

**brother**  
at your side

# Embroidery Business Solutions



# Introduction

Are you looking for additional income?

How about adding an embroidery offering to your existing business, or why not start your own home-based embroidery venture?

Why embroidery? Why Brother? Here are the only three reasons you'll need:

## 1. Personalisation and differentiation

Offering a customization service means you can give your customers something unique, bespoke and totally personal to them.

## 2. Value-added service which sets you apart from the rest

Offering in-house on-the-spot personalisation makes you fast and flexible, giving you the competitive advantage.

## 3. Great value for money

Brother's PR embroidery machines have been built for business perfection. Our free arm embroidery machines are recognised as market leaders for their quality of output. We design them to be innovative, long lasting, easy-to-use and of the highest quality. To ensure you're getting the best value for your money, we pair them with warranties, great training, servicing and after-sales support.

We make it our business to be with your business every step of the way. Invest in a Brother, invest in your business success today.



## Why start your own embroidery business?

With so many benefits to starting a home business, the question is why not?

### Choose your own hours

Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.

### Choose the best location for you

In your home, at a commercial location or within a retail outlet. Or, how about a mobile embroidery business that allows you to travel to exhibitions, fairs, festivals and special events\*?

### Choose the level of investment that suits you

Since you're the boss, you have control over your expenses and prices.

### You can even choose your customers!

School sports, favourite pastimes, interior design, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions the possibilities for selling your products are endless.

\*If applicable laws allow.



## Why add embroidery to your existing business offering?

From monogramming a formal shirt to adding team logos, offering a personalisation service lets you add value to the items you sell.

Modern customers want things turning around quickly. Offering an in-house embroidery service makes you fast, flexible and a one-stop shop for all your customers' needs.

### What can you embroider?

Transform everyday items into truly bespoke products:

- Embroider caps, athletic bags and shirts for local sports teams
- Monogram shirts, aprons and uniforms for businesses
- Personalise baby blankets and bibs
- Monogram towels, robes and napkins for wedding or anniversary gifts
- Create an endless variety of unique and profitable gift items

The business possibilities are endless with Brother embroidery machines.



### Potential customers

Embroidery's ability to change the ordinary to the extraordinary gives it universal appeal. The possibilities for selling your products are endless.

Potential customers are all around you - Consider the opportunities that exist.

- Service businesses such as hair salons, restaurants, car service stations and hotels are potential customers for monogrammed or personalised clothing and other items featuring embroidery.
- Print shops or personalisation/embroidery services may offer opportunities for contract work.
- Members of clubs and civic organizations snap up embroidered clothing, such as shirts or jackets, and wear it to advertise their membership.
- Cycling clubs and outdoor groups offer their members embroidered patches or appliqué on hats, shirts or jackets to commemorate major group rides and other events.
- Churches, synagogues and other houses of worship. Weddings, Bar-Mitzvahs, christenings, confirmations and other special celebrations present the perfect opportunity for embroidered gifts, such as monogrammed towels and napkins or personalised baby blankets and bibs.
- Special events in your area such as fairs, concerts and festivals. Embroidered shirts and caps make popular souvenirs. Consider setting up a booth at these events!

### Potential profit

The profitability of any business is dependent on how well-run and efficient it is.

Healthy product margins are common in the personalisation/embroidery business so there is no reason why you shouldn't expect good returns if you monitor finances and put the hours in.





# PR1060W

10 needle embroidery machine

When you mean business, choose an embroidery machine that's built for it. Professional level stitching speeds, fully customisable needle settings and workflows, plus the best of the best in embroidery technology are backed up by the Brother brand build quality.

10 needles, an extra-large working area and Innov-eye camera precision placement will give you the creative edge. When you need an embroidery partner to rely on, the PR1060W will always be At your side.



Compatible with



## My Design Center

Create your own unique designs with the built-in My Design Center. Scan or draw directly on the LCD display to create your own unique patterns like logos etc.



Scan it



Convert it



Embroider it

# PR680W

6 needle embroidery machine.

If you're ready to take your embroidery passion to the next level, the PR680W is the perfect machine to do it on. Incorporating the innovative, easy-to-use features you'll find in Brother's home embroidery range with the speed, accuracy and finish of our semi-professional machines this is the perfect choice for those moving from hobbyist to small business owner, or those looking to add an embroidery offering to an existing business.



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05	ABC	06	ABC	07	ABC	08	ABC	09	ABC
10	ABC	11	ABC	12	ABC	13	ABC	14	ABC
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Compatible with





# PR1

## Single needle embroidery machine

Live free and follow your embroidery dreams with the PR1. Whether you want to launch a range of custom bags or hit the road with colourful festival-wear, this innovative single-needle machine is the perfect match for you.

