

bulletin



GARY WALKER
Owner, Echidna Sewing



Hi everyone,

Another year marches on to an inevitable close – and what a year it has been! All retailers have been challenged to understand the changing buying habits of customers. Sadly, we've seen more sewing machine stores close down, some very unexpectedly. By contrast there is a significant rise in other areas, particularly online sales and online learning. It seems many people are happy to watch videos to learn embroidery or shop while sitting in their PJ's at midnight. And why not? There are certainly less distractions late at night. I'm always surprised at the number of online sales that come through in the wee hours of the morning.

NEW FACES

Speaking of change we are very excited to introduce some new faces to the Echidna team. Nicole Henderson recently joined our Capalaba head office as graphic designer and digital marketing specialist. It's such an important role for any business and we are thrilled to welcome Nicole on board.

We also have two new faces in our Townsville store. Leeanne Reuben teams up with Theresa to help in store while Leeanne's husband George has been busy training as our machine technician. As a skilled tradesman with a keen passion for machine embroidery, George was ideal for the role as our North Queensland sewing machine mechanic.

We had a few other new additions in October (albeit not of the human kind) with the launch of sensational new products from Brother, plus the introduction of Juki overlockers to the Echidna line-up.

THE BROTHER LUMINAIRE XP1

In October we officially launched the world's most advanced sewing technology – again! It's awesome that every few years I get to say this. The Luminaire XP1 by Brother follows in the footsteps of the Dream Machine from 2014 and the Quattro from 2008 as the undisputed sewing and embroidery technology leader. I feel so blessed to have the association I do with Brother. When we get to play with and sell technology like the Luminaire, going to work is never a chore. We have three pages dedicated to the Luminaire. Even if a new machine is not on your horizon, it's worth a read as the technology is beyond belief.

THE NEW SCANNCUT

Oh my gosh! Since its launch in 2013 the Brother ScanNCut has been a massive hit but the new ScanNCut DX is truly something else. With auto blade depth and pressure, it's a game changer. Check it out on page 6. Stock is really limited prior to Christmas so place your order quickly.

Reminder - Echidna products work with all brands

Brother - Janome - Husqvarna - Pfaff - Elna - Bernina - Singer & more
Did you know that virtually all the wonderful embroidery and sewing related products we carry are suitable for all brands, not just Brother? And regardless of what make or model of machine you own we are more than happy to support you with any sewing or embroidery related questions. It's what we do!

As usual there are loads of great articles and even better specials in this bulletin so please grab a cuppa and take a moment to relax and maybe even decide on your next new machine. On behalf of my entire Echidna team I wish you and your family a wonderful Christmas and a truly amazing new year.

Very best wishes,
Gary Walker



**Australia wide
shipping!**

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Capalaba QLD 4157

Sunshine Coast
(07) 5302 6944
177B Brisbane Road,
Mooloolaba QLD 4557

Melbourne
(03) 9560 7013
1 Hampshire Road,
Glen Waverley VIC 3150

Townsville
(07) 4771 6255
3/37 Hammett Street,
Currajong QLD 4812

Toowoomba Region
0411 532 957
Ingrid Russell
(Sales & Support Agent)

Where have all the sewing shops gone? by Gary Walker

Starting a bulletin with this topic might seem a little disheartening but there is a silver lining.

The headline reminds me of the song "Where Have All The Flowers Gone". It's a song with a message about change, the passage of time and how some things are inevitable. These days it's not only sewing shops that are disappearing, many industries are being forced to change from their traditional retail practices. But surprisingly, it's not all because online sales have taken over. In fact smart retailers have embraced online sales while still maintaining their traditional shop fronts.

Changing customer habits, the fast fashion industry and perhaps less need to sew have certainly had an impact on our industry. The improved reliability and performance of modern computerized sewing machines have also resulted in less service revenue which was often the cornerstone of a business. Throw in the extra expense of rising retail rents, government red tape and compliance costs and it's easy to see why many sewing machine stores have closed in recent years.

But what about support and inspiration?

Change cuts both ways and irrespective of the above, it doesn't mean there are less options for support and help when you need it. In fact we think there is more education and support available now than ever before! You just need to be willing and prepared to use it and more importantly, understand how to access it.

