

GARY WALKER

Owner, Echidna Sewing



Hi everyone,

May is almost upon us and that means it's nearly Mother's Day! Incidentally, this is one of the best times to pick up a great deal on a lovely new sewing machine, embroidery machine or overlocker. Our suppliers are keen as mustard to increase their sales, so why not take a close look at the fabulous specials on offer in this Echidna Bulletin?

PLATINUM CLUB NEWS

May is also when we release our Platinum Club details for the next 12 months and this year heralds some exciting changes which we think you'll love! While the key club benefits remain the same—with discounts, free shipping options, exclusive offers and our legendary awesome service—we're thrilled to introduce our fantastic easy-to-use rewards program for Platinum Club members.

Platinum Club rewards points are here! Members of Echidna Platinum Club will now automatically earn rewards points with every Echidna transaction. Our system will track all your points so you won't have to do a thing except look forward to spending your accrued points on your next order or saving them up for something special!

How much are Platinum Club rewards points worth? You'll earn at least 1 point for every dollar you spend. There are NO exclusions so it soon adds up! 1,000 points will earn you a \$10 credit... or save 10,000 points to earn \$100... you get the idea! Plus, our 'super bonus offers' will reward you with up to 10 points per dollar spent.

How do I redeem points? We've made it so easy. In our online checkout you'll find your rewards points available as a dollar value that you can apply to your order as part or full payment. The same applies in store and over the phone where our staff can apply the points for you. Put simply, you save money!



When does it start? Now! We turned on the rewards system on 1 March 2018 so if you're an existing Platinum Member, you're already earning points. You may have even received an email advising you of your accrued points value.

Membership is now even cheaper. Join Echidna Platinum Club today for only \$20 per year and start earning real rewards immediately! Check out page 4 for the first of our '10 times' rewards offers to give your points tally a kickstart!

I'm already a member and my renewal is due on 30 June.
When should I renew? Renew now and we'll simply add 12 more months to your current membership expiry date, i.e. your new membership will be valid until 30 June 2019.

I want to become a Platinum Club member. How do I join?
Purchase your membership on our website or call us on 1800 000 360. Memberships last for 12 months from purchase date and we'll send you a reminder before it's due each year. Please ensure you purchase your Platinum Club membership separately prior to making any further purchases.

Will there be free stuff? Yes of course! You'll still receive our free design CD's with physical orders over \$50 and we'll be updating these regularly. What a great way to accrue free designs!

Remember: you must be a current paid member to earn Rewards Points. Find terms and conditions online.

HAPPY MOTHER'S DAY

Finally, happy Mother's Day to all the crafty mums out there. I think being a mum is one of the toughest jobs imaginable. It's a 24/7 occupation that is often underappreciated. In this crazy, fast-paced world it's important to have your escape and now, more than ever before, sewing and embroidery is the perfect way to spend your leisure time. Rest assured that Echidna will always be right beside you, supporting your hobby.

Best wishes
Gary

*Join today
& save!*

**SEARCH FOR
'PLATINUM CLUB' ON
OUR WEBSITE**



**Australia wide
shipping!**

Brisbane—56 Neumann Road, Capalaba QLD 4157
Sunshine Coast—177B Brisbane Road, Mooloolaba QLD 4557
Melbourne—1 Hampshire Road, Glen Waverley VIC 3150
Townsville—3/37 Hammett Street, Currajong QLD 4812
Gladstone & Central Queensland support

Ph: 07 3390 3600
Ph: 07 5302 6944
Ph: 03 9560 7013
M: 0438 929 695
M: 0427 584 312

Is it 'new' or 'pre-loved'?

I'm normally a 'new product' kind of guy but sometimes 'pre-loved' can be a great alternative. Having confidence in the brand and the business you are buying from when considering a second-hand machine makes all the difference. Here at Echidna, we're proud to be one of the few sewing machine suppliers that happily accept trade-ins. Because of this we have dozens of late model pre-loved machines available for sale.

