



Gary Walker

Owner Echidna Sewing



It certainly was a long, hot summer, which normally doesn't encourage too much activity in the sewing room unless you have air-conditioning. But with the arrival of autumn the days are shortening, the temperature is cooling and the sewing machines are about to get a good workout – or at least they should be!

Nevertheless, it has still been a surprisingly busy summer for Echidna with the release of new Brother machine models including the Dream Machine 2 and the new 10-needle PR1050X. Congratulations to all of you who are now the proud owners of either one of these machines. Isn't the "My Design Centre" technology simply beyond belief? Creating limitless designs right there on your machine without needing a computer or expensive software is like the holy grail of embroidery. Brother truly has developed something special and I feel so privileged to be part of it.

With that being said, our aim for 2017 is to introduce more people to the creative fun of sewing and embroidery and not just to the top of the range machines. What can be purchased now for well under \$1,000 is simply mind boggling. My favourite 'little' Brother machine, the NV950 sewing and embroidery combination, is only \$899, allowing any homemaker to own a top quality versatile machine. We've now sold well over 1,000 of these little gems as they are bulletproof and so easy to use.

If you know anyone who is after their first decent machine, please do them a favour and tell them about the NV950 or send them to our website for more information. You never know, you might be responsible for kickstarting their creative journey.

Our effort to encourage more people to get into sewing and embroidery means we will be showcasing all the latest technology at many more shows across Australia in 2017. We have included a fresh new look for our booths that we would love you to see. For information on venues and dates please visit page 15.

Staff News - Victoria

We've had a few exciting changes over the summer, starting with our Melbourne store. Current Store Manager Leanne Church has taken on an important new role of National Sales and Support Specialist. Leanne's knowledge and enthusiasm will further improve our customer service across Australia and New Zealand. We are also pleased to announce that Renee Burton has moved up into the role of Store Manager. Renee joined Echidna in mid 2016 with many years of industry experience and has proven to be a valuable member of our team. Also joining Echidna Melbourne is Fotini Karakinos. Fotini has extensive industry knowledge, and along with Renee, Christine, Kathy, Trish and technician Brad, will carry on the great work that has made our Glen Waverley shop a success.

It's business as usual for our other locations, although we are very pleased to have Hayley back at work after the birth of her second child, daughter Kennedy. If you're new to Echidna, you may have noticed that there is a real family feel despite our size. It's important to us to not lose that personal interaction. My wife Cynthia and I are proud to boast that Echidna remains a 100% Australian owned family business employing 30 staff across four locations and with a very strong online store. We are even more proud of the fact that our children Kristie and Daniel work in the business, as do both of my brothers, Brett and Doug, and our niece Brittany.

Echidna officially started back in 1995, however I entered the industry as a sewing machine mechanic in May 1981, making this my 36th year in the industry. I've had the privilege of witnessing the evolution of computerized sewing machines right from the start and I'm still just as fascinated by the technology today as I was back in the 1980's.

Like most good businesses we strive to provide the very best service and experience we can and will continue to do just that. I hope you find this bulletin enjoyable and I wish a heartfelt happy Mother's Day to all the mums out there.

Cheers,
Gary Walker

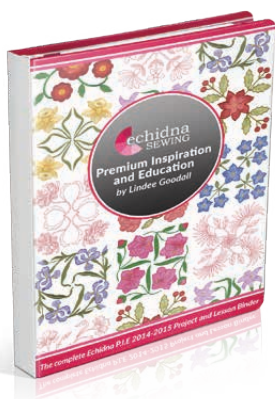




Ensuring our customers are enjoying their sewing and embroidery experience is always a priority for us. With the busy lives that most people lead, getting time to attend classes or even just to play and learn more about their machine can be hard. In our last bulletin we spoke about the virtues of using the internet and websites like YouTube, Pinterest and Facebook to help learn and be inspired. Hopefully you have had a chance to browse around and have seen just how incredibly useful these sites can be.

P.I.E. - Grab Your Slice

We also explained a little about our exclusive Echidna P.I.E. "Learn to Embroider" training system and we're pleased to say that we are again including the CD version of this unique educational program with all machines that feature an embroidery area of 130mm x 180mm or larger. It's the most thoroughly written "Learn to Embroider" educational program available. If you have it and have not started utilizing it, then don't delay, as you will become a better embroiderer and create some pretty stunning projects along the way. This can happen in the comfort of your own home and at your own pace.



373 page printed binder also available for separate purchase

P.I.E. was written by Lindee Goodall in collaboration with Echidna. Lindee is a truly gifted embroidery educator and a pioneer in the embroidery industry. Some may recall Lindee's Cactus Punch embroidery designs from the early 90's, which were instrumental in changing the way embroidery designs were created. Instead of lifeless, flat, commercial design styles, she created more decorative, textured and artistic designs which were perfect for the home embroiderer.

CD & Printed Binder: \$299 (Platinum \$199)
CD Only: \$199 (Platinum \$99)

Anatomy of a Design

Lindee has another excellent publication that we think everyone should read. *Anatomy of a Design* explains how an embroidery design is meant to work. You've probably watched many designs stitch out on your machine and questioned why they stitch the way they do. Often it's easy to identify a badly digitised design before you even stitch it out by looking at it on

your computer. It's a real time saver, particularly on big designs, as there is nothing more deflating than wasting three hours test sewing a design only to discard it due to poor digitising. Or worse, ruining a project because you didn't test sew the design first.

Lindee's book, available in a printed or eBook option, will explain everything and is perfect for all embroidery enthusiasts, whether you digitise your own designs or not. If you are an aspiring digitiser then it's one of the best investments you could make.

Printed Book, including eBook CD: \$79.95 (Platinum \$71.95)
eBook CD or Download: \$39.95 (Platinum \$35.95)

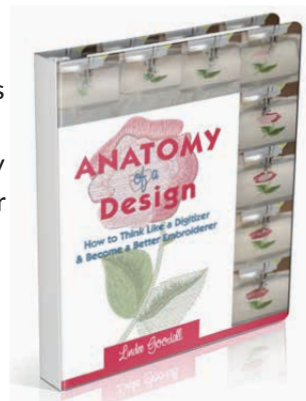
Learning to Use Your Machine - Push Those Buttons!

We host a large number of hands-on classes every year and provide thousands of hours of support by phone and in store Australia wide. We find there is one extraordinarily common denominator that keeps popping up when people have questions about their machines or how to use them - they are too scared to push buttons.

It sounds crazy but it's true. If you are one of the reluctant button pushers then it's time to move on and banish that fear! Virtually all modern machines feature advanced touch screens. Brother machines in particular have easy to see, clearly defined buttons that are begging to be pushed.

If you push the wrong button, what's the worst that can happen? You won't break anything and you won't permanently alter any important settings. Plus, if you feel like you have lost your way just start again by clicking the 'home' button, or that magical 'on/off' switch which will solve virtually anything.

