

# The ScanNCut Machine Receives High Praise As Brother International Corporation Wins Two Prestigious Awards

Brother International Corporation has kicked off 2014 with a stellar performance earning two awards for its innovative ScanNCut machine, the world's first electronic home and hobby cutting machine with a built-in scanner.

The ScanNCut machine sets the stage for groundbreaking technology in the crafting industry. As the first all-inclusive cutting machine, ScanNCut stands alone with its unique 300 DPI built-in scanner that has the ability to scan virtually anything, and save it to a USB memory stick for future use; or, for creating endless cut designs and then saving them to the machine's memory – all without using a computer or having to purchase a single cartridge! With 840 built-in designs, including quilt and appliqué patterns, along with a scanning area almost 12 inches wide, the possibilities of creating your most far-reaching designs are closer than ever before.

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– Dean F. Shulman

Senior Vice President of Brother International Corporation & head of the company's Home Appliance and Industrial Products Division.

The ScanNCut machine was voted the “#1 Hot Item” at the Craft & Hobby Association Mega Show in Anaheim, California by their prestigious Board of Directors. A few weeks prior, the ScanNCut machine was also given an Innovation & Design Award from an industry research firm, Envisioneering, during “ShowStoppers” at the 2014 Consumer Electronic Show (CES) in Las Vegas, Nevada.

“We are honored to be recognized by two of the most respected shows in the crafting and technology industries,” said Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company's Home Appliance and Industrial Products Division. “The ScanNCut machine has set the standard for innovation and creating for all DIY/crafters, paper crafters, quilters, sewers and mixed-media artists. We are unaware of any other

machine in its category that can come close to doing what the ScanNCut can do right out of the box.”

Brother dealers across the country are seeing an increase in sales of the Brother ScanNCut machine since the announcement of these two prestigious awards in January. “I know the awards have had some impact on our business,” said Rob Richards, owner of four locations of Rocky Mountain Sewing & Vacuum in the Denver-Metro area. “I've placed at least two more orders since the announcement of the awards.” He says although the awards are an intangible factor, and that sales based off the awards are difficult to track, the popularity and reputation of Brother and the ScanNCut machine has brought a sense of excitement; not only to his staff but to an untapped clientele. “ScanNCut is one of the most creative products we've seen in a while,” Rob said. “It bridges the gap between crafters and sewers and has created a buzz with non-sewers. It's a great feeling to introduce the ScanNCut machine to new customers, and I credit my dedicated staff for making it all happen.” Rob explains that one of the keys to his success as a Brother dealer is offering special events to promote new products and maintaining an on-going relationship with his customers. “We are there to help them with any questions about their machines and offer crafting technique tips and tricks.”

As a multi-line dealer for the past six years, Rob describes Brother as a ‘superpower corporation.’ He explained how Brother remains on the cutting-edge with high-quality products, groundbreaking innovation and technology, and research and development that is second to none. “Dealers have the power to build the culture in their communities,” Rob stated. “Embroidery is big in our community and



quilters have their special niche. The introduction of the ScanNCut machine and its incredible appliqué abilities have joined the two communities and opened the door to a ‘crafting cross-over.’

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– Paul La Ponte

In Seattle, Washington, the Brother ScanNCut machine is flying off the shelves at Quality Sewing & Vacuum Centers. As a business owner in the industry for over 30 years and the owner of 14 locations in the Puget Sound area, Paul La Ponte knows what it takes to create and maintain a successful business. “When it comes to selling, demonstration is key,” he said. With a demographic that is made up of mainly embroiderers and quilters, Paul said that his customers ‘flipped’ when they saw the incredible results of creating appliqué on the ScanNCut.

“The ScanNCut machine not only saves time when doing appliqué and cutwork, but it is easy-to-use. Its versatility has opened up a whole new realm of crafting.” Paul's keen sense of knowing a hot product when he sees one prompted him to begin taking orders from his customers – before the product even hit his

shelves. “I knew my customers would love this machine,” said Paul. “Brother always does a great job in creating exciting new products. I congratulate them in winning the two awards this year. ScanNCut is a forward-looking product that helps grow our business even more.” A few months ago, Quality Sewing & Vacuum Center sold 85 ScanNCut machines at the four-day Sewing & Stitchery Expo in Puyallup, Washington, the largest consumer sewing show in America with attendees from every state as well as ones from Canada, Australia and Europe. This overwhelming response to the Brother ScanNCut machine proves once again how Brother appeals to a wide range of crafters all over the world.

As Brother graciously accepts these two prestigious awards, they also want to recognize everyone along the way who has contributed their own unique talents, time and vision to create yet another award-winning product. “ScanNCut is a product that helps build a dream,” said Dean Shulman. “It allows one to imagine what could be and turns it into a reality.”

## ScanNCut

\*The sales experiences described here are those of the dealers mentioned and are not intended to imply that all dealers will achieve similar sales results with the ScanNCut machine.