Video education is available 24 hours a day, every day of the year. All you need is an internet connection, a tablet/iPad or a computer and a question that you want answered. The likelihood of quickly finding a good quality video on YouTube, clearly showing you how to perform a task or solve a problem is almost 100%.

Best of all, you can pause and replay a video as many times as you need to fully understand the process you're struggling with – something you can't do in a classroom.

YOUTUBE IS YOUR FRIEND

I'm a huge advocate for YouTube. It's so simple and totally free! If you have a tablet like a Samsung Galaxy or Apple iPad, just find the YouTube app and enter your question in the search bar. Alternatively on your computer, browse to www.youtube.com. You can find information on anything!



www.youtube.com/echidnaclub

PERSONALISED VIDEO TUTORIALS

We are constantly uploading videos to YouTube. Sometimes we create and upload a video for a specific customer request like "Explain how to set presser foot height". We then email the link for that video directly to the customer and they are watching it in no time. It's like sitting in front of a machine in our showroom without you needing to leave your home.



PREFER TO TALK TO SOMEONE?



Just call our freecall number **1800 000 360** and we'll help you. You would be surprised how often a two minute phone call to Echidna saves the day. Whatever the support question, we can help. We can even talk you through using YouTube.

The Echidna Website

A website is more than just a place to buy stuff and if you dig into most websites you'll find information you never dreamed would be so readily available. Aside from thousands of products, our website has page upon page of excellent help and support articles and hours of video content. There are handy links to other great sites as well, plus access to software updates and downloads, information about our story and the people that work for Echidna.

With new content being added all the time, it's understandable why many people do their product research – and ultimately buy-online.

These days a website is a business's window to the world. But as good as a website may be, we think it's equally important to know that you can actually talk to someone. Nothing annoys me more than finding a great website that gives no option to personally contact that business and talk to someone. For me, the personal contact makes the business real and approachable.

There's more than meets the eye

- *Products & Buying Guides*
- *Video Tutorials*
- *Help & Support Articles*
- *Software Updates & Downloads*
- *Useful Links*
- *Your Order History*
- *Plus more added every day!*



If you haven't fully explored the Echidna website please take a moment to do so. You're sure to find information that will enhance your embroidery experience.

echidnasewing.com.au



Letters or Emails - Are you receiving them?

"I'm not receiving any information from Echidna - Why not?"

Sadly this is a typical conversation we have on a far too regular basis and unfortunately the reason is almost always out of our control.

Since the early 1990's Echidna has sent multiple letters and bulletins every year to thousands of customers by regular mail. We remember the days when a bulk mail letter was only 30 cents and delivery was usually the next day, but steadily the cost increased until by 2016 it hit the \$1.00 mark and the delivery can take an eternity. Quite simply, with a need to send over 16,000 letters, the cost is prohibitive and hence we only send printed bulletins like this twice per year. With postage, printing, production and handling costs, it's a \$20,000 expense each time.

With this demise of regular mail, like most companies we rely heavily on emails as our main form of contact. In fact we send at least one email a week to all our customers around the world. Thank goodness for emails – right?

Well not entirely! As cheap and effective as emails can be, there are many reasons outside our control why you may not receive what we send. Let us explain...

1) SPAM...

Obviously we both know that Echidna does not send spam emails but it's entirely possible that your email service provider will take a different view and dump our email into your spam folder – so always check your spam folder and mark our emails as "not spam".

2) UNSUBSCRIBE...

This is so common because it's easy to do accidentally. Once you've unsubscribed, we can't send you emails – it's the law. Just give us a call or send an email if you'd like us to check and reinstate you on our list.

3) YOU'VE OPENED IT, NOT READ IT & FORGOTTEN ABOUT IT...

Sounds crazy but it's also really commonplace. It's just the busy lives we lead and the large number of emails we all have to deal with every day.

Tip: If you open an email and intend to come back to it, it's a good idea to tag or label it appropriately.

4) SOMEONE HAS DELETED IT...

This is almost too funny to think about but if you share an email address with a spouse or partner, make sure they aren't simply deleting some of your emails. We've had many customers who discovered their partner was hiding the specials. I guess it's one way of saving money!

5) WRONG EMAIL ADDRESS...

Yep, happens all the time. It only needs a typo error by either you or us and the email address we have is wrong. You won't get emails that way!

6) LOST IN SPACE...

