreneur One PR1X courses are available. Get your customers excited about the single-needle versatility of the Entrepreneur One PR1X and take advantage of the incredibly popular Sell It! program to help tell the story of this amazing machine. Here, you will learn everything you need to know about the Entrepreneur One PR1X, from where it fits into the lineup and its new features to who the target customers are. Happy selling!

Stellaire 2

Choose from 20 courses to learn more about the Stellaire XE2 and XJ2 series of machines. The material in these modules covers the features and benefits, including the target customer for each machine. The fantastic Stellaire Upgrade Kit 1, for current Stellaire owners, is also reviewed.

ONLINE BROTHER DEALER & STAFF TRAINING

Once you are logged in to Brother Sews University, you will gain access to the course catalog. The catalog has a filter by product category, or you can use the search bar to find courses. The courses offer information on Sewing, Embroidery, Sergers, & Crafting machines plus software and accessories to ensure your staff has the knowledge to share with customers and confidently demonstrate machine features to close sales. The course catalog is updated with new courses each month so be sure to check in to see what's new!

The Brother Education team has taken it to the next level to provide you with a virtual Education which includes the four levels of product knowledge: **Seeing, Trying, Using, and Selling.**

SEE IT:

Learn, explore, and understand everything you need to know about our exciting new products so you can share them with your customers in the 'See it' session. In these informative product overview videos, you will learn the product, where it fits in the lineup, and the top features, including new and critical details.

TRY IT:

With so many new product features, it could be hard to keep up with all the excitement! With 'Try it', enjoy quick snip-it demo video(s) highlighting all the latest product details. Each video focuses on one feature and provides demonstrations that speak to different sewers.

USE IT:

Ready for the opportunity to experience the new features hands-on? Join us in 'Use it' courses for an interactive sew-a-long! These courses are project based so you can experience everything the new products have to offer! Download the class materials documentation and sew or craft along. These make great Dealer DIY events!

SELL IT:

We know all this exciting new information can be a bit overwhelming, so take advantage of the 'Sell it' resource to help you tell the story! Learn everything you need to know about the product - where it fits in the lineup, the new features, and who the target customer is. All this information will allow you to tell your customers the sell-up story within the series.

Product Courses Available:

- Aveneer Series
- Luminaire Series
- Entrepreneur Series
- Stellaire Series
- Innov-ís NQ Series
- Innov-ís NS Series
- Airflow Series
- ScanNCut DX Series
- Quilt Club Series
- Pacesetter Series
- PrintModa Studio
- Sublimation
- Mobile Applications
- PE-Design Software
- BES Software
- My Design Center Series
- Technical Service Training Series