However, not all trade-in machines will find a new home. After a detailed inspection, many are simply scrapped, some spare parts and accessories are salvaged and where possible, the machine body is sent for recycling. In other words, if we aren't satisfied with a machine's performance and confident in its ability to be serviced and maintained for many years to come, then we simply won't resell it.

WHY DO PEOPLE TRADE IN THEIR MACHINE, ESPECIALLY IF THERE IS NOTHING WRONG WITH IT?

Sometimes it's because the old machine is simply worn out and not worth repairing or the technology is not compatible with modern computers. But more often it's because the customer wants the newer version with the bigger hoop or the amazing new technology. Upgrading to a PR1050X multi-

needle machine or the latest Dream Machine is a common example. After all, there is nothing wrong with wanting the best and it's OK to spoil yourself occasionally.

WHAT MAKES AND MODELS DO WE HAVE AVAILABLE?

It's a big list and changes daily but as we trade in most brands we currently have a huge range of late model Brother, Janome, Bernina, Pfaff, Husqvarna and Elna machines looking for a new home. The prices are a fraction of the original new price.

A pre-loved late model machine will offer great value for money. With our 30-day exchange and 60-day upgrade options you can't go wrong. Just ask one of our sales team for details as it certainly gives you absolute peace of mind. Some simple conditions do apply.

We really do need to clear a lot of our pre-loved stock so any reasonable offer will be considered. Speak to Brett, Gary, Martyn or Alec by calling 1800 000 360 to see just what we can help you with.

—Gary

Or of course, you can add to our overstock problem and trade in your existing machine on a clever new Brother!
CALL US TODAY ON 1800 000 360.

PRE-LOVED MEGASALE

Quality second-hand machines across most brands. All with a warranty!
Dozens of late models to clear. No reasonable offer refused!
The following models and many more were available at time of publication.

BROTHER • JANOME • BERNINA • PFAFF • HUSQVARNA • ELNA

PFAFF CREATIVE SENSATION

SEWING & EMBROIDERY



\$4499

BROTHER NV950

SEWING & EMBROIDERY



\$599

BERNINA 830

SEWING & EMBROIDERY



\$4999

JANOME MC15000

SEWING & EMBROIDERY



\$5999

SEE MORE PRE-LOVED MACHINES AT ECHIDNASEWING.COM.AU

this Mother's Day

There is no better value than these two new models. Both offer sewing and embroidery capabilities and a huge range of impeccable Brother features. They are the perfect machine for every home and their light, compact design makes them the ideal machine to travel with or take along to sewing class. With a 5 year computer warranty for peace of mind you can't go wrong!

BROTHER NS2750D

SEWING & EMBROIDERY
HOOP SIZE 180 X 130
FROM \$2494

INCLUDES
ULTIMATE
BUNDLE



Great value and easy to use. This Disney model packs a punch.

BROTHER NV180 OR NV180D

SEWING & EMBROIDERY
HOOP SIZE 100 X 100
FROM \$1199

EXCLUSIVE
BUNDLE
AVAILABLE



NV180D includes 35
built-in Disney designs!

BROTHER NQ3500D

SEWING & EMBROIDERY
HOOP SIZE 260 X 160
FROM \$3499

INCLUDES
ULTIMATE
BUNDLE



Amazing features! Includes a huge bonus from Echidna Sewing!

BROTHER DREAMMAKER VE2200

EMBROIDERY ONLY
HOOP SIZE 300 X 180*
FROM \$4099

INCLUDES
ULTIMATE
BUNDLE



*HOOP SIZE WITH
300 X 200 UPGRADE OPTION

The VE2200 is the perfect embroidery-only machine! It comes with the Brother-exclusive Ultrasonic Pen function for precise design placement and offers amazing on-screen editing. With a huge embroidery area and the best auto needle threader, along with whisper-quiet embroidery, it's no wonder it's popular!