This is the least likely reason but sometimes we just can't explain why you didn't receive an email from us. We can with 100% certainty see that it was sent but if you never received it, it's not in your spam folder, the email address was right and it didn't bounce back to us then we have no explanation – it's simply lost in cyberspace!

But with all this said, imagine a world without emails. We send at least one email every week. We don't aim to inundate you and we try hard to provide a mixture of content including specials, education, news and event information.

If you don't receive an email this week, please call us and we'll look into the possible reasons.



PLATINUM CLUB & POINTS HOW DOES IT WORK?

Echidna Platinum Club now celebrates 10 years and this year saw the introduction of Platinum Rewards Points. We also moved to an anniversary based membership and reduced the price.



HOW MUCH IS A MEMBERSHIP?

\$20 for a full 12 months with renewal due each year on the anniversary of joining.

WHAT DO I GET AS A MEMBER?

Discounts, special offers, priority service, free shipping on orders over \$50 and membership in our Platinum Rewards Points program. We also still provide our popular free design CDs with physical orders over \$50.

WHAT ARE THESE POINTS ALL ABOUT?

You get a point for every dollar you spend with Echidna either online, over the phone, in store or at events. Plus, some promotions offer bonuses up to 20 points per dollar spent.

WHAT ARE THE POINTS WORTH?

100 points = \$1 10,000 points = \$100
1000 points = \$10 Do you get the point?

IS IT REAL MONEY?

It's almost as good as real money! Your accrued points value is shown in your online account. If you order online, in store or by phone you can use your points balance as part or full payment. Points are valid for 400 days.

WHAT DO I NEED TO DO TO EARN POINTS?

Just keep a current Platinum Membership and your points will be automatically applied with every purchase you make. How good is that?

PRESSING MATTERS WITH MARTYN SMITH



I've been in the sewing industry all my life. A past university lecturer in fashion apparel manufacturing and technology in NZ, I also worked in business development and marketing for KwikSew Patterns and have been heavily involved in sewing & embroidery retail sales and education. Garment-making, pattern-making, quilting and embroidery have always been a part of my day-to-day life and I still engage in some sort of creative activity every day.

Some of the most important appliances I have and probably the most used in my home are my ironing and pressing systems. Yes I refer to plural as I have multiple irons and pressers. Granted, I am a stickler for well-pressed apparel and not just because clothing looks and sits better when worn. Correct care for textiles also enhances the longevity of the item. I take great care to prepare fabric for embroidery and of course correct pressing of embroidery when completed can bring an otherwise dull result to life.

I have to admit that I've been pestering Gary for three years now to add textile care products to the Echidna stable and finally I've got my wish. But only because one of my preferred brands, Italian-made EuroFlex has come to Australia. I've had wonderful experiences with EuroFlex products for many years and news that they were looking for Australian partners to launch the new EuroFlex Smooth range of ironing systems was very exciting.

After a bit of negotiation and some special requests from yours truly, we are thrilled to launch the EuroFlex Smooth B2S. For many it's hard to relate ironing with words like "fun" or "enjoyable" but if you have never used a professional vacuum ironing system then ironing can be somewhat of a chore.

Using quality pressing equipment during the process of garment construction, quilting or crafting makes the finished project so impressive it will surpass your expectations. Having an abundance of "dry" steam to open seams and remove crinkles without the need to adjust the iron's thermostat is also an amazing automatic feature.

Dry steam won't saturate your fabric or your ironing board so it makes pressing easier and quicker. The vacuum from the wider ironing board surface is the key to creating a professional finish by keeping the project firmly in place while removing any moisture from the fabric. All these features that professionals take for granted are now available for you to use in the new Smooth B2S. It's an amazing addition to any quality creative space or laundry and best of all offers incredible value at \$1,699.

WHAT ARE THE KEY BENEFITS?

- Lightweight yet strong all-in-one table
- 7 height adjustments
- Easy storage leg wheels
- Aluminium heated ironing board (no rust)
- Both vacuum & blower functions
- Built-in, detachable stainless steel pressurized boiler
- Floating iron system with dry steam
- Professional iron with point leading steam holes
- Washable ironing board cover
- The price - \$1,699

I've written an article about garment care which is available at www.echidnasewing.com.au/pressing-matters/ and explains all you need to know about the above, particularly the concept of dry steam and the advantages of a vacuum table. It really does make a compelling case for owning one of these new systems which offers the industry's best value.