Your machine is far less confronting than a computer, and it will tell you if you're doing something wrong so don't be scared of those buttons and functions. After all, they're what make your machine do all the amazing things it can.



THE Dream Machine - Technology Update

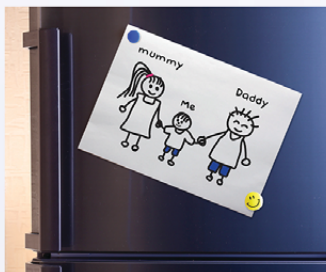
Create beautiful, unique designs directly from your machine with My Design Centre!

The Brother Dream Machine 2 hit the streets in December and all we can say is wow! It was already amazing but now with the updated "My Design Centre" it has gone beyond brilliant. Owners of the first Dream Machine also celebrated, as in typical Brother fashion a full upgrade option was made available at only \$599. It's one of the many reasons people put their trust and hard earned money into Brother machines.



Customers who attended our February workshops were in awe of its capabilities, but were even more impressed with its user friendliness and limitless built-in design capabilities.

With the Dream Machine you can simply take a printed image or even something a child has drawn, place it on the included scanning hoop and within minutes turn that image into a beautifully embroidered design — all without using a computer. It's so much easier than you might imagine.



Or use the built-in line shapes and specialty quilting background fills to instantly create an infinite number of stunning quilt blocks. This is only just scratching the surface of what the "My Design Centre" is truly capable of.

Plus, this is all without having to touch a computer. It really is unprecedented and places the Brother technology literally years ahead of its rivals. This is supported by the sheer number of top of the range trade-in machines we have from competitive brands. In fact, if you've been considering a new Janome,

Husqvarna, Pfaff or Bernina, be sure to call us as we may very well have a near new pre-loved model at far less than the new price. They come and go quickly but as I write this column, we have two near-new Husqvarna Epic models available at our Capalaba office and we recently sold a perfect condition, second hand Janome MC15000. All of these were recently traded in for Brother Dream Machines.

We are certainly not saying that these trade-ins are bad machines, in fact they are amazing, but we think they're just not quite as amazing as the Dream Machine 2.

The other familiar comment from customers who are new to Brother is just how quiet and smooth the Dream Machine is. You can hardly hear it as it purrs along, which certainly makes it far less intrusive in the home, particularly if you are a late night embroiderer.

We'd love to highlight all of the features of the Dream Machine 2, especially the My Design Centre, but nothing in print can do it justice. Seeing is truly believing, but if visiting in person isn't possible, watch the fantastic videos on our website to get a glimpse of what you're missing out on.

If you're ready to live the dream, talk to us about a tailored package to suit your needs. We will happily consider trading in your existing machine as a deposit and assisting with financing when needed. Of course we always ensure great value for our customers. Just in case you need it, here is brief list of our favourite key features of the Dream Machine 2.

- 360mm x 240mm (14" x 9.5") embroidery area
- "My Design Centre" with unlimited design options
- Incredible built-in designs
- Ultra smooth and whisper quiet
- The best needle threader yet
- Incredibly clear 10.1" high definition LCD display
- Easy slide on hoop system with excellent hoops
- Brother quick set drop-in bobbin
- Big easy to read control buttons
- Intuitive and easy-to-use interface
- Built-in help and tutorial videos
- Built-in camera and scanner with InnovEye
- Snowman positioning markers
- Ultrasonic pen system and lazer guide system
- MuVit Foot - So much better than a walking foot!
- 5 Year electronics warranty
- 3 Year mechanical warranty

We Ship Australia Wide! Free Ongoing Support Finance Options Available Trade-in Options Available

Receive \$3000 in Bonus Extras!

The Dream Machine is only \$12,499 and it's the stand out machine in its class. You even get to choose your own bonuses valued at \$3000!

If you would like to join the growing number of very happy Dream Machine owners, then call us on 1800 000 360 for the best available deal or visit us at www.echidnasewing.com.au/shop. Demo models may be available saving you even more. Call us to check availability.

RRP
\$12,499



Brother PR Series - Free Arm Embroidery

New from only \$7999 - \$18999 | Ex-demo Models from \$5999!

It's all about versatility for the serious embroidery enthusiast and nothing compares to a Brother PR Series machine. Now with the latest 10-needle PR1050X featuring the same "My Design Centre" functions as the Dream Machine 2, they are even more attractive. Brother has three models in the PR range, meaning there is something to suit most budgets. They are ideal for the hobbyist and are equally at home in a small business environment. With pricing from only \$7999 it's worth considering the PR range.

To better understand the benefits of a free arm or multi-needle embroidery machine, visit www.echidnasewing.com.au/page/single-vs-multi-needle-machines or ask us to mail it to you. It's very informative and will help you decide on your next machine.

Can you claim the accelerated depreciation tax deduction?

If you are running a business, the Australian Tax Office will allow you to claim a 100% deduction for asset purchases up to the value of \$20,000. However, this ends on the 30th June, 2017. For most, it is a very significant saving upfront. Talk to your tax advisor for more information, or read our article at www.echidnasewing.com.au/page/tax

We love the Brother PR Series machines and best of all we know them like the back of our hand. Just like the Dream Machine, seeing is believing. Watch the videos at www.echidnasewing.com.au or visit us at one of our stores.

As your needs will differ to the next person, we always aim to tailor a package and price to suit your individual circumstances. So if a PR Series machine is on your mind, please call us on 1800 000 360 to come up with a deal that's right for you.

**\$2000
in bonus
extras!**



Brother Persona PRS100

Brother Recommended
Retail Price... \$7,999

The Brother Persona PRS100 is a perfect entry point to a free arm embroidery machine. It can also cleverly double as a versatile free motion quilting machine using the optional Free Motion Upgrade Kit. With the same pedigree as its big brothers, the PRS100 is easy to use and offers a superior stitch quality.

**\$3000
in bonus
extras!**



Brother PR655C Entrepreneur

Brother Recommended
Retail Price... \$11,999

The PR655C Entrepreneur is the latest 6-needle model from Brother. With advanced LED needle positioning, a huge 300mm x 200mm embroidery area and a massive high definition LCD colour screen with advanced editing features, the PR655C costs less than many current top of the range home machines.

**\$4000
in bonus
extras!**



PR1050X Entrepreneur ProX

Brother Recommended
Retail Price... \$18,999

The PR1050X Entrepreneur ProX is the most advanced embroidery machine ever released and features the stunning new "My Design Centre". Create your own unique designs without ever needing a computer. Built-in scanning and camera functions combine with the world's best 10-needle machine to deliver a sensational embroidery experience.

Echidna is Australia's Brother PR Series Specialist

Call us on 1800 000 360 for the best possible package deal!

Ex-demo models start from \$5999 and pre-loved models start from under \$5000.

Subject to availability, register your interest today!

