



# 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. Get more for less

Brother PR-embroidery machines have been recognised as market leaders for quality of output. This doesn't mean they're expensive, or hard to use - quite the opposite. We design our machines to be easy to afford and easy-to-use. New staff can master basic usage in just 1.5 hours!

The state-of-the-art Brother embroidery machines are designed to give you the basic equipment to become your own boss, with the flexibility to fit most work places from a spare bedroom to a workshop or retail environment.



## 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.

	Polo Shirt*	Caps*	Team Jacket*
Suggested retail price	€15.00	€10.00	€50.00
Your wholesale price	€4.50	€2.50	€25.00
Supplies to personalize (thread, backing, etc.)	€0.50	€0.50	€1.00
Less your cost	€5.00	€3.00	€26.00
Your gross profit	€10.00	€7.00	€24.00





# PR1055X

## 10 needle embroidery machine

The PR1055X incorporates many features which work together to enhance your productivity. Ten needles give you a much wider range of colours. Coupled with an extra-large embroidery area and InnovEye intelligent camera positioning sensor, the PR1055X offers increased versatility and precision.

The compact design makes it the ideal embroidery machine for small workshops or even within the home, and makes it portable enough to take to events. A wide variety of accessories give you the flexibility to embroider a huge range of items.



## My Design Center

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



Draw it



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
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20	ABC	21	ABC	22	ABC	23	ABC	24	ABC
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## VR

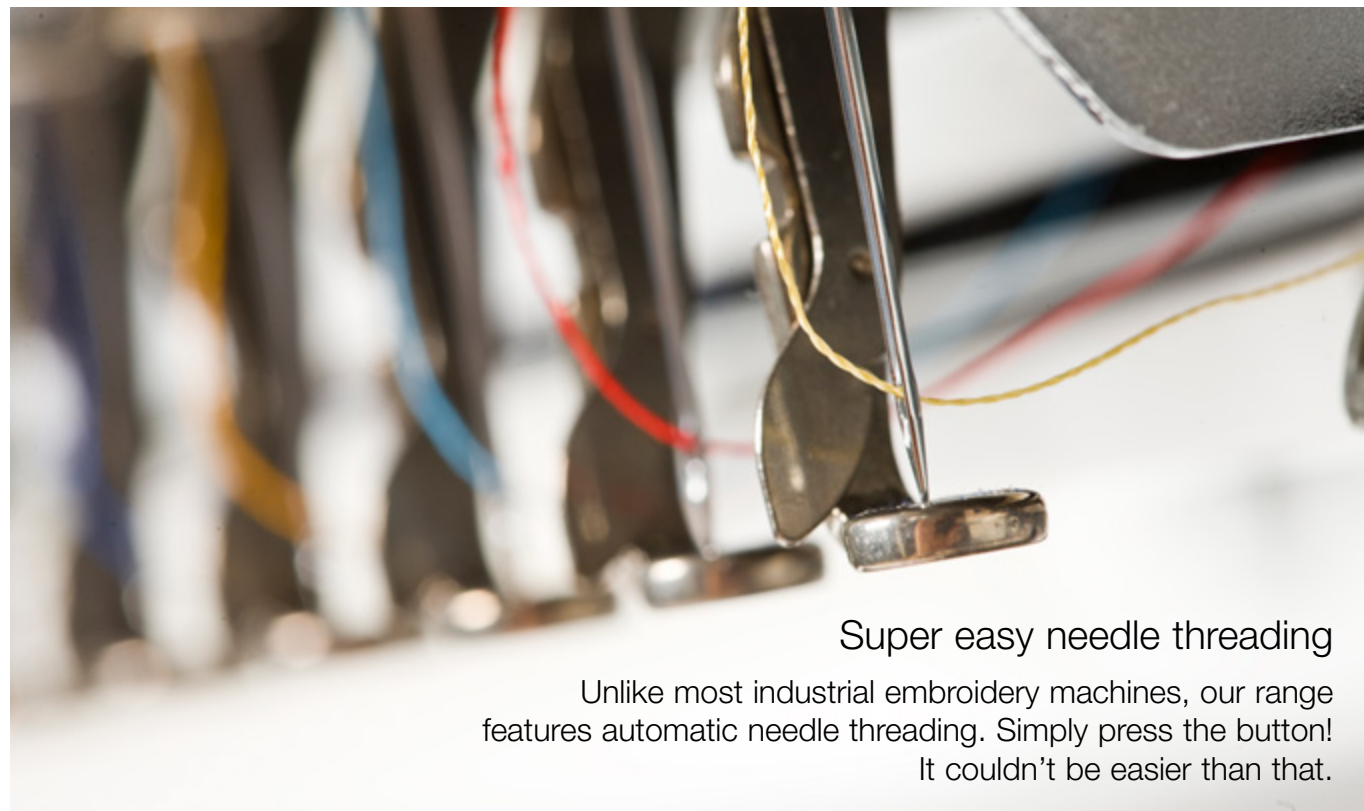
### Single needle embroidery machine

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.