Steamingly yours,
Martyn



Pre-order now for
December delivery!



INTRODUCING... ^{B2S} euroflex smooth THE ULTIMATE IRONING SYSTEM

Includes: Professional iron, board, accessories bag, iron cord support, washable cotton cover, safety hot iron protection shell, 2 year warranty & more!

FOR ONLY \$1,699



\$849 DEPOSIT

FOLLOWED BY 10 MONTHLY PAYMENTS OF \$85

NO INTEREST • NO FEES • NO FINANCE COMPANY



JUKI® AIR THREADING OVERLOCKER

By Gary Walker

Who are Juki?

While most home sewing enthusiasts will not be familiar with the name Juki, anyone with apparel industry experience will certainly recognize this highly respected Japanese brand.

With a long and rich history of outstanding sewing products, Juki was founded in Japan back in 1938 and produced their first household sewing machine in 1947, followed by industrial sewing machines in 1953. Juki has since grown to be one of the biggest

and most revered sewing equipment manufacturers in the world and is now a giant in the commercial sewing industry.

I personally have had a long affinity with Juki as it was one of the dominant brands in the clothing industry when I started my apprenticeship. Known for their high-end, quality products, Juki, like Brother, was one of the brands we could trust for reliability and performance. I'll bet many of the machines I worked on in 1981 are still sewing somewhere in Australia today.

Are you scared of your overlocker?

There are thousands of overlockers around Australia that don't see the light of day because they are simply too difficult to thread. The loopers are the biggest obstacle for most people. It's sad because a good, easy to use overlocker is such an awesome advantage in both saving time and providing a professional finish.

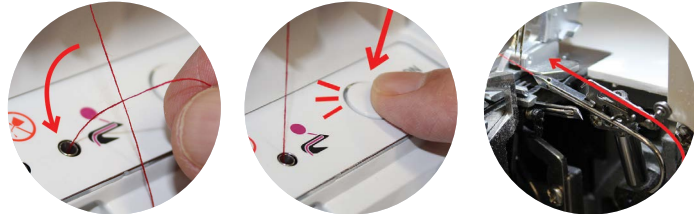
Even the simple task of changing thread colours can be enough to send shivers up the spine. But with the electronic air threading feature and the simplified automatic needle threading on the Juki MO-1000 and MO-2000 models, anyone can confidently master their overlocker.

Our favourite model - The MO-2000

Although developed for the home hobby market, it's the industrial pedigree and stunning ease of use that shine through on these Juki overlockers. I doubt there is anything on the market that feels quite as good to sew on. Solid, fast and with perfect stitching, our favorite model the MO-2000 is something special. At only \$1,999 it is a machine you will simply love to use.

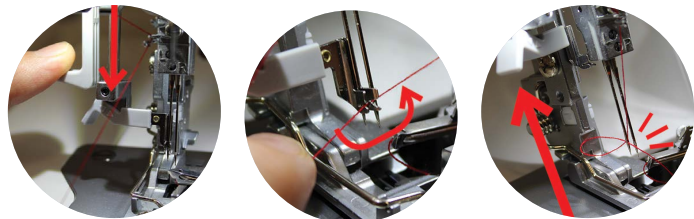
ELECTRONIC AIR THREADING

Easily thread the machine from the threading hole to the looper with the power of a strong whoosh of air sent from the electric motor.



AUTO NEEDLE THREADING

Quickly thread the needle! With the automatic needle threader, the needle is threaded in 3 easy steps. It's almost as simple as the loopers so there is no more fiddling with tweezers or looking for your glasses.



2/3 OR 4 THREAD OPERATION

From basic 4 thread mock safety stitch to the finest 2 thread rolled hems, the MO-2000 offers easy setup with its built-in LCD screen. Selecting one of the 15 available stitch types and setting the machine is a snap. Advanced users can even program their own preferences for future reference.

ADJUSTABLE DIFFERENTIAL FEED & FOOT PRESSURE

Allows for beautiful sewn finishes on any type of fabric, particularly on difficult stretched fabrics.

BEAUTIFUL SHARP CURVES

The reduced distance between the needle and cutting blade means exceptional maneuverability allowing for the sharpest curves and angles.