If you're a keen sewing and embroidery enthusiast you'll know just how exciting it is to set up a brand new machine in your sewing room. Nothing beats the fun of watching the touch screen come to life and using the incredible advanced needle threader. Of course for embroiderers it's the thrill of watching the first embroidery design as it materialises before their eyes, all making for a great experience. But with so many models and options to choose from, buying your first machine or upgrading to your new Brother model can sometimes be a challenging and time consuming task.

Choosing the right machine

Don't let a cheap price, bad advice or lack of research lead you to the wrong machine. A good sewing machine is one of the more expensive and useful appliances found in the home but the wrong choice can turn you off the whole sewing and embroidery experience and waste your hard-earned money.

Time and again we assist customers who have fallen into this trap. Let us make this process an easier one from the beginning!

Choosing the right deal

A cheap price is often not the best deal. It can be misleading if you don't do your research. Is it really a new machine or is it a demo or display model? Is it superseded or on runout with a new model just around the corner? Is there support after the sale, including warranty support? And finally, does it include all the accessories you need or will you have more unexpected expenses down the track?

Bad advice

It's human nature to want to offer advice but very often advice on sewing machines is biased or ill-informed, albeit well meaning. The classic is based around brand loyalty, which can sometimes overpower logical advice. Brand loyalty is only as good as the current range of product from any manufacturer. After all, you're not buying an old machine — it's what is available now that counts.

Lack of research

A little research goes a long way. Have a good idea of the features you want or might want in the future. Check out online reviews on both the manufacturer and the retailer you are buying from. Be sure they will support you into the future, particularly with remote support options like live video or computer support.

So how can Echidna help you?

Start by simply completing our online "Help me Choose" quote form at www.echidnasewing.com.au/page/help-me-choose or calling our freecall number 1800 000 360. Let us know what model you're mostly drawn to based on your available budget, machine size or even just the look of the machine. Everyone is different, so there is no one-size fits all. Next, one of our sales and support specialists will ask a few simple questions to make sure you're looking at the best model for your needs. After all, you don't want to find out it's the wrong machine after you've already purchased it.

Your chance to win a \$500 machine deposit!

By completing a "Help me choose my next machine" online form you will automatically go into the draw to win a \$500 deposit towards your new machine purchase.



Visit www.echidnasewing.com.au/page/competitions for full terms and conditions. One winner will be drawn each month in May and June, 2017. That's \$500 off whatever the current offer is at the time of purchase and must be used within three months.

30 day upgrade guarantee

We are confident that we'll match you with the right model for your needs. However we will happily give you a full credit towards a bigger and better model within our range, if you choose to upgrade within the first thirty days. Now that's peace of mind! Some conditions apply. Please call us for more information.

Why Brother?

We truly believe that when it comes to technology, reliability and value for money, Brother is the clear leader in sewing and embroidery machines. That's why we sell them and that's why Echidna is now one of the world's leading Brother retailers. It's also why we have such a large number of quality pre-loved trade-in machines. It seems more and more people are making the switch to Brother. Will you be next?

Pre-Loved Machines

We always have a large number of pre-loved trade-in machines covering most brands. One person's trade-in can often be another's pride and joy. Here is a small sample list of what we currently have but it changes frequently so please check our Pre-loved Machine page www.echidnasewing.com.au/page/pre-loved-machines for the current list.



Husqvarna Designer Epic
Sewing & Embroidery



Pfaff Ambition 1.5
Computerised Sewing



Husqvarna Sapphire 875
Computerised Sewing



Janome MC12000
Computerised Sewing



Computerized machines are so reliable

People often incorrectly think that a computerized machine simply means that more can go wrong or that they are expensive to repair. That may have been a fair statement back the 1970's and 80's, and may still be the case on some lesser brands but no one should ever compare modern computer technology to the early days of electronics. I know I would back a Brother computerized model any day of the week.

Cheapest is rarely the easiest!

Another common train of thought is, "I'll get the cheapest machine because it'll be easier to use". Well, sorry to

say, "cheapest" and "easiest" don't usually go together. Generally, a mechanical machine will be the cheapest but a computerized machine will be the easiest. Plus, if you are planning on buying a machine for a child to learn to sew on, they are far more likely to interact with a computerized product than an old fashioned mechanical model.

Computerized offers more features

It's computerization that gives us the incredible features we now take for granted, like machine embroidery. So if you're in the market and your budget allows, my advice is simple - buy a computerized machine! With prices from around \$350 there is no reason not to.

Brother GS2520

Basic Mechanical

Includes
Beissel Needle
Pack, worth
\$52.95



- 25 built-in stitches
- Quick-set drop-in bobbin
- Auto needle threader
- Free Arm

\$199

MSRP \$279

**PLUS
BONUS**

Brother XT37

Intermediate Mechanical

Includes
Beissel Needle
Pack, worth
\$52.95



- 37 built-in stitches
- Drop feed dogs
- Auto needle threader
- Hard cover carry case

\$249

MSRP \$399

**PLUS
BONUS**

Brother NS15

Computerised Sewing

Bonus Cording
Foot & Beissel
Needle Pack,
worth \$64.95



- 16 built-in sewing stitches
- Quick-set drop-in bobbin
- Auto needle threader
- LCD display

\$349

MSRP \$499

**PLUS
BONUS**

Brother NS55

Computerised Sewing

Bonus Wide
Table and Beissel
Needle Pack,
worth \$151.95



- 135 built-in sewing stitches
- 10 one-step buttonhole styles
- Auto needle threader
- Hard cover included

\$649

MSRP \$699

**PLUS
BONUS**

Brother F420

Computerised Sewing

Bonus Screwdriver,
Cording Foot &
Beissel Needle
Pack, worth
\$84.95



- 180 built-in sewing stitches
- 10 one-step buttonhole styles
- 7.4" from needle to arm
- Auto needle threader

\$999

MSRP \$1199

**PLUS
BONUS**

Brother NV1800Q

Computerised Sewing

Bonus Free
Motion Grip &
Beissel Needle
Pack, worth
\$97.95



- 290 built-in sewing stitches
- 8.3" from needle to arm
- Auto needle threader
- Wide Table included

\$1699

MSRP \$1799

**PLUS
BONUS**

Brother NV950 Sewing & Embroidery with Starter Kit!

- 100mm x 100mm embroidery area
- 196 built-in embroidery designs
- USB port for easy design transfer
- Auto Needle Threader

\$999

MSRP \$1199

**PLUS
BONUS**



Includes a Sewing & Embroidery
Starter Kit, worth over \$650

**AS SEEN
ON TV**



NV950 without starter kit is \$899

Price Guide

Pay Less for Cash!

Don't need the extra bonuses and would prefer to pay cash? Ask us for our best available price.

