

BERNINA INTRODUCES ITS NEW 7 SERIES LINE WITH PATENT-PENDING BERNINA 9 HOOK TECHNOLOGY

Innovative and versatile machines designed for sewing, quilting and embroidery

AURORA, Ill. – July 9, 2012 – BERNINA of America is pleased to announce the launch of a new line of sewing, quilting and embroidery machines called the 7 Series, available at dealerships in the U.S. in September. Consisting of three machines including the BERNINA 710, the BERNINA 750 QE (Quilter's Edition), and the BERNINA 780 E (Embroidery), the new 7 Series features the world's first, patent-pending BERNINA 9 Hook (B 9 Hook). The B 9 Hook uniquely combines the advantages of the two best hook technologies, the rotary and CB hook, enabling higher sewing and embroidery speeds, 9 mm stitch width, and extra bobbin capacity. BERNINA's new DesignWorks Software and companion accessories, which will debut in October, are compatible with both the B 750 QE E (with embroidery module) and B 780 E. The DesignWorks products can be used with select BERNINA embroidery machines to cut custom shapes, paint and create custom crystal appliqués. Authorized BERNINA Dealers were given a first look at the 7 Series today while attending this year's BERNINA University training conference in Washington, D.C.

"We are pleased to introduce the new 7 Series, which combines a simple and classic design with cutting-edge technology and superior stitch functions," said Paul Ashworth, President of BERNINA of America. "With attention to every detail, the BERNINA 7 Series represents elegance packaged with the ultimate in sewing innovation."

The B 9 Hook allows for sewing speeds of up to 1,000 stitches per minute and up to 9 mm stitch width. The centrally placed driver and two oscillating lobes of the B 9 Hook allow the thread to flow unobstructed and quietly, offering top sewing quality and precision. The B 9 Hook also features a bobbin that can hold 80 percent more thread than BERNINA's standard bobbins.

The BERNINA 7 Series features three innovative and versatile machines, including:

- **BERNINA 710 (MSRP \$4,599)**
The B 710 is the ideal machine for the sewing enthusiast who enjoys the creative process and traditional techniques with a contemporary touch. The B 710 combines innovative ideas with lots of space, providing more room for all your sewing projects. It features 680 sewing stitch patterns, including 200 decorative stitches, and comes standard with five presser feet. The B 710 is also compatible with the BERNINA Stitch Regulator (BSR), designed to assist you in mastering free-motion stitching techniques with ease. Also, with the addition of the right accessories, the B 710 will take the user from crafting to home decorating to quilting with ease.
- **BERNINA 750 QE (MSRP \$5,499, \$7,499 with embroidery module)**
The B 750 QE is specially accessorized for the quilting enthusiast. The B 750 QE includes a total of 837 sewing stitch patterns, and is equipped with over 30 quilt stitches, eight presser feet and 70 embroidery designs. It also comes standard with the BSR, making it the perfect fit for the quilter who is looking for a machine with the best quilting features available. The BSR detects the movement of the fabric using an optical sensor and regulates the needle movement to create even, consistent free-motion stitching. The extensive range of available accessories, including an optional embroidery module,

offers the B 750 QE owner the option of expanding their creative options to other sewing specialties such as heirloom, home decorating, crafting and garment sewing. The B 750 QE is also compatible with the new DesignWorks Software and companion accessories.

- **BERNINA 780 E (MSRP \$10,999)**

The BERNINA 780 E offers top quality embroidery, sewing and quilting functionality in an elegantly designed machine that leaves extra room for imagination. The B 780 E comes standard with the BSR and an assortment of nine presser feet. It includes a total of 1,306 sewing stitch patterns and is also capable of 360-degree, multi-directional sewing. Additionally, over 130 high quality embroidery designs are built into the B 780 E along with elegant fonts for personalizing your projects. You can even quickly upload your own embroidery designs onto the machine using the convenient USB port. The B 780 E is compatible with the BERNINA Embroidery Software V6, and the new DesignWorks Software and companion accessories

The 7 Series offers many features to make sewing easier. Each machine is equipped with a color touch screen for intuitive navigation and features the integrated BERNINA Dual Feed which tames hard-to-manage and fine fabrics. The 7 Series also includes an extended frearm area with ten inches of space to the right of the needle and a practical extension table with ample space to hold your larger sewing projects. Additional features include a presser foot that automatically lowers and lifts. It will even cut the thread for you at the end of your seam or color change. All machines in the 7 Series are also equipped with a semi-automatic needle threader, one-step buttonhole sewing program, slide speed control and a built-in Sewing Consultant that is ready to assist you at anytime. Additionally, the 7 Series provides an exclusive level of stitch control. Whether altering stitch length, stitch width or needle positions, or even creating combinations, the 7 Series will remember the stitch details for you.

The DesignWorks Software features the CutWork, PaintWork and CrystalWork components, turning your embroidery machine into a mixed media tool. With CutWork, you can cut shapes, patterns and designs from multiple layers of fabric. PaintWork allows you to apply pen drawings to fabric and textiles. Finally, you can create crystal appliqué patterns for textiles and garments using CrystalWork.

To learn more about the state-of-the-art BERNINA 7 Series, exclusive B 9 Hook and DesignWorks Software Suite, please visit www.berninausa.com/7-series.

About BERNINA

Founded in Switzerland more than 100 years ago, BERNINA is the world's premier manufacturer with a proven reputation for offering state-of-the-art sewing and embroidery systems, sergers and embroidery software. BERNINA's leadership is marked by an impressive number of industry leaders, influencers and artisans who chose to partner with the company. BERNINA products are sold in the United States through a network of approximately 450 fully trained independent dealerships. In 2008, the company introduced the revolutionary BERNINA 830, a machine designed to change the home sewing industry. To learn more and to find a dealer, visit www.berninausa.com or call (630)978-2500.

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