WIDE THROAT AREA

More work space means better visibility and usability making the MO-2000 an incredibly comfortable machine to operate.

QUIET AND OH SO SMOOTH

It's the Juki industrial design philosophy that clearly influences just how smooth and quiet this machine really is. You won't be chasing this overlocker around the bench top - even at speed.

LED SEWING LIGHT & WASTE COLLECTION BIN

The LED lighting system means no more blown globes. Plus capture your offcuts with the convenient waste bin.

MO-2000
ONLY \$1,999

INCLUDES BONUS

Specialty Feet Set
Valued at \$230

OR GET IT TODAY ON

pugglePAY
THE START OF SOMETHING SPECIAL

\$999 Deposit
Plus 10 monthly
payments of \$100

MO-1000
ALSO AVAILABLE
NOW \$1,399



NEW

ScanNCut DX



The world's first electronic cutting machine with a built-in scanner now features Blade Sensor technology.

The new blade sensor technology takes the guesswork out of setting the blade depth and pressure. With the all-new SDX1200 you can cut card, self-adhesive vinyl, felt, leather, fabric, foam and more with the new Auto Blade that automatically detects the thickness and density of your material.

It's as revolutionary today as the first ScanNCut was back in 2013. No computer is required as you can edit cut data on the 5" LCD touch screen display. Or use the free ScanNCut Canvas Workspace desktop or web software to create your own designs.

ULTIMATE VERSATILITY

The ScanNCut SDX1200 reads SVG cutting files and PES embroidery files. It can convert embroidery designs to cut data directly on the machine which is great for applique. The machine cuts up to 3mm thick materials and includes accessories for drawing, cutting fabrics and making fabric appliques. It comes "ready to cut" with 1303 built-in designs and 17 built-in fonts. It's Wi-Fi enabled and includes a USB port for storing and importing files.

EXISTING SCANNCUT OWNERS THIS IS THE ONE TO UPGRADE TO!

If you own any previous models, this is a significant step up in technology. Auto sensing for blade depth and pressure is a huge advantage. This is also the first ScanNCut to support an optional roll-feed attachment. It's simply better by design with incredibly enhanced functionality.

FREE BLADE & MAT FOR YOUR OLD MACHINE

As well as what's already included with your new SDX1200 we'll also include a brand-new blade and mat when you keep your old machine. They're great machines and very reliable but with such outstanding new features on the new SDX1200 at such a reasonable price, there will be little demand for older ScanNCut models.

We suggest you sell or even gift it to someone who would benefit. Perhaps a young person or someone in need, or even donate it to a school or kindergarten.

WHATS IN THE BOX?

- Auto Blade & Holder
- Thin Fabric Auto Blade & Holder
- Standard Tack Adhesive Mat
- 12 x 12" (305 x 305mm)
- Low Tack Adhesive Mat
- 12 x 12" (305 x 305mm)
- Colour Pen Set
- Type Erasable Pen Set
- Pen Holder
- Touch Pen (Stylus)
- Spatula
- Accessory Bag
- 2 High Tack Adhesive Fabric Support Sheets
- 12" x 12" (305 x 305mm)
- 2 Iron-on Fabric Applique Contact Sheets
- 12" x 15.9" (305 x 406mm)
- 1 Sheet of Cardstock
- 12" x 12" (305 x 305mm)
- Power Cord
- Getting Started Guide



ONLY \$799
Includes extra Echidna bonuses



Worldwide demand has outstripped supply and with good reason as at only \$799 it is brilliant value. In addition to what's in the box we are including Echidna exclusive bonuses.

EXCLUSIVE ECHIDNA BONUS

- Education binder updated and expanded for SDX1200
- 12" x 12" low tack mat
- Standard auto blade

PAYMENT PLANS AVAILABLE



INTRODUCING THE BROTHER

LUMINAIRE

Innov-is XP1

by Gary Walker



How do they do it? What creative inspiration drives the design engineers at Brother? Who sat down and thought "mmm let's put a projector into our next generation machine and project the image right there onto the fabric in vibrant colour?" Oh to be so visionary. And that's just the start!