Designed with the small business in mind, the PR1 is compact enough to fit into smaller spaces. With a large embroidery area, fast stitching speeds, laser cross positioning feature and much more you'll soon see why the PR1 x you is the ultimate collaboration.

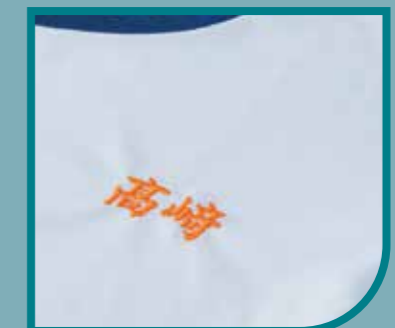




# VR

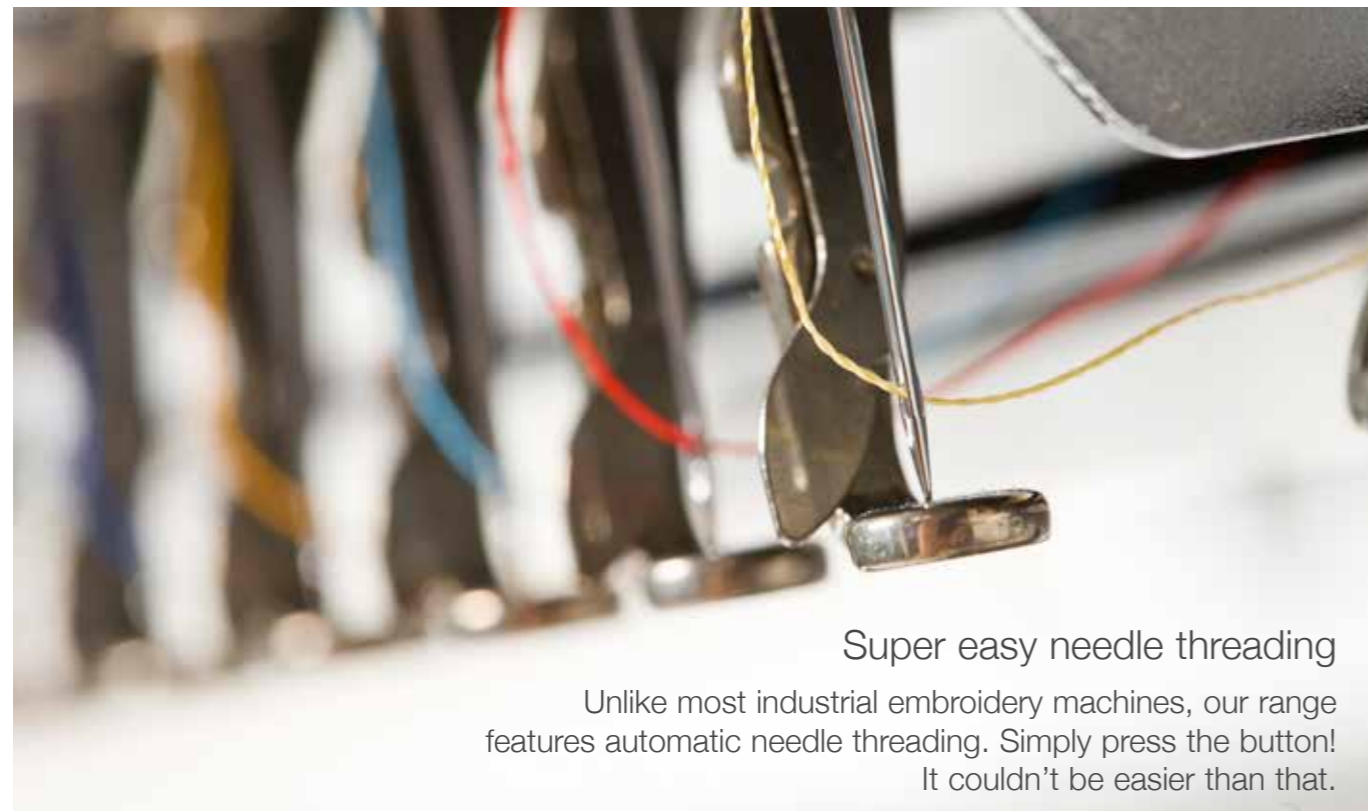
## Single needle embroidery machine

Designed to deliver the most intricate embroidery with a crisp, accurate finish, this high-speed embroidery machine also quickly converts into a free-motion quilting machine\*. Built with Brother's 100+ years of expertise, the VR lets you easily personalise everything from towels and clothes to bags, shoes and dog collars.