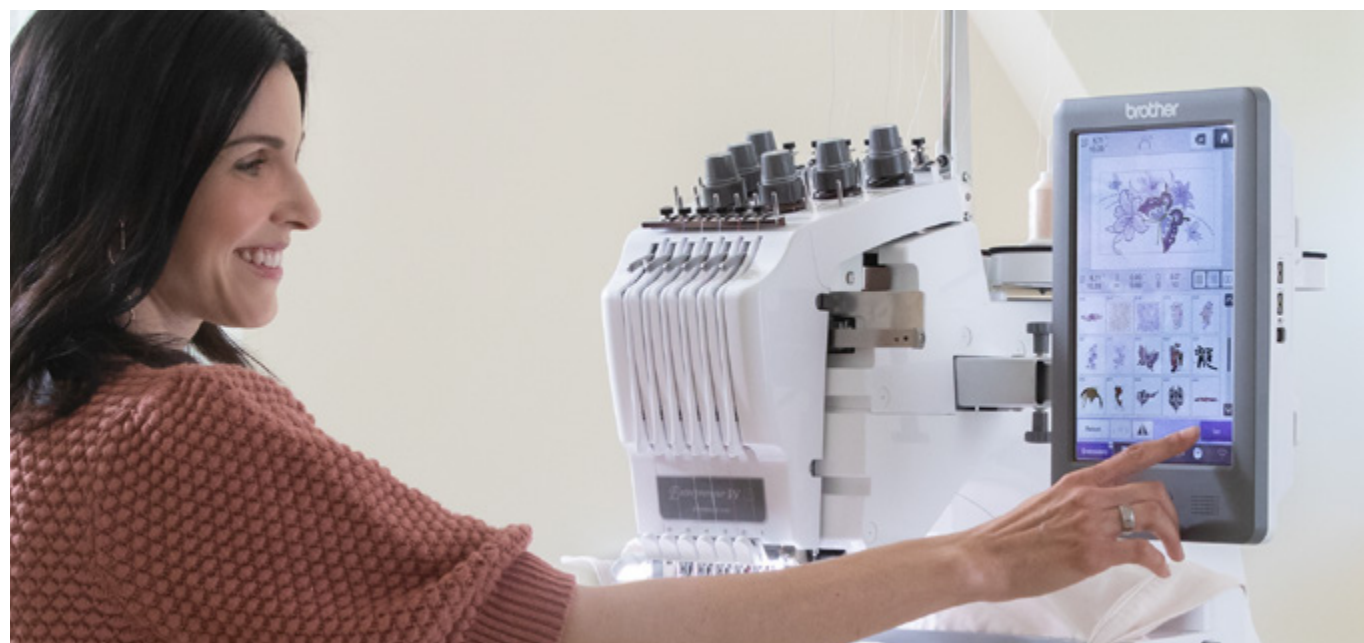


# What features make our machines so popular?



## 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 (PR1055X)

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 PR1055X 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