WHY WE LOVE THE LUMINAIRE

The Brother Luminaire XP1 is truly something special and now that I've had some time to really absorb the new technologies that quite frankly are years ahead of the pack, I am smitten with this machine. But if pushed for my absolute number one reason to love the Luminaire, it's the engineering quality and unprecedented quietness that impresses me the most.

IT JUST FEELS GOOD

With advanced new motors for both the machine and embroidery unit, there is a feeling of absolute surety when you stitch on the Luminaire. In other words it just feels and sounds so darn good and that means you'll love using it. You can have the most incredible features but if the quality and feel is left wanting, they mean nothing at all. It's one of the key reasons I have passionately sold Brother machines for so long. As a machine mechanic myself, I gravitate to quality and the fact that Brother are also leaders in technology is quite honestly a huge bonus.

THE ULTIMATE USER EXPERIENCE

The Luminaire is choc full of surprises at every turn and I find myself saying "wow" repeatedly. The huge new capacitive touch screen is like using an iPad or a tablet and the image quality is amazing. The pinch to zoom and touch scrolling functions combined with the best user interface on the market means finding the right design or stitch type is easier and faster than ever before. And let me tell you there are a lot of stunning built-in designs to choose from including amazing new Disney designs.

ANYONE CAN CREATE THEIR OWN DESIGNS

Drawing upon all the best features of the still very popular Dream Machine, the Luminaire incorporates a more advanced version of the exclusive Brother My Design Centre. Scan an image or drawing using the scanning hoop provided, load a jpeg file directly to the machine or even simply draw directly on screen and the My Design Centre will turn your ideas or images into a ready to stitch embroidery design, right there on the machine - no computer required.

Existing Dream Machine and PR1050X owners know what we mean and My Design Centre has been enhanced even further. With an even bigger range of built-in scalable quilting fill patterns plus automatic stippling and the new echo quilting function, creative minds have no boundaries.

DOES SIZE MATTER?

They say size matters and the Luminaire delivers with Brother's largest embroidery area ever at 408mm x 272mm. That's a whopping 16" x 10.5" hoop size which is reinforced with steel and rubber grips for better fabric security.

Imagine how many exquisite PhotoStitch portraits you could create with the new PE Design 11 software that is included in the introductory package. PhotoStitch is very cool! A huge hoop makes it even better.

ROOM TO MOVE

For sewers and quilters, the extended 13.1" needle to arm space is cavernous, accommodating large quilt rolls. Converting from embroidery mode to sewing is quick and easy and if you opt to leave the embroidery unit in place, there is ample room to sew. The new design also eliminates the embroidery arm slots so there is no chance to lose misplaced pins into the embroidery unit.

AUSTRALIA'S BEST DEALS

I could go on and on about this remarkable machine but I do recommend watching the excellent videos or better still drop in and see it in person. We have Australia's best package deal.

It's fair to say that we are chuffed with this latest technology and already there is a long list of very happy Luminaire customers. Well done Brother on yet another industry milestone. They just keep coming.

RRP \$19,999

Bonus from Brother includes PE Design 11, Trolley Bag, Josephine Symons designs, quilting kit and more worth over \$4,000!



\$3,000 Deposit

with fortnightly payments of \$223.16 (includes fees)

BONUS BROTHER PACK INCLUDED*
*While stocks last

**PAY WITH CASH, CREDIT CARD OR DIRECT DEPOSIT
AND GET ONE OF THESE**

EXCLUSIVE ECHIDNA BONUSES



The EuroFlex Ironing System

The ultimate ironing system - you may even enjoy ironing again. Exclusive to Echidna, valued at \$1,699 + \$400 Echidna gift voucher.



The Juki MO-2000

You've got the best machine; why not have one of the best overlappers. Air threading overlocker valued at \$1,999.



The Ultimate Thread Collection

Hemingworth thread cabinet with complete 300 shade thread set. Plus the full Softlight thread range including metallic, mercerised cotton and glow in the dark. Valued at \$3,500.



Your Pick

Choose your own bonus from the entire Echidna range up to a retail value of \$2,000. Choose from accessories, software, machines or designs.

LUMINAIRE

Innov-is XP1

SEE IT BEFORE
YOU SEW IT



Camera Detecting Buttonhole Feature
Detect the button to create the correct size buttonhole up to 47mm. Use the stabilizing plate with stretchy or thin fabrics for beautiful buttonhole results.