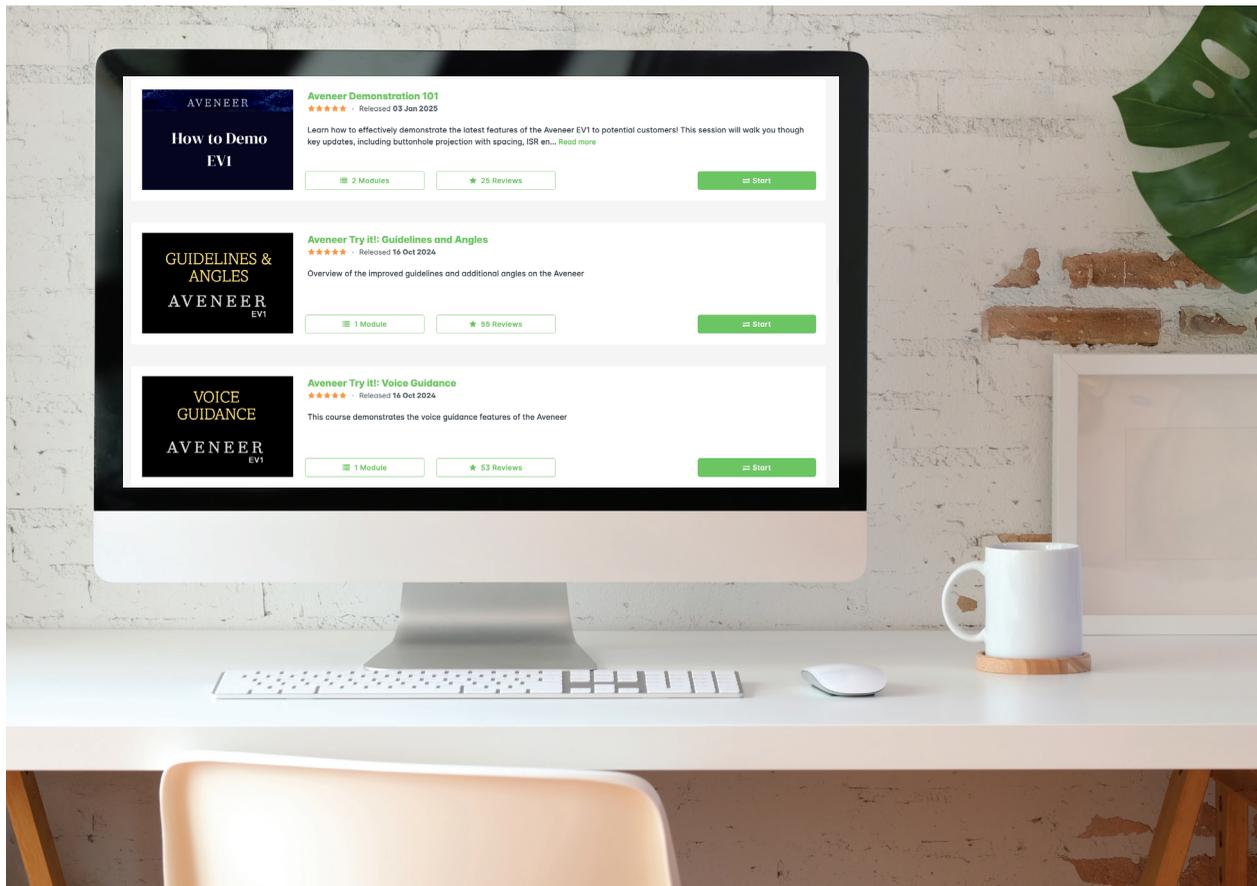


BROTHER SEWS UNIVERSITY RESOURCE LIBRARY

Brother Sews University has a library of resources that are available for download. Resources available include Dealer DIY events with Teacher Edition PowerPoint decks, Virtual Trunk Show PowerPoint decks, and more. Visit the Library to explore the available content.

SEW, WHAT'S NEW WITH BROTHER

The new quarterly video series from the Sewing and Crafts division, "Sew What's New With Brother," features business and marketing updates from the HAD Executive Team. Tune in to get the latest developments on events, sales training, education classes, and product announcements. With various presenters discussing different topics, you don't want to miss any critical Brother news.



BROTHER SEWS & CREATIVE STUDIO

brother
at your side



brother Sews & Creative studio



Welcome to the **Brother Sews & Creative Studio** in Bartlett, TN, where Brother product experts host in-person and remote Sewing, Embroidery and Crafting product education classes to support our dealer partners. Reach out to your District Sales Manager for opportunities to attend a product training session. In addition to instructor led training sessions, the space flexes to provide a Creative studio space to capture hi-resolution educational videos to provide Brother's "at your side" product knowledge for both dealers and our Brother customers.



BROTHER PRODUCT CATEGORY LINEUP

brother
at your side



BROTHER PRODUCT CATEGORY LINEUP

SEWING & EMBROIDERY



SEWING & QUILTING



EMBROIDERY ONLY



SEWING ONLY



MULTI-NEEDLE EMBROIDERY



SERGERS & COVER STITCH



CREATIVE PRINTERS



CRAFTING



ACCESSORIES





RESOURCES

brother
at your side





RESOURCES

- ADPP Questions? Please send to Brother's Dealer Support Mailbox:
Dealersupport@brother.com
- Dealer Support Contact: Karen Hughes
Karen.Hughes@brother.com
- Dealer Support Mobile App. You can download the app within the app store by searching UCM-ZINFI and it is the same credentials as the desktop version.
<https://brotherinternational.zinfi.net/>
- Brother Sews University:
www.brothersewsuniversity.com
- How to Become an Authorized Service Center:
www.brothersupport.com
- How to book an event:
<https://brotherinternational.zinfi.net/concierge/ucm/#/ucm/1991/content>

A decorative laurel wreath composed of stylized leaves, rendered in a lighter shade of blue than the background. It curves from the top left towards the bottom right, framing the central text.

brother
at your side