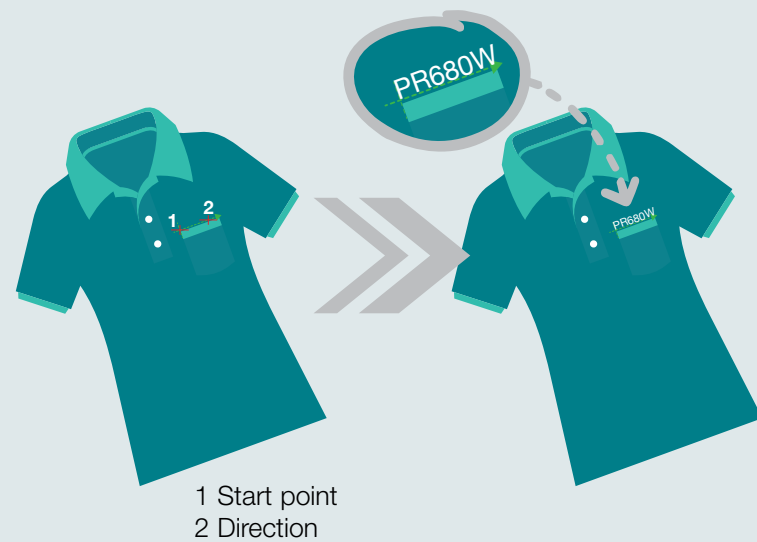
Scan projects in the hoop and display them on the large screen, so you can easily position the design before you start to embroider. Ideal for positioning patterns on necklines or complex quilt squares. Patterns can be re-sized, edited and the angle adjusted as required to suit the garment or project.



## Camera positioning sensor

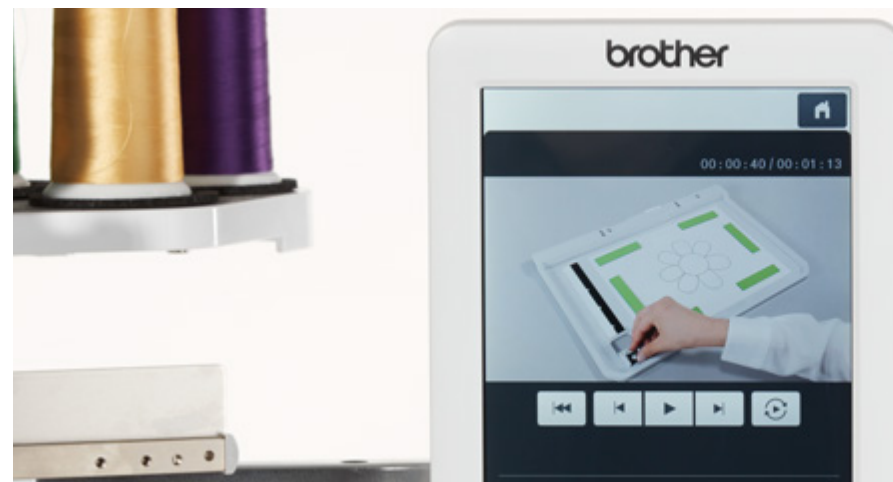
Rotate and position the embroidery exactly where needed, thanks to the built-in camera.





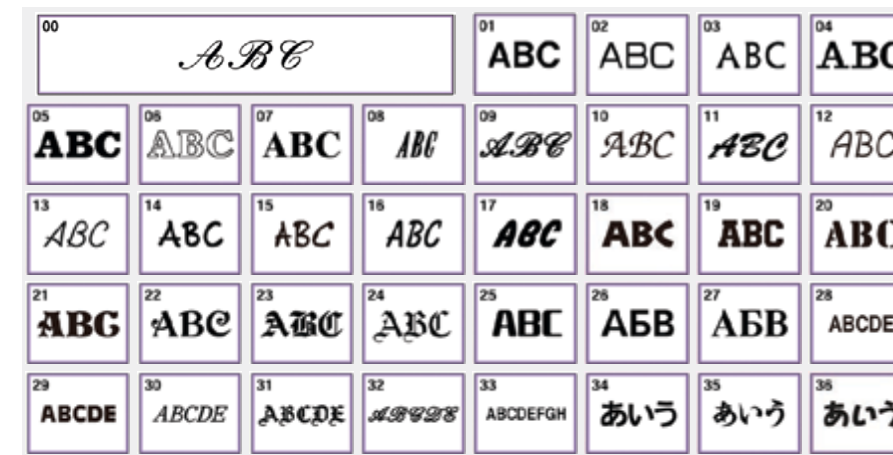
## Crosshair laser pointer for perfect needle positioning (PR680W only)

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*.



## 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.



## My Design Center (for PR1055X 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.

Or, use the scanning frame to 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.



## 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 PR1055X 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.



Compare and choose the right machine for your needs.