One Action Needle Plate
Allows for quick needle plate changes without the use of a screwdriver. No need to remove your extension table, embroidery unit or accessory tray.

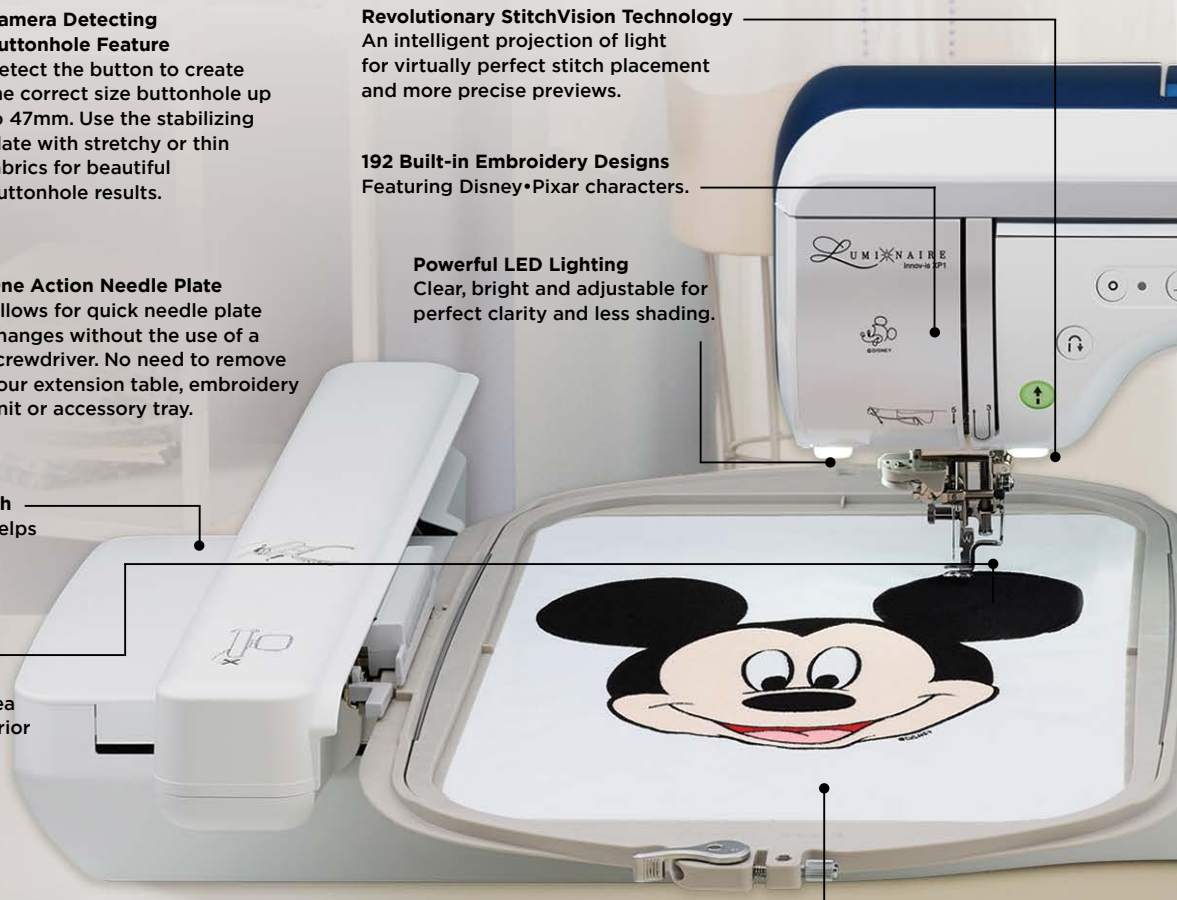
Non-Reflective Matte Finish
Scratch-resistant surface helps to reduce glare and allows smooth fabric feeding.

Enhanced InnovEye Plus Technology
Up to 4x larger viewing area and faster scanning than prior models.

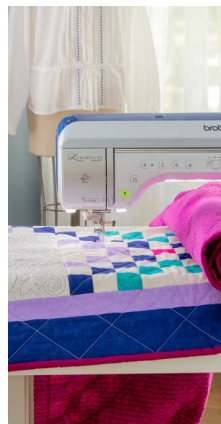
Revolutionary StitchVision Technology
An intelligent projection of light for virtually perfect stitch placement and more precise previews.