\*separate purchase needed

# What features make our machines so popular?



## Super easy needle threading

Unlike most industrial embroidery machines, our range features automatic needle threading. Simply press the button! It couldn't be easier than that.



## Intuitive interface

Our embroidery machines are intuitive to operate and totally user-friendly. No ugly looking, commercial style screens here! We've spent a long time developing easy-to-use colour touchscreens that our customers love.

## Embroidery pattern positioning (PR1060W)

The hardest part of embroidery can be making sure you embroider in the correct place, especially if you're new to machine embroidery.

With the PR1060W there's no such problem – we've provided a built-in camera to help you position your design exactly where you want to embroider it, all in real-time!



## Live camera

Use the built-in camera function to position your design exactly where you want to embroider it, all in real-time!



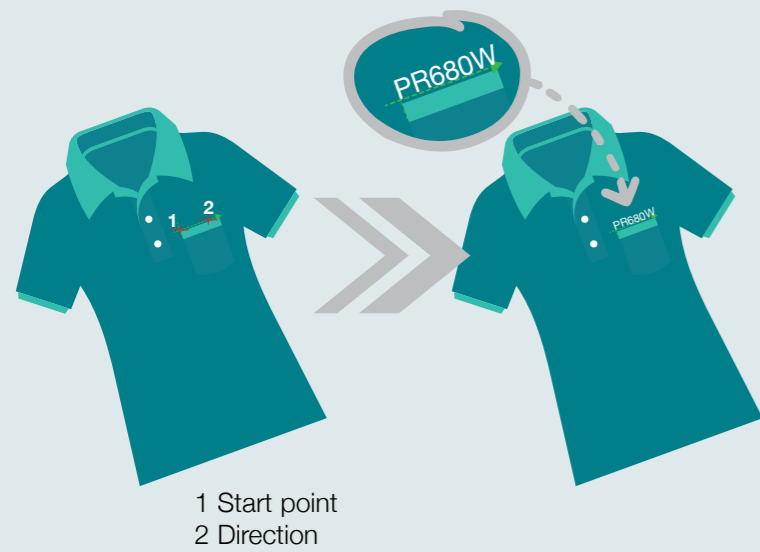
## Position scanning

Scan projects in the hoop and display them on the large screen, so you can easily position the design before you start to embroider. Ideal for positioning patterns on necklines or complex quilt squares. Patterns can be re-sized, edited and the angle adjusted as required to suit the garment or project.



## Camera positioning sensor

Rotate and position the embroidery exactly where needed, thanks to the built-in camera.



### Crosshair laser pointer for perfect needle positioning (PR1 & PR680W only)

With the largest crosshair pointer on the market you can see exactly where your needles will drop, ensuring perfect pattern placement every time. Position and align the embroidery patterns in a simple and accurate way, thanks to Brother's unique positioning function. So the angle and direction of the embroidery pattern will be automatically adjusted. The exact placement can be selected from nine reference points: the center, four corners and four midpoints of the sidelines.



### Video tutorials and help guides

Our machines all come with on-screen video tutorials and several built-in help guides that will guide you through any embroidery question you may have. Whatever your query, we're always *at your side*.

### My Design Center (for PR1060W only)

My Design Center integrates seamlessly with the PR-embroidery machines' Camera Scanning Technology to offer new design capabilities at your fingertips, all without a PC. Draw or doodle directly onto the LCD display, and watch your design spring to life in the large drawing area.

Scan line art, handwriting or printed clip art and have it transformed into embroidery data. Easily add stippling or fill patterns to your embroidery designs and quilt blocks.



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13	ABC	ABC	ABC	ABC	17	ABC	18	ABC	19	ABC	20	ABC
21	ABC	ABC	ABC	ABC	25	ABC	26	ABC	27	ABC	28	ABC
29	ABCDE	ABCDE	ABCDE	ABCDE	33	ABCDEFGH	34	あいう	35	あいう	36	あいう



### Variety of built-in fonts and designs

The PR and VR embroidery range comes with a generous amount of built-in fonts, so personalising items with names and phrases is child's play. Simply enter the text your customer wants onto the colour touchscreen, select the size, even choose to curve or extrude the letters - all in a few easy steps.