Brother VQ3000



Sewing & Quilting

- 561 built-in sewing stitches
- Large 11¼" workspace
- V-Sonic Pen for sewing
- MuVit Digital Dual Feed
- Pivot function
- Lockstitch key
- Sew straight laser vision
- Included wide table

\$3899 PLUS BONUS
MSRP \$4499

Includes Trolley Bag and Beissel Needle Pack, worth \$340

Brother VE2200



Embroidery-Only

- Huge 180mm x 300mm embroidery area
- Upgrade to 200mm x 300mm available
- 318 built-in embroidery designs plus 14 Fonts
- Droplight™ Embroidery Positioning Marker
- V-Sonic Pen for embroidery
- Large 7" LCD touch screen display



\$3999 PLUS BONUS
MSRP \$4499

Includes \$750 value in free accessories of your choice*!

Brother NV800E



Embroidery-Only

- Large 160mm x 260mm embroidery area
- 138 built-in embroidery designs plus 11 fonts
- 8.3" from needle to arm
- 3.7" LCD touch screen display
- Advanced auto needle threader

\$1999 PLUS BONUS
MSRP \$2399

Includes Bonus Spool Stand and \$500 value in free accessories of your choice*!

Brother NQ3500D



Sewing, Embroidery & Quilting

- Large 160mm x 260mm embroidery area
- 290 built-in stitches
- 173 built-in designs including 35 Disney characters
- Automatic height adjuster
- Pivot function



\$3499 PLUS BONUS
MSRP \$3999

Bonus Duo Trolley Bag & Brother Metallic Thread Set, plus \$650 value in free accessories of your choice*!

Brother VM5100



Sewing, Embroidery & Quilting

- Large 180mm x 300mm embroidery area
- Upgrade to 200mm x 300mm available
- 561 built-in stitches
- 318 built-in designs
- Large 7" LCD touch screen display
- Optional MuVit Digital Dual Feed Foot

\$5399 PLUS BONUS
MSRP \$5999

Includes \$750 value in free accessories of your choice*!

Brother VM6200D



Sewing, Embroidery & Quilting

- Large 180mm x 300mm embroidery area
- Upgrade to 200mm x 300mm available
- 561 built-in stitches
- 318 built-in designs including 91 Disney characters
- Exclusive MuVit Digital Dual Feed Foot
- V-Sonic Pen for sewing and embroidery



\$6999 PLUS BONUS
MSRP \$7999

Includes \$1000 value in free accessories of your choice*!

The Best Value Embroidery-Only Machine Offer Ever!

New Colour Screen & Large 5" x 7" Hoop!

The F440E has a very impressive list of features, but it's the new colour screen, ease of use and reliability that really stand out.

Machine-only \$1199

Only 20 available at this price!

Features Include:

Now with colour screen and advanced editing

- Full colour touch screen
- Advanced embroidery editing
- Built-in font styles with multi line text
- Built-in tutorials
- 138 built-in embroidery design
- Advanced automatic needle threader
- Automatic thread cutter
- Large 180mm x 130mm (5" x 7") embroidery area
- USB thumb drive
- Quick-set drop-in bobbin
- Auto thread tension
- 3 year mechanical warranty
- 5 year electronics warranty



Save \$300 off RRP!



Limit of one per customer, cash, credit card or direct deposit purchases only. Shipping charges may apply. Valid until 30 June 2017.

F440E Machine & Starter Kit!

If you're getting into embroidery for the first time the F440E package deal is hard to beat!

Exclusive to Echidna, this machine and accessories offer packs some real value at only \$1,499 and includes our comprehensive Essentials Kit and training system valued at over \$800!



\$1499

Or pay \$499, plus 4 equal monthly payments of \$250*

No Interest | Easy Payment Options | Free Freight Australia Wide

*Offer is only valid in Australia and includes free freight or pickup from any of our four store locations. This offer is valid until 30th June, 2017 or while stocks last. Some terms and conditions apply. Call us on 1800 000 360 for more information.

Receive the following bonus items!

The all new Hemingworth Sampler Pack, valued at \$249

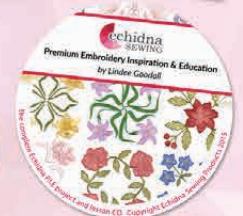
- 66 x 200m Spools
- 2 x 1000m Cones
- 1 x Hemingworth 300 shade colour card with actual thread
- CD with over 100 assorted embroidery designs

The Echidna P.I.E. Training system on CD, valued at \$199

It's the ultimate "Learn to Embroider" education. Expertly written by industry pioneer, Lindee Goodall, P.I.E. will help you master the art of embroidery.

The Echidna Embroidery Essentials Kit, valued at \$376

- Stabilisers
- Pre-wound bobbins
- Scissors & embroidery needles
- Tension gauge
- Large spool holder
- Software and designs
- Surge protector



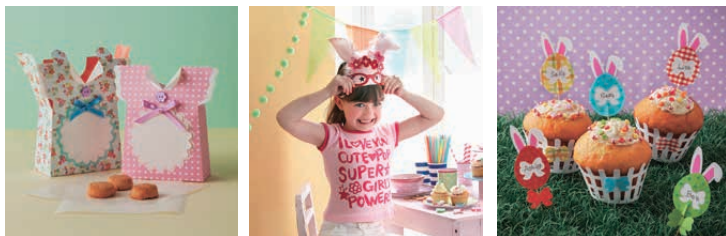


We still remember the launch of the first Brother ScanNCut model CM550 back in late 2013. It was a hugely popular release which made Brother ScanNCut the only product of its kind in the world.



In fact, ScanNCut is our biggest selling machine from Brother across the entire range, and with the latest model CM900, it continues to march out the door.

There is a large range of additional accessories and modules available to enhance your ScanNCut experience, but perhaps the most underused yet most creative option for all ScanNCut models is the ScanNCut Canvas online software. Plus, it's free!



ScanNCut Canvas is a remarkable cloud based software application that ScanNCut owners can access from any computer and most mobile devices. All you need is internet access and you're good to go.



Canvas allows you to create virtually any cutting file you desire with incredibly powerful features.

Perhaps the most exciting feature is the 150+ free, ready-to-create projects you have immediate access to. It's the easiest way to get your ScanNCut doing what it does best - creatively cutting. Visit www.scanncutcanvas.brother.com for more information.

ScanNCut CM900 Offer!

If the thought of owning a ScanNCut is exciting, then don't delay. Order today and receive a huge range of bonuses, including:

Exclusive Echidna Educational Binder, worth \$199!

Our binder is your peace of mind and explains in detail the cutting process and the optimum settings to use for the most popular cutting applications. Complete with:

- How-to guide
- Samples of cutting media
- 500 ready-to-cut designs on USB
- Project ideas and inspiration



ScanNCut Bonus Accessories

Plus, we'll include these bonus accessories valued at \$123!

- 1 x 12" x 12" Low Tack Mat, valued at \$32.95
- 1 x 12" x 12" Standard Mat, valued at \$33.95
- 1 x Standard Cut Blade, valued at \$15.95
- 1 x Standard Blade Holder, valued at \$29.95



Free Shipping

Receive free shipping Australia wide when you purchase this product online or by calling us on 1800 000 360.



