

# TOP STITCH

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Autumn 2017

## The NEWS From BU: It's ALL New



**BERNINA** University, affectionately (and more briefly) referenced as BU, is that once a year dealer conference where we spend days getting updated on new products and learn about using them. This year was especially packed with many new machines on the horizon.

The biggest news is the introduction of a **NEW 5 Series** which is due in later for the Holiday season. This new length chasis is 8 ½" from CNP (center needle position); not quite as wide as the **7 Series**' 10", but longer than any of our standard size machines. The other huge news is that these machines will use the patented **BERNINA Jumbo bobbin** that was introduced with the **750QE** and has been widely successful with the latest **7 Series** models. This new bobbin system holds almost twice as much thread as a **BERNINA CB** (standard style) and allows for a push button thread cutter, as well as a low bobbin indicator (on top models). **BERNINA** announced that this new bobbin system will be at the core of their machines moving forward to offer consistency through out the line.

This is where I need to take a time out and interject for current **BERNINA** owners who love their standard model...and have dozens of bobbins you don't want to replace. If you have been thinking about a newer machine that will continue to use your bobbins (especially at the mid to higher end), now would be the time to come talk to us about current close-out and demonstrator models to replace (or augment) that well-used machine.

Back to the good news: the two top models both will have **BERNINA Dual Feed (BDF)** and automatic foot lift / hover position - a favorite feature for applique. These two also feature an automated foot pressure that will adjust height according to the fabric you are using.

All the new **5's** can be outfitted with embroidery during initial purchase or as an add-on (standard with **590E**). The new embroidery unit is designed to allow for free-arm embroidery without any special attachment and can use the new Midi-Hoop that uses **BERNINA's** patented ratchet system for the most secure fabric stabilization (plus no hand strain)

**BERNINA** has added many new top-of-the-line embroidery features which are now also available as an Upgrade Kit for current owners of an **880** or **790**. My favorite (which we asked for years ago) is UNDO/REDO. To me, that's a killer app right there, but I also love Pinpoint Placement - a feature that makes positioning embroidery flawless. Another feature I think many will appreciate is the ability to read most embroidery design formats direct from USB stick - no conversion necessary!

Maybe it's time to reconsider *your* current machine status and stop in to discuss what options would be most appropriate for *your* situation. We never want to say, "...told ya so."

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### Top News

Today as I write, the rain is still flooding Houston and thousands are being evacuated. It is somewhat reassuring to hear that the Convention Center - home to the famous Houston Quilt Festival - is once again being used as shelter for the displaced. Like having the fire camp across the way, it means we're relatively safe,,,if all goes well. I have just checked the latest from the show producers and they are positive this year's Festival will go on as scheduled, so don't cancel any plans yet.

To all those friends & neighbors we know - whether escaping water in TX or fires near here - we hope you are safe and secure and recover quickly.

## In the Works: Britt Blog (& Slog)

Sometimes I feel like technology is out to get me, and I know many of you probably feel the same way. For several weeks I have been struggling with getting the Britt Quilt blog going. My posts are not showing up complete and the server doesn't seem able to rectify the situation, which is forever frustrating. I have posted a few - as they are - and will have to settle with that for now. My next post (I promise) is what I will be working on next...as soon as I finish this newsletter!

*For those that haven't been reading yet, here is a snippet from the posting called "The Blank Page" which was the second in the series:*

May 11<sup>th</sup>, 2017 I finally faced that blank canvas and started the layout for the Britt Quilt.

Amazingly it went very well. I have thought about it for so long - it has drifted in and out of my consciousness for the past year - that the major elements fell into place almost immediately. In truth I needed to tweak and reshape over the course of several days, but the basic shape was established almost on the first take.

To be clear - I attempted a couple other layouts. How could the first possibly be the best?, I mulled with understandable doubt. That initial design I had started building from the bottom, so the second I started from the top. For the third try, it was to approach the bottom from a different perspective - starting from the middle. But ultimately I came back to the first and just kept working with it, auditioning additional elements and playing with scales, lastly adding flourishes.