BROTHER DREAM MACHINE XV8550D

SEWING & EMBROIDERY
HOOP SIZE 360 X 240
ONLY \$12499

FREE
SCANN CUT
+ MORE



The ultimate sewing and embroidery machine with technology, reliability and ease of use that others can only dream about. A free ScanNCut with your purchase plus an Echidna Super Bonus valued at over \$2000 makes it even more appealing.

BROTHER SCANNCUT CM900

CUTTING & CRAFTING, \$699
+ BONUS STANDARD CUT BLADE,
12"X24" STANDARD MAT,
CRAFT VINYL 10 SHEETS,
TRANSFER PAPER GRID ROLL AND
ECHIDNA EDUCATION BUNDLE!



\$699
INCLUDES BONUS
EDUCATION
BUNDLE VALUED
AT \$199 +
MORE!

The Brother ScanNCut is still ridiculously popular among all manner of crafty people. Whether to cut fabrics for appliqué and quilting or create rubber stamps, stencils, paper and scrapbooking crafts, its list of uses goes on and on. The world's only hobby cutting machine with a built-in scanner is the Brother ScanNCut CM900 from Echidna! This top-of-the-range model is loaded with extras including our unique education and sample binder which will get you up and running immediately!

Offers end 20 May 2018.

*Colour
your world
with Echidna*

PLATINUM CLUB THREAD BONUS

Get 10 x bonus rewards points when you buy any Hemingworth or SoftLight boxed thread set or individual thread!

**10x
Platinum
Points**

Offer ends 20 May 2018.

HEMINGWORTH THREAD SPOOLS



Every Hemingworth 1000m PolySelect embroidery spool features a unique plastic cap system that protects the thread and enhances the delivery of thread to the machine.

No more tangled threads in your sewing room means less wastage. These super bright, super strong 1000m spools are excellent value at only \$6.95 each or \$5.95 for Platinum Club members.

Hemingworth is 100% colourfast. Its unsurpassed sheen results in vibrant embroidery that will usually outlast the item it's embroidered on.

MAKE YOUR OWN THREAD SET!

Choose any 15 shades of Hemingworth thread and we'll ship them in this handy 15-spool storage box valued at \$4.95!

**\$5.95 PER SPOOL
PLATINUM**

EARN 892 POINTS WHEN
YOU BUY 15 SPOOLS!



\$6.95 PER SPOOL RRP

Thread tip

It's easy to jump to conclusions or get frustrated when things go wrong with embroidery but usually a cool head and a little knowledge can save the day.

Looping threads can certainly spoil a design and are often caused by a combination of factors. Look at this close-up image of eight satin-stitch columns and you'll see three that exhibit a poor loopy stitch, yet the remaining five columns are fine.

The threads in this stitch-out are all high quality 100% polyester, 40 weight embroidery threads from two different manufacturers—Hemingworth and another popular brand in Australia. We stitched all columns on exactly the same machine with the same needle and tension, at the same speed, on a waterproofed poly blend twill woven fabric. Yet, the Hemingworth columns stitched far better than the other brand.

So what is the problem? Typically, this happens when the thread is not flowing smoothly or is being pinched during the stitching process, resulting in excess thread that causes unsightly loops.

Sometimes fabric and certain thread combinations can cause loops and even adjusting tensions won't solve the problem. In this case the other brand thread simply didn't perform well with this fabric, while the Hemingworth thread did. Interestingly, the other brand thread performed without a problem on other fabrics.

This is a prime example of where the 'ingredients' and not the machine are at the core of the problem. With a little trial and error testing a solution can usually be found. In this case the solution was to change to a different brand of thread which, while sometimes inconvenient, was the correct option.

Does this mean that the other brand is bad thread? Not at all, but it certainly reminds us of the high quality and great performance of Hemingworth embroidery thread and that the machine is not always the villain.