Draw it



Scan it



Create it

Built-in Scanning Technology

Remember that the Brother ScanNCut is the only cutting machine in the world with built-in scanning technology allowing the most precise cuts, particularly if fussy cutting is needed.

Interest Free Options Available

Purchase the top of the range CM900 ScanNCut on our 12 months interest free finance. Visit www.echidnasewing.com.au/scanncut for more information. Offer valid until the 31st May, 2017 or while stocks last.



No one enjoys dealing with thread breaks and often the embroidery thread itself is unfairly blamed. Granted there are some cheap and nasty threads available, but there are also a host of excellent brands like Hemingworth, which of course has the benefit of the exclusive spool and cap system.

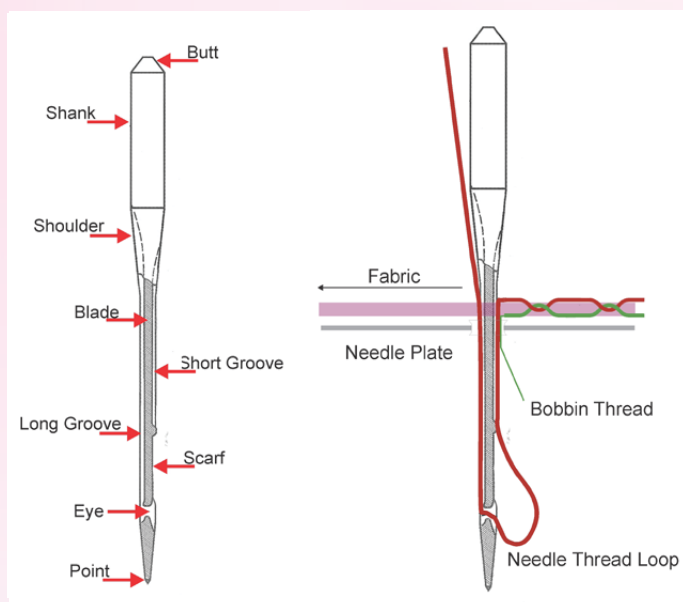
So why does thread break?

The process of forming a stitch is quite complex. In fact, it's a miracle that sewing machines can create a stitch at all with so many things having to work in perfect harmony for every stitch to be a successful one. I think it's easier to work out why thread breaks if you firstly understand how a stitch is formed.

A sewing or embroidery machine forms what is called a lock stitch consisting of an upper needle and lower bobbin thread, which are locked together during the stitching process. The needle thread is delivered as a continuous thread, whereas the bobbin thread is wound onto smaller bobbins. People often ask why it can't be two continuous threads but the fact is, to form a lockstitch one thread has to be completely enveloped by the other, hence the need for a bobbin.

So let's follow the formation of a lock stitch. Imagine the needle is threaded and in the up position with the take-up lever also in the up position. The bobbin is loaded and there is also fabric under the foot.

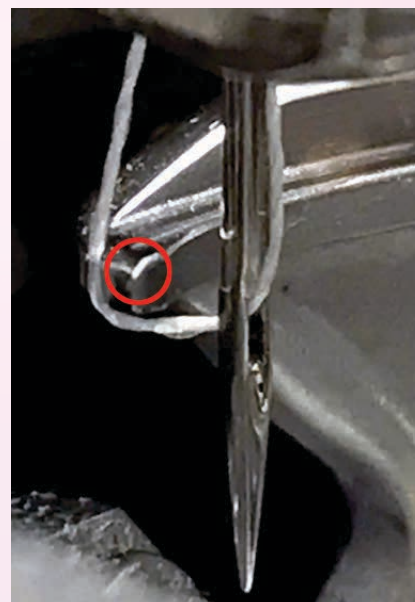
1. The needle starts to move downwards piercing the fabric on the way. At the same time the take-up lever also starts to descend, creating slack in the needle thread to assist in forming the stitch.
2. The needle continues downwards until it reaches the very bottom of its stroke. As it then begins to rise, the slack needle thread starts to form a small loop behind the needle eye, under the needle plate. The pinching effect of the fabric and the structure around the needle eye assist with this step.



3. As the thread loop forms a rotary hook (sometimes referred to as the shuttle point) intersects with the back of the needle, just above the needle eye, at the point called the needle scarf. If the hook point does not enter the thread loop, a missed or slipped stitch will occur. Multiple consecutive missed stitches will usually result in thread shredding.
4. After entering and catching the thread, the hook (or shuttle) continues its rotating movement. It then carries the still-slack needle thread around the bobbin, which is housed in the bobbin case (holder), and completely envelops the bobbin thread.
5. At about halfway through its rotation, the hook/shuttle will release the slack thread and the needle thread take-up lever will begin to rise from its lowest point. It will start taking up the slack thread that was needed to envelop the bobbin thread.
6. The take-up-lever will continue upwards, removing the slack thread. At this point the thread tension device comes into play by applying enough tension to the thread. This allows the take-up lever to pull the thread and set the stitch firmly to the fabric without pulling excess needle thread from the thread spool.

This whole intricate process repeats for each and every stitch. You might be surprised at the thread required to produce a single 2mm long stitch. This will pass through the needle-eye, at speed, about 45 times before it's sewn into the fabric. As you can imagine, creating a stitch is a complex process and there is a lot of stress on the thread. Everything has to work in perfect synchronization and if it doesn't, the thread will break or shred. Here is a list of things you can remedy yourself if you are having thread breakage issues:

- Poor quality thread - inferior thread will fail - discard
- Old thread - thread does age and will dry out or deteriorate causing failure. Spray with silicone or discard.
- Damaged or worn needle eye - now you know how important the needle eye is. Change the needle.



Left: Close up of the hook point collecting the thread loop from behind the needle. It all happens very quickly for each and every stitch, which highlights the importance of using quality threads and needles.

- Needle too small - means smaller eye and causes stress on the thread. Use correct size needle.
- Wrong needle type - an embroidery needle has a slightly larger eye than most needle styles. Use correct needle.
- Damaged needle hole on needle plate - can be abrasive on the thread. Have your machine checked by a technician.
- Damaged bobbin case or shuttle hook - will catch or snag the thread. Have your machine checked by a technician.
- Incorrect threading or thread path obstruction - a very common user error. Recheck your threading.
- Tension too tight - causes stress on the thread. Lower the tension.
- Tension too loose - creates excess thread, which can cause thread loop to collapse or not form correctly resulting in missed stitches. Tighten the tension.
- Designs that are too dense - will cause stress on the thread or will deflect, bend or even break the needle. It can also stop the thread loop from forming, causing missed stitches. Use a different design or filter the design using Embrilliance Density Repair Kit.
- Fabric flagging - often caused by incorrect or no backing, incorrect presser foot height, bad hooping, hoop vibration, dense designs or a damaged needle.

Check all of the above, as well as your hooping techniques and if you're still experiencing issues please call us on 1800 000 360. We are always here to help!