So now I have my vision established in accessible form. I ended up using parts from 13 (of my nearly 150) digital photos taken last summer from 5 different evenings during Britt's 2016 classical and pop/rock season. Using a simple computer program (Windows Publisher 2013) I established the canvas size, brought the images in then cropped, sized, rearranged, layered and re-colored. I have used Publisher since my first store newsletters in 1995, so that is why I feel most comfortable with it, but any graphics program that allows you to do those tasks would be appropriate for this technique.

The next step will be to print that concept out in full size and start drafting how the pieces will be sewn together. That is what I call the puzzle.

*Continued at [www.TopStitchBernina.com](http://www.TopStitchBernina.com), click on Blog.*

### Class Policies:

Space is limited; as a courtesy to others, please inform us immediately if you need to cancel (there may be others on a waiting list)

We will cancel a class three days in advance if we do not have the minimum number of students.

You are expected to put a reservation on your calendar; we do not make reminder calls.



**Text:**  
**topstitch**  
**to 85100**  
 receive a FREE  
 package of sewing  
 machine needles at  
 your next store visit  
 and get updates on  
 sales & new arrivals  
 in real time

These classes are complimentary with purchase of a machine from TOP STITCH.

- If you purchased your machine from us you are welcome to take the New Owner's Guide classes additional times at no extra charge.
- Choose one of the options listed below then call or come in to reserve your space (pre-registration is required).

**BERNINA SEWING MACHINE USAGE - \$200.00** (*Free with machine purchase*)

- Saturday, September 23, 10:00 am - 4:00 pm
- Wednesday, October 18 and Thursday, October 19, 1:00 - 4:00 pm (both days)
- Saturday, October 28, 10:00 am - 4:00 pm
- Tuesday, November 7 and Wednesday, November 8, 10:00 am - 1:00 pm (both days)
- Saturday, December 2, 10:00 am - 4:00 pm

**BERNINA EMBROIDERY USAGE - \$100.00** (*Free with machine purchase*)

- Saturday, September 30, 10:00 am - 1:00 pm
- Wednesday, October 25, 1:00 - 4:00 pm
- Saturday, November 11, 10:00 am - 1:00 pm
- Tuesday, December 5, 10:00 am - 1:00 pm

**BERNINA SERGER USAGE - \$200.00** (*Free with machine purchase*)

- Tuesday, September 26 and Wednesday, September 27, 10:00 am - 1:00 pm (both days)
- Saturday, November 4, 10:00 am - 4:00 pm

When you Buy a **BERNINA** at **TOP STITCH** the following services are included:

1. Complete Class Instruction for use of your new machine at no additional cost.
2. Free, unlimited trouble-shooting assistance by phone, e-mail or in-store.
3. Full warranty coverage performed on our premises by a BERNINA specialist.

**Plus our exclusive BERNINA BUYERS' BONUS Discounts:**

- ▶ **15% off** regular priced fabrics, notions, books, machine accessories, embroidery designs, etc.
- ▶ **Discounted\*** maintenance & service on purchased machine saves you up to \$110. each time.  
(\*only applicable when our authorized technician was the last to work on the machine)

Your 15% discount is good for one full year after purchase and will be renewed automatically for another 12 months whenever you pay for maintenance on the machine.

# TOP STITCH BERNINA<sup>+</sup>

made to create



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Looking for a USED BERNINA? Call us first! Jonathan can discuss which models would be best for your needs (including budget), and can make sure it is in perfect working order - GUARANTEED. You also are automatically enrolled in our **BERNINA Buyer's Bonus** program - saving you hundreds on service alone!

\$5.00 off FABRIC purchase of \$25 or more

\$10.00 off FABRIC purchase of \$50 or more

\$20.00 off FABRIC purchase of \$100 or more

With coupon. Applies to fabric purchase only. Expires 10/31/17

Monday—Friday 10:00 - 5:00  
Saturdays 10:00 - 4:00

## CLOSED

Thanksgiving,  
November 23

December 25th  
& December 26

January 1 &  
Tues, January 2  
2018

## 25%

## OFF

### YLI

### Pearl Crown

### Rayon

For reverse bobbinwork  
& decorative serger

In stock only, while supplies last.

## 30%

## OFF

### Floriani Threads

### and Stabilizers

In stock only, while supplies last.