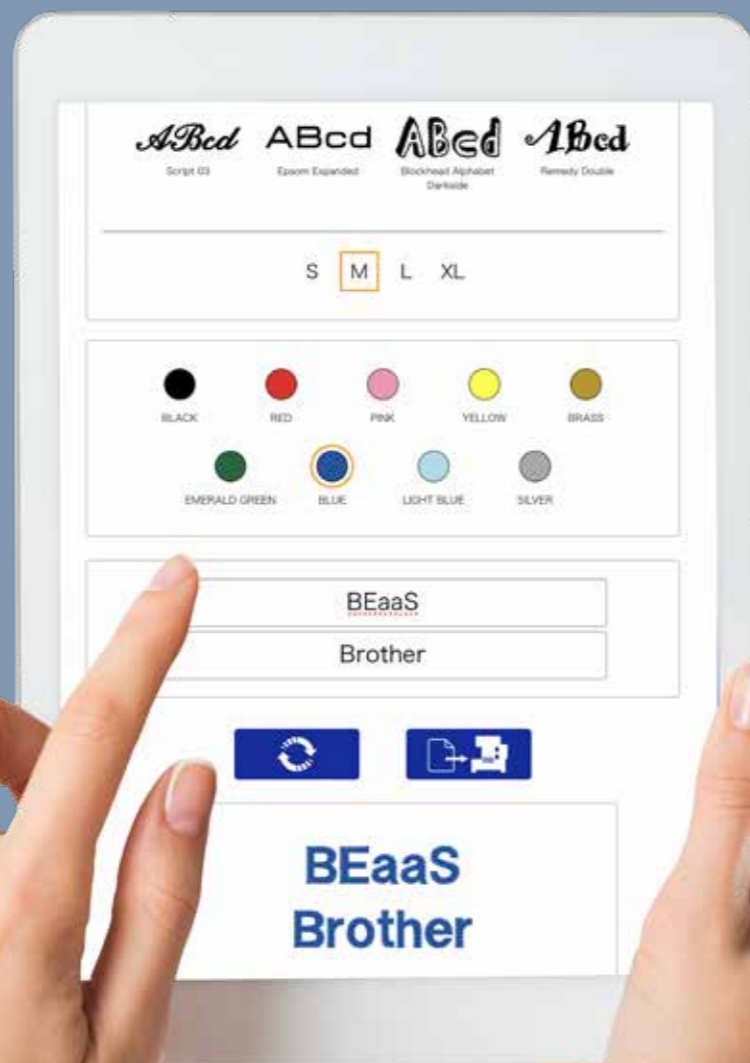
### Additional features which makes business sense:

- Variable speed: 400 to 1,000 stitches per minute  
Select the best embroidery speed for your project or choose different speeds for individual needles to suit speciality threads.
- Link up to 10 machines via Wireless LAN with the PR1060W and PR680W  
With the PE-Design 11 software (separate purchase required), it's possible to link up to 10 machines via a single PC to enhance productivity. Send designs to multiple machines. Queue name changes with the new name drop feature. Ideal when making personalised items such as team shirts.
- Automatic frame determination  
Detect the attached frame and display its contents directly on the screen.



John

Brother



# BEaaS name designer

Personalisation just got easier with the BEaaS Name Designer\*.

With Brother's BEaaS Name Designer application, anyone can easily convert text to embroidery data and wirelessly transfer it to a compatible Brother embroidery machine.

- More choice – fonts, colours, frame sizes, font size, thread density settings, character spacing adjuster and under-sewing options
- Eliminate errors – customers type direct into the web application
- Faster workflow – stitch out while a new customer types
- Save time – limit customer font colour selection to the threads on your machine
- Expand – add personalisation as a service
- Compatible with PR1060W and PR680W embroidery machines



By facilitating customer data input you can connect them to the personalisation process. Eliminate errors, save time and store their design data for repeated use. With a realistic 3D preview, customers can preview the finished result in advance.



With 124 built-in fonts and 24 colours you can offer over and beyond when it comes to personalisation. Don't want to slow down the workflow or keep changing thread colours? Limit which fonts and colours are available to your customers. For advanced users, the app can adjust the space between characters, set the embroidery size limit, thread density and whether to strengthen the embroidery with under-sewing.



Get your personalisation business up and running in no time. The BEaaS web app is cloud-based, so there's no need to install any software. Its easy interface means customers can use it straight away. And we've made it so easy – new starters can use it on their first day of work!



Use the integrated memo function to easily manage each customer's generated embroidery data. All data is stored safely in the cloud for easy retrieval for each customer. With no need to save data on your own hardware, you won't need to purchase extra storage facilities.

\*Termination. Brother shall have the right to terminate this EULA at any time by providing a written notice to you if you commit a material breach of any terms of this EULA and fail to immediately rectify such breach upon Brother's request. We may terminate the Service without prior notice to you. We will notify you of the termination by any means we deem it reasonable. In no event shall Brother be liable for any loss arising out of, or in connection with the termination of the Service.