I've touched on just some of the reasons but I think you can now understand that there are many more factors to consider than just the thread. Armed with some knowledge, hopefully you'll be able to diagnose the problem next time you have any thread breakage issues.

We'll expand in detail on this and other common problems in future bulletins. Remember that we are always available to assist and that regular servicing will go a long way to keeping your machine in great working order.

HEMINGWORTH THREADS

Hemingworth has now clocked up 10 years in Australia and has become a favourite thread for a vast number of embroiderers. The Hemingworth spool and cap system is unique in the industry but it's the thread itself that ultimately impresses. The high sheen tri-lobal 100% polyester construction combined with 100% colourfastness makes it a great choice for all embroidery projects.

Hemingworth 1000m Embroidery Thread

Price: \$6.95
Platinum: \$5.95

Tip: When using Hemingworth 1000m spools remove the silicone plug and leave the clear plastic cap on to protect and preserve thread quality by blocking dust, oil and other harmful elements.



Hemingworth Videos

We find many customers are not realizing the maximum benefit of the 1000m Hemingworth spool and cap system by removing the clear plastic cap when using the thread. If that's you, please watch the Hemingworth video to see just how wonderful this patented system is.

Visit www.echidnasewing.com.au/page/hemingworth-embroidery-thread for more information.



New 5000m Commercial Cones Available in 61 popular shades

At long last Hemingworth thread is now available in commercial size cones. This is the same great thread on a standard commercial cone but at a very economical price. The 61 shades are the closest match to the standard Brother embroidery thread palette, which makes for easy reference in software and on Brother machines.



Price: \$14.95
Platinum: \$13.45

Note: Commercial 5000m cone does not include the cap system.

New Hemingworth Sampler Kit

If you have not experienced the quality of Hemingworth thread but would like to, try our new Sampler Kit

Including:

- 66 x 200m cops including the 61 Brother embroidery shades (closest match)
- 2 x 1000m black & white (original spool & cap system)
- 1 x Hemingworth 300 shade colour card (actual thread)
- 117 professional embroidery designs on CD

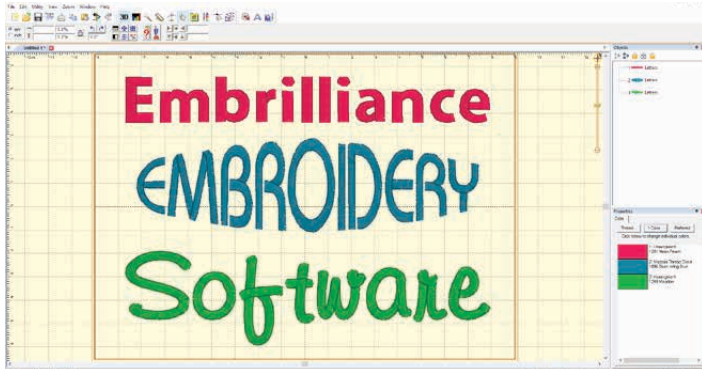
Price: \$249
Platinum: \$224.95



200m cops are not sold separately.



Embrilliance is our biggest selling software product and offers a modular system that you can build upon. Adding a new module is simply a case of entering a serial number to unlock the new features and there is no extra software to install.



Multi Computer Licence

You can install and reinstall Embrilliance on as many computers as you own, which is a huge hit with most users. There is no dongle to worry about and there are no new codes required when installing onto a new computer.

Mac or PC

Apple Mac computers are forever gaining popularity and Embrilliance is written to work natively on both a Mac or PC. You can even have one of each as the serial number works on either.

Tutorials & Support

With over 70 free video tutorials already online, and also the support of Embrilliance and Echidna, there is no reason for anyone to feel like they can't use this software. In addition to this, there are various Facebook communities that offer inspiration and education, so there really are no limits to what you can achieve.

Put simply, there are more quality, readily-available education sources now than there ever has been in the history of sewing and embroidery.

Can Software Save Your Bacon?

Embroidery software can serve many more purposes than creating new designs or simply customizing existing designs.

Some software can help prevent disasters in the making, saving you from literally destroying an article or even damaging your machine. The Density Repair Kit by Embrilliance is one such program. Here is an actual example that every embroiderer can relate to.

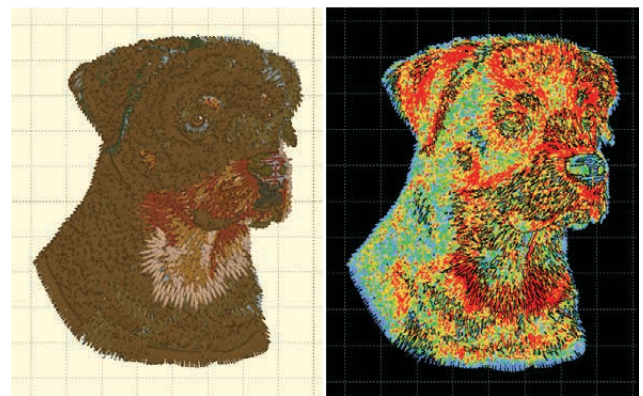
A Real-Life Story

It was late on a Friday when we had a call from a customer, who was in quite a state. Sue had a multi-needle machine that in her mind had all of a sudden failed her. It had broken 4 needles on one seemingly simple design. To make matters worse it was part of an urgent job for a local customer. Sue lived in a remote location with no option of getting her machine attended to that weekend. You can understand her frustration.

As we always say, don't rush to blame the machine. Take a look at all of the variables first, including one key variable - the embroidery design itself. Sue had purchased the design online from a normally very reliable design company.

Sue emailed the design to me, which I opened in Embrilliance. Using the Density Repair Kit, "Density Map" tool, I instantly recognised the problem. A design measuring only 76mm x 94mm with over 25,000 stitches is extreme! It was easy to see that it was a poorly digitised design by the intense red areas. It's like a weather radar map for your embroidery and it's so easy to use.

