

# Building Better Businesses WITH PFAFF®

EVERY YEAR IN OCTOBER, the country buzzes with PFAFF® dealers gathering in cities from coast to coast for “Get Creative” month. They meet in eight separate locations for one single purpose: to learn what innovations are in store from the world’s premier sewing, embroidery and quilting brand. And the buzz at this October’s PFAFF® gatherings is going to be particularly loud.

The brand will unveil enhanced products such as the PFAFF® expression™ 3.5 sewing machine, with automatic thread snip and tension; and the new SMARTER BY PFAFF™ 260c sewing machine, the first computerized machine in the SMARTER BY PFAFF™ line. Not only that, but PFAFF® dealers will have the opportunity to experience two innovations recently launched by SVP Worldwide, the PFAFF® brand’s parent company: the revolutionary INSPIRA STUDIO™ by ClosetMaid® eight-piece modular organizational system designed specifically for sewers and quilters; and two enhanced versions of TruEmbroidery™ 3 software, the sewing industry’s premier embroidery software designed exclusively for Mac® computers: TruEmbroidery™ 3 elements software and TruEmbroidery™ 3 elite software.



“I FELL IN LOVE WITH THE PFAFF® BRAND’S SUPERIOR DESIGN AND ENGINEERING...”

-Dawn Kraayenbrink,  
owner of Just Sew Studio, an authorized PFAFF®  
dealership with three locations in central Minnesota

“This year’s PFAFF® ‘Get Creative’ meetings are going to inspire us in so many ways – creatively, organizationally and technologically,” says Dawn Kraayenbrink, owner of Just Sew Studio, an authorized PFAFF® dealership with three locations in central Minnesota. “There is nothing so rewarding as selling the brand that sewers truly aspire to own, especially when the company behind the brand is driving industry growth and innovation.”

Kraayenbrink, originally from a small farming community in Iowa, learned to sew from her mother. She later moved to St. Cloud, Minnesota, where she received her first PFAFF® machine in 1997. “It was a PFAFF® 7570,” says Kraayenbrink. “From that point forward, I fell in love with the PFAFF® brand’s superior design and engineering, which has helped me perfect my sewing skills.”

After managing an authorized PFAFF® dealership for more than 13-years, Kraayenbrink and her husband, Joe, opened their first Just Sew Studio store in St. Cloud, Minnesota, in January 2011. Kraayenbrink acquired a second store in Roseville, Minnesota, in June 2011; and she just opened a third location in Saint Louis Park, Minnesota, in May 2014.

“Despite the economic downturn, we were able to expand our business by hiring great staff, choosing the right locations, offering in-house service departments – and, of course, selling the highest quality machines,” says Kraayenbrink. “Our success also comes from listening to our customers. They want to learn and sew with others, so we regularly host owners classes to teach them how to take advantage of the special features on their PFAFF® machines. Other classes include a project that our customers will make and take home with them that day. We focus on building a sense of community that sets us apart from other retail stores.”

In central Minnesota, Kraayenbrink is seeing a wide range of customers – from first-time sewers to experienced embroiderers and quilters. “The PFAFF® brand allows us to offer something for every skill level and every price point,” she says.



Patent Pending INSPIRA STUDIO™  
Thread Cabinet.

“In addition to the specialty hoops that sewers, embroiders and quilters buy, every embroidery machine comes with three hoops. If I don’t have these items stored properly, they will end up lost or broken. With the INSPIRA STUDIO™ by ClosetMaid® modular organizational system, I will have everything stored in one place. I won’t be digging through clutter, so my mind will be free to start creating.”

-Dawn Kraayenbrink



## PERFECTING THE SEWING EXPERIENCE

The PFAFF® expression™ 3.5 sewing machine and the new SMARTER BY PFAFF™ 260c sewing machine offer a wide range of technologically superior features to further enhance sewing experiences for sewers and quilters who demand perfection and control.

With exciting new updates such as automatic thread snip and automatic thread tension, the PFAFF® expression™ 3.5 sewing machine will replace the PFAFF® expression™ 3.2 sewing machine. And as the first computerized machine to be launched within the PFAFF® SMARTER BY PFAFF™ brand, the new SMARTER BY PFAFF™ 260c sewing machine includes stellar features available to consumers at a price within reach.

“We are thrilled about our new PFAFF® machines and what they will allow the most demanding sewers, quilters and embroiderers to accomplish,” says Katrina Helmkamp, CEO of SVP Worldwide, source of the PFAFF®, SINGER® and HUSQVARNA VIKING® sewing machine brands. “These machines offer PFAFF® aficionados the enhanced ability to

**PFAFF**  
Perfection starts here.™

express their individuality while creating detailed masterpieces with precision and control – a quality our consumers have come to know and expect from the PFAFF® brand.”



## MORE THAN MACHINES

At this year’s “Get Creative” meetings, PFAFF® dealers will experience the gamut of innovation that is today’s sewing world, and that is being driven by SVP Worldwide. Customers and dealers are anxious to see the new INSPIRA STUDIO™ by ClosetMaid® modular organizational system and the enhanced versions of TruEmbroidery™ 3 software for Mac® computers, both launched in September.

Inspired by the burgeoning Do-It-Yourself movement, the INSPIRA STUDIO™ by ClosetMaid® eight-piece organizational system incorporates first-of-its-kind modular organizational solutions – designed by DIY-ers for DIY-ers and specific to their needs. These include the system’s flagship piece, a patent-pending thread cabinet that stores up to 300 spools of thread on easy glide and tilting thread racks; and an innovative mat and hoop cabinet.

“I can’t wait to sell INSPIRA STUDIO™ – and that amazing thread cabinet – in my store,” said Kraayenbrink. “Having a place for everything, and having everything in its place will save my customers and me valuable time – and we can spend that time being even more creative.” ■

To find out how you can sell these products in your store and to learn more about becoming an authorized PFAFF® dealer, call SVP Worldwide at 800-645-6755.