## Compare and choose the right machine for your needs.

	VR	PR1	PR680W	PR1060W
<b>Number of needles</b> More needles enable you to embroider multi-coloured designs quickly and easily.	1	1	6	10
<b>Auto needle threader</b> Simply press the automatic needle threading button to see the upper thread pass through the needle quickly and securely.	Yes	Yes	Yes	Yes
<b>Large embroidery area</b> Create even bigger embroidery designs. Adds flexibility and impact to your designs.	200 x 200mm	200 x 300mm	200 x 300mm	200 x 360mm
<b>Positioning function</b> Function to place embroidery designs and/or joining of larger or border patterns.	LED pointer	2-point positioning using laser crosshair	2-point positioning using laser crosshair	Camera sensor technology
<b>Flexible threading system</b> Easy threading prevents thread tangles and knots and provides stable thread tension.	No	No	No	Yes
<b>Tubular Frame Table</b> Embroider easily on sleeves, trousers, and other tubular items.	Optional	Optional	Optional	Yes
<b>Table</b> Supports large and heavy projects.	Optional	Optional	Optional	Optional
<b>My Design Center</b> Adds powerful and unique design capabilities without the need for a PC. Easily convert line art and handwriting to embroidery.	No	No	No	Yes
<b>Built in lettering styles</b> Customise all your projects with a range of lettering styles and text effects.	20	32 + 3D puff font	50 + 3D puff font	50 + 3D puff font
<b>Automatic thread trimmers</b> Cuts upper and lower thread automatically at the end of each colour change, and cuts jump stitches too.	Yes	Yes	Yes	Yes
<b>Design rotation</b> Rotate any design in 1-degree increments. Makes editing and placements of designs very easy.	Yes	Yes	Yes	Yes
<b>Appliqué function</b> Create full colour appliqués, perfect for badges and medallions.	Yes	Yes	Yes	Yes
<b>Matrix copy</b> Create repeated designs with the Martrix Copy function.	No	No	No	Yes
<b>Speed range</b> Variable speed range: flat 400 to 1,000 spm, cap 400 to 600 spm.	Yes	Yes	Yes	Yes
<b>Manual colour sequence</b> Set colour sequence by needle number.	No	No	Yes	Yes
<b>Anchor needle speed</b> Set individual needle speeds to suit specialist threads.	No	No	Yes	Yes
<b>Wireless LAN capability</b> Use wireless capability to link up to 10 machines (with PE-Design 11, separate purchase needed), sending designs to machine from PC.	No	No	Yes	Yes
<b>My Stitch Monitor app</b> Keep track of your embroidery progress via mobile device.	No	No	Yes	Yes
<b>App compatibility</b> Connect wirelessly to BEaaS and Artspira design apps.	No	No	Yes	Yes



VR



PR1



PR680W



PR1060W



## Software

While many embroidery tasks can quickly be completed via the built-in functions of the machine, embroidery software will increase the scope and versatility of the designs you can achieve and even offers the possibility to link and send designs up to 10 PR1060W and PR680W machines.

Brothers PE-Design embroidery design software enables to you convert, edit and scan your own embroidery designs on your PC.

This is ideal for creating logos and bespoke artwork from your own or customers' designs. This can be quickly converted into embroidery data ready to embroider onto a wide range of items from T-shirts, caps, bags, jackets, shoes etc.

Additionally, PE-Design provides an extensive collection of built-in fonts and designs to help you create your own designs and to personalise items with names or labels etc.

We've also partnered with Wilcom to bring you the very latest and very best embroidery software Brother BE EmbroideryStudio on the market. When you need powerful yet intuitive embroidery design and digitisation software, we've got you covered. Feature rich, time saving, professional output – especially designed for embroidery professionals and top tier hobbyists.



For more information contact your dealer

## Threads, backing and stabilisers

A huge array of thread is available in a myriad of colours, textures and finishes. It's important to research the available choice and choose a recognised, good quality brand that will deliver the quality needed for your business.

Backings and stabilisers are also key as they will help to ensure a high-quality, professional finish. There is a wide selection available and the choice will depend on the type of fabrics being embroidered.

Speak to your Brother PR agent who will be able to advise on the various options for your requirements.

## Accessories

A wide range of accessories are available to handle all sorts of embroidery tasks from adding embroidery to shoes, caps, shirts sleeves and pockets to large horse blankets and kit bags.

The application list below will help you choose the right accessories for the job.