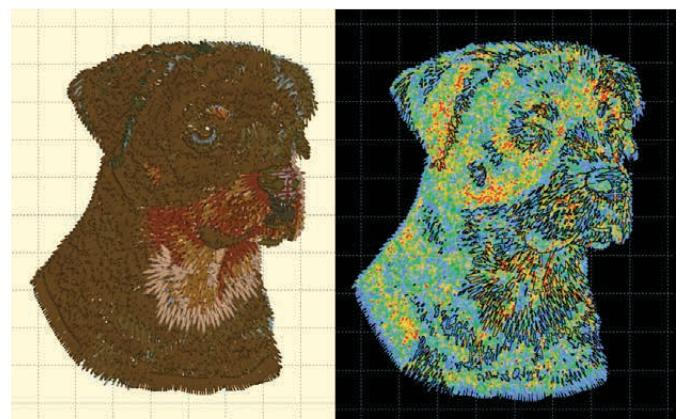
Original Design with 25,552 stitches



3D View in Embrilliance

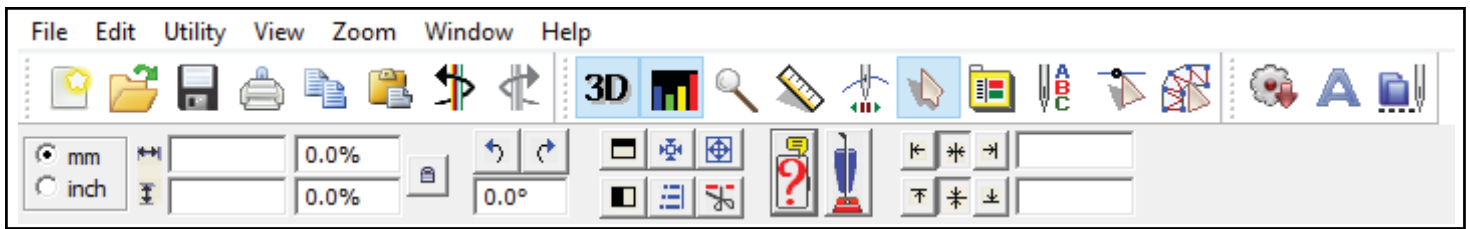
Density Map View in Embrilliance with DRK

Design after DRK filter with 14,610 stitches



3D View in Embrilliance

Density Map View in Embrilliance with DRK



Reduce Your Stitches in a Few Simple Steps

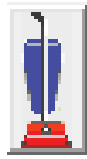
Normally, there would be no saving this situation but with the Density Repair Kit and just one click of a button, the problem was solved. In this example, the Density Repair Kit instantly removed over 10,000 stitches and remodelled this design to stitch beautifully.

To do this, you would first view your embroidery design using the **Density Map** button to highlight any density issues. Then, by clicking on the **Clean Up Stitches** filter it will automatically reduce any unnecessary stitches for you.



Density Map

The Density Repair Kit is one of the excellent Embrilliance Modules that can be purchased as a stand alone Embrilliance program or as part of the Embrilliance suite.



Cleanup Stitches

It also features an amazing **Project Advisor** that automatically adjusts your design to suit the fabric you are stitching on.



Project Advisor

At only \$189, the Density Repair Kit by Embrilliance is one of those WOW software programs that may very well save your embroidery bacon one day.

Upgrading to the Full Embrilliance Suite

Embrilliance has been our most popular embroidery software ever and continues to grow with updates and new features. If you own any module and would like to add more, or perhaps upgrade to the full suite, we can help.

The first thing you'll need to do is identify which modules you have installed. Open Embrilliance and go to **Help > Serial Numbers** and you'll see this screen.

Serial Number Entry ×

Please enter your serial number(s): Done

Serial #: Set

Your install modules will be listed here

If your product came with more than one serial number, please enter all of them, one at a time.

Take a note of the modules you have available and then give us a call on 1800 000 360. The ultimate Embrilliance package combines Embrilliance Advanced and StitchArtist Level 3 for a total of \$1,848, or \$1,663 for Platinum members. It can be purchased on our in-home layby plan for only 12 monthly payments of \$154.

If you already own some modules of Embrilliance and would like to have them all, you need only pay the difference to include everything. What's more, you can also use our in-home layby option to pay the balance over monthly installments to suit your budget. Just call Echidna Head Office on 1800 000 360 and we can assist in working out the price and payment plan.

There are so many user-friendly, creative features across the Embrilliance software suite that will enhance your embroidery experience. Combined with many online training videos, incredibly helpful social media user groups, phone, email and in-store support from Echidna, Embrilliance truly offers something for everyone!

Upgrade to the Full Embrilliance Suite! With up to 12 months to pay with No Interest Ever!

Or just upgrade each module as needed.
Including:

Program	Price	Platinum
Embrilliance Essentials	\$199	\$179.10
Embrilliance Enthusiast	\$269	\$242.10
Embrilliance Density Repair Kit	\$189	\$170.10
Embrilliance Alpha Tricks	\$149	\$134.10
Embrilliance Advanced <i>Includes all of the above programs plus more!</i>	\$899	\$809.10
Embrilliance StitchArtist Level 1	\$249	\$224.10
Embrilliance StitchArtist Level 2 <i>Includes StitchArtist Level 1</i>	\$549	\$494.10
Embrilliance StitchArtist Level 3 <i>Includes StitchArtist Levels 1 & 2</i>	\$949	\$854.10
Embrilliance Thumbnailer	\$59.95	\$54.00

Coming Soon!

**NEW for AccuQuilt Owners
GO! Collection 1 Designs**

A creative set of interactive embroidery designs based on the AccuQuilt die shapes and work with Essentials, Enthusiast and StitchArtist (all levels). Visit www.echidnasewing.com.au/page/accuquilt for more details.





Having a variety of pressing equipment offers a sewer or crafter more versatility during the making of a project. Many sewers were taught to “press as you sew” but the reality of moving from the machine to the iron can seem like much bother when dealing with annoying little tasks.

Having a mini pressing station set up next to the machine allows the stitcher to “do the right thing” without moving from the work station. Quilters often have a flat work surface beside the machine to press seams while piecing, and both garment makers and embroiderers should consider this as well.

An easy solution to your pressing needs could be:

- A silicon rubber mat in any or all of the 3 sizes, (20cm x 20cm, 38cm x 38cm & 60cm x 50cm)
- A mini iron for smaller quick tasks (see back page)
- A pressing ham or sleeve roll for pressing shaped areas like darts or sleeve heads
- A Rajah pressing cloth to prevent fabric bruising and to also assist seams to stay open or closed during construction.

The Echidna Silicone Rubber Embroidery/Pressing Mat is ideal as a hooping surface to prevent movement during hooping. Its heat resistance also makes it a perfect ironing surface. It won't melt if the iron is left face down on the surface for short periods of time during the preparation of fabric.

Organza and Tulle

Are they Stabilizers or Fabrics?

The answer is “both” and they are two of the most versatile products you can have in your sewing room.

Organza and tulle are mostly recognised by sewers and couturiers as elegant eveningwear fabrics or under-linings to mount lace or devoré type fabrics upon. The technique of stabilising the outer fabric to an under minimises fabric creep, strengthen seams and gives body to the finished garment but remains relatively invisible and doesn't change the handle or drape.

The use of organza and tulle in embroidery does exactly the same thing. Sandwiching either between two layers of washaway will give freestanding lace more strength, ensures all the stitches remain



Close up view of heirloom stitching on tulle.

Under-pressing while sewing (the method of pressing seams as you construct) makes the finished item easier and quicker to press once completed. The mini 20cm x 20cm mat is also ideal to place an embroidery hoop onto while trimming away or applying appliqué fabric or giving a quick press to flatten a seam during the embroidery process.



Items are also sold separately online

Pressing Package - Only \$99 - Save \$55.70!