	VR	PR680W	PR1055X
<b>Number of needles</b> More needles enable you to embroider multi-coloured designs quickly and easily	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
<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 360mm
<b>Camera function</b> Advanced camera sensing function for design positioning and backwards/forwards function	No	No	Yes
<b>Flexible threading system</b> Easy threading prevents thread tangles and knots and provides stable thread tension	No	No	Yes
<b>Table</b> Supports large and heavy projects	Yes	Optional	Yes
<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	Yes
<b>Built in lettering styles</b> Customise all your projects with a range of lettering styles and text effects.	20	50	37
<b>Automatic thread trimmers</b> Cuts upper and lower thread automatically at the end of each colour change, and cut's jump stitches too.	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
<b>Appliqué function</b> Create full colour appliqués, perfect for badges and medallions.	Yes	Yes	Yes
<b>Speed range</b> Variable speed range: flat 400 to 1,000 spm, cap 400 to 600 spm.	Yes	Yes	Yes
<b>Manual colour sequence</b> Set colour sequence by needle number.	No	Yes	Yes
<b>Anchor needle speed</b> Set individual needle speeds to suit specialists' threads.	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	Yes	Yes
<b>My Stitch Monitor app</b> Keep track of your embroidery progress via mobile device.	No	Yes	Yes





# 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 PR1055X 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 which 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.

# 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.

<b>Cap Frame</b>
Embroider your caps effortlessly. Three cap frames are available. One with an embroidery area of up to 130 x 60mm. The other features a generous work area of up to 360 x 60mm (only available for the PR1055X). The flat brim cap frame allows you to embroider more types of hats, and 35% closer to the brim depending on the cap. The embroidery area is 130 x 60mm.
<b>Cylinder Frame</b>
The must have frame to embroider sleeves, trouser legs or anything cylindrical, avoiding the need to undo any seams. Cylinder frame size 90 x 80mm.
<b>Clamp frame</b>
The clamp frame kits are ideal for adding embroidery to shoes, inner jacket pockets, cuffs, gloves and much more. Clamp frame size 45 x 24mm.
<b>Round frame kit</b>
The round shape of the frames help to make hooping up garments easy, avoiding elements such as buttons or collars. The round frame kit includes 3 round frames; Small 100mm, Medium 130mm, Large 160mm.
<b>Compact frames</b>
Compact version of normal frames and come in 4 different shapes - Circle, Wide Oval, Long Oval, Square. Perfect for smaller embroidery on baby clothes, pockets, cuffs, collars... Circle frame size 38 x 44mm, Wide Oval frame size 41 x 70mm, Long Oval frame size 33 x 75mm, Square frame size 50 x 50mm.
<b>Double sided Clamp Frame</b>
This square clamp frame is completely free on 3 sides, making it ideal for embroidering onto bags and other 3D items. One side of the hoop has a brush finish and is used for woven fabric, the other side has rubber grip which is perfect for slippery material. Both sides will leave your fabric hoop mark free. Double sided clamp frame size 100 x 100mm.
<b>Border frame</b>
Embroider beautiful continuous designs and borders, made easy with the border frame. This clamp style frame allows you to glide the fabric through, ready for the next section of your border. Ideal for a wide range of projects from fashion to furnishings.
<b>Quilt Frame</b>
Designed to fit traditional 8" quilting squares, this frame is also set for excess fabric on larger projects to be placed over the top of the hoop arms so that it doesn't drag down. Quilt frame size 200 x 200mm.
<b>Sleeve frame</b>
Ideal for adding embroidery to sleeves, trousers, baby rompers, etc. Sleeve frame size 70 x 200mm
<b>Magnetic Frame</b>
This small but mighty frame holds together using strong magnets, making it very quick and easy to hoop up your fabric. Being completely free on 3 sides makes it ideal for small embroidery on tricky garments or bags, and it also won't leave hoop marks on your fabric. Magnetic frame size 50 x 50mm.
<b>Machine stand</b>
This mobile stand securely holds PR or VR machines and provides ample storage for accessories and threads.
<b>Tubular Frame Table</b>
Embroider easily on sleeves, pants, and other tubular items. Serves as extra support for big fabrics.
<b>Magnetic Sash Frame</b>
Hoop and embroider thick materials with ease. Avoid fabric shifting and the need to rehoop the fabric when connecting designs or embroidering large areas. Embroidery size 360 x 200mm (for PR1055X) and 300 x 200mm (for PR680W).
<b>Versatile Magnetic Frames</b>
Save time with Brother's new 130 x 180 mm and 100 x 100 mm magnetic embroidery hoops. Don't waste time fiddling with catches or levers, just hoop material, set and go. It's so easy and accessible, anyone can use it.



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at your side

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