For a limited time you can purchase this pressing package which includes three different sized silicone rubber mats, a Rajah pressing cloth and the tailor's ham and sleeve roll. Kit is available while stocks last. RRP \$154.70.

regimented after washing, keeps a more consistent shape and generally ensures a longer life to the work.

Organza is a little more opaque in its finish so it can create more of a “modesty” barrier should the embroidery placement be in an awkward area. Tulle, on the other hand, gives the same strength and stability but is almost invisible and allows either skin or a contrast colour to show through the work. Add a layer of Mylar to the tulle and you will get an iridescent reflective quality that is beyond spectacular!

Check out our great tulle and organza specials on the back page of this bulletin. Mylar sheets also available at www.echidnasewing.com.au/shop.



Organza is perfect for dimensional embroidery.

This year Echidna Sewing is contacting a number of charities to find out how we can help by donating sewn or embroidered items to their cause. These items are used for events, fundraising efforts or simply to give to someone in need, including furry friends.

So far we have successfully created laundry bags for Aussie Heroes, children's items to fit inside 'Happy Bags' for Koala Kids Foundation, Easter themed baby gifts for Life's Little Treasures, as well as animal blankets, toys and beds for the RSPCA. We still have a number of charities to get through, hosting a different sewalong each month.

These sewalongs are a great way for our customers to get inspired by what everyone creates, while being able to donate to a worthy cause. If you're new to sewing or embroidering then don't despair. This is the perfect chance for you to get involved and have fun no matter what machine you are using or what skill level you're at.

We will be including a number of project examples, ideas and even links to free online tutorials we find on Craftsy, or ones we create ourselves. Our sewalong briefs are tailor-made to suit each charity, and while we do our best to provide a number of examples, this does not mean that have to stick to these projects. So dig in to that sewing pattern/fabric stash and make something you've never had the chance to create before.

For more information please visit www.echidnasewing.com.au/page/sewing-for-charity or you can join our Echidna Sewing & Embroidery Facebook Community at www.facebook.com/groups/echidnasewing.



Baby Bibs for Life's Little Treasure created by Ally Denyer



Laundry Bags for Aussie Heroes created by Kathleen Davie



Childrens Gifts for Koala Kids created by Norma Cipa



Below is a list of all of the craft shows that Echidna will be attending in 2017. Come and visit us for great show specials, news, machine demonstrations and much more!

Australasian Quilt Convention - Melbourne
Royal Exhibition Building,
Carlton Gardens
Date: 20/04/2017 -
23/04/2017

CraftAlive - Canberra
Thoroughbred Park Function
& Convention Centre,
Canberra
Date: 5/05/17 - 7/05/17

CraftAlive - Bendigo
Prince of Wales
Showgrounds, Bendigo
Date: 16/06/17 -18/06/17

Craft & Quilt Fair - Sydney
International Convention
Centre
Date: 22/06/2017 -
25/06/2017

CraftAlive - Wodonga
Wodonga Sports and Leisure
Centre
Date: 7/07/17 - 9/07/17

Craft & Quilt Fair - Melbourne
Convention & Exhibition
Centre, South Wharf
Date: 27/07/2017 -
30/07/2017

Craft & Quilt Fair - Canberra
Exhibition Park In Canberra,
Mitchell
Date: 10/08/2017 -
13/08/2017

Intocraft Live - Newcastle
Newcastle Entertainment
Centre
Date: 17/08/2017 -
20/08/2017

CraftAlive - Tamworth
Tamworth Regional
Entertainment Centre
Date: 08/09/17 - 10/09/17

Craft & Quilt Fair - Adelaide
Goyder Pavilion Adelaide
Showgrounds
Date: 21/09/2017 -
24/09/2017

Craft & Quilt Fair - Brisbane
Brisbane Convention &
Exhibition, Centre, South Bank
Date: 04/10/2017 -
08/10/2017

CraftAlive - Wollongong
Illawarra Sports Stadium
Date: 27/10/17 - 29/10/17

CraftAlive - Logan (QLD)
Logan Metro Indoor Sports
Centre
Date: 10/11/17 - 12/11/17

Intocraft Live, Christmas Edition - Melbourne
Royal Exhibition Building,
Carlton Gardens
Date: 23/11/2017 -
26/11/2017



Echidna Specials!

Specials only available until 30th June, 2017 or while stocks last!

Peggy's Stitch Eraser is back just in time for Mother's Day!

The Stitch Eraser is known around the world for its simple, effortless removal of embroidery. The specially designed blades cut through the thread on the underside of the fabric leaving the top thread to just fall away and the fabric undamaged.

Includes the detachable power cable/charger, user manual, cleaning solution and cleaning brush.

Cordless Model



Limited Stock!

~~RRP \$179~~

SALE \$99



Crystal Organza

Comes in five colours - white, black, green, red and gold and is ideal to use when stitching 3D embroidery designs.



Roll Size: 10m x 28.5cm

~~RRP \$9.95~~

SALE \$7.95

Tulle

Comes in three colours - black, white or cream. Ideal for creating your own heirloom or lace inspired fabric.



Roll Size: 50cm x 25yds

~~RRP \$19.95~~

SALE \$14.95

Soldering Iron

This cordless gas operated Duratech soldering iron is perfect for use with the crystal organza. Simply burn away edges with the metal tip. The perfect way to create freestanding designs.



Gas refills available at the supermarket

~~RRP \$26.95~~

SALE \$19.95

Softaway Fusible Stabiliser

20 Inches x 10 Yards (50cm x 9m)

Echidna Softaway is a multipurpose tearaway stabiliser which is perfect to stabilize your designs when embroidering on woven or stable fabrics.



Our Most Popular Backing

~~RRP \$29.95~~

SALE \$19.95

Mini Travel Steam Crafting Iron

Ideal to use when fusing intricate applique pieces in place. Ideal for needlework, handicraft and also perfect to take to classes or travelling.



~~RRP \$54.56~~

SALE \$45.00

Echidna Embroidery & Pressing Mats

These non-slip heat proof commercial grade silicone rubber mats are perfect for hooping and pressing.



Colours may vary

Available in sizes:

20cm x 20cm - RRP \$14.95, now \$10
38cm x 38cm - RRP \$29.95, now \$20
60cm x 50cm - RRP \$49.95, now \$35

30% off RRP

Echy Cuts

Our Most Popular Scissors!

Echy Cut spring action curved tip scissors are compact, small and lightweight, made with high-grade stainless steel.



~~RRP \$19.95~~

SALE 2 for \$20

Needle Threader

Thread your machine easily with this needle inserter and threader.



~~RRP \$4.95~~

SALE \$3.00

Hemingworth Sampler Set

This sampler pack comprises of 6 x 1000m spools including Christmas Red, Meadow, Sunflower, Brilliant Blue, Classic Black & Pure White.

50% Off!



Limited Stock!

~~RRP \$39.95~~

SALE \$19.95