192 Built-in Embroidery Designs
Featuring Disney•Pixar characters.

Powerful LED Lighting
Clear, bright and adjustable for perfect clarity and less shading.



Large 10 5/8" x 16" (408mm x 272mm) Frame
With Spring Lever Release.



WE CALL IT STITCHVISION TECHNOLOGY
AND IT'S SIMPLY LIGHT YEARS AHEAD.



SEE STITCHES AND
DESIGNS PROJECTED
ON YOUR FABRIC FOR
A REALISTIC PREVIEW



ADJUST STITCHES
DIRECTLY ON FABRIC
OR SCREEN WITH THE
DUAL-PURPOSE STYLUS.



PROJECT GUIDELINES
AND GRIDS TO SEW
PRECISE LINES, ANGLES,
CORNERS, AND MORE



**Dual King Spool
Thread Stand**

Open the top cover to
easily attach the included
magnetic stand. This space
saving innovative stand helps
ensure proper thread
delivery, and also helps
prevent broken and distorted
stitches and uneven tension.



**Bobbin Winding with
5 Different Levels**

Convenient way to set the
bobbin to fill up to one of the
5 settings.



Accessory Case

Designed to fit within the arm
of the Luminaire. Keep all your
tools neatly organised and out
of your way when not in use.

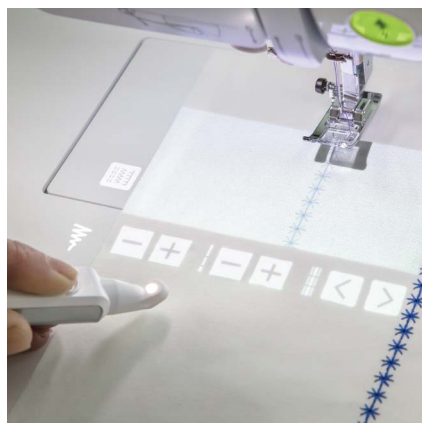
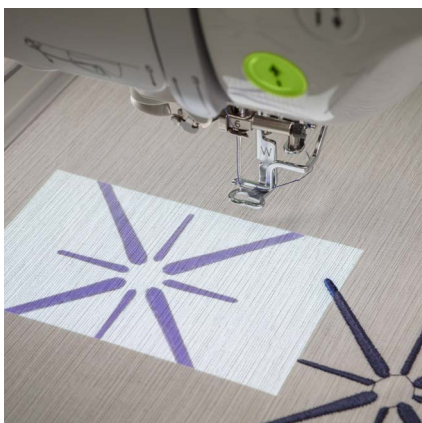
Large 10.1" Touch Screen

Works like a tablet with familiar scrolling,
pinching and sliding.

Wireless LAN Compatibility*

Allows you to wirelessly send and receive embroidery
stitch data between your PC and the Luminaire.

*PE-DESIGN 11 Software required. Additional purchase required.



BROTHER 10 NEEDLE PR1050X VS BROTHER LUMINAIRE XP1

By now you've hopefully had a good look at the new Luminaire featured on the previous pages. It's the latest top of the range home sewing and embroidery machine from Brother and is truly visionary. For many it will be the ultimate machine, but for others it may not be the right choice. That's why we always suggest that serious embroidery lovers should look carefully at the Brother PR1050X Entrepreneur Pro.



INTRODUCING THE PR1050X

The PR1050X is the 10 needle fully automatic embroidery machine that was created to embroider like no other. Featuring the advanced Brother My Design Centre and the ultimate versatility of tubular or free arm embroidery, this workhorse model is equally at home with hobbyists and small business owners alike.

NO NEED TO BABYSIT YOUR MACHINE

The automatic colour changing function means you can hit the go button and walk away. If your design has 10 colours or less, your next liaison with the machine is when the job is finished. In other words you don't need to babysit the machine. Have more than 10 colours? No worries! The clever PR1050X will stop and tell you exactly what colour thread to load on each needle and with the easy pull-through threading path and smart needle threader, changing colours is anything but a chore. Plus repeating colours are automatically recalled.

ADVANCED CAMERA TECHNOLOGY BUILT-IN

The tried and proven Brother InnovEye camera and snowman function means design alignment is perfect. You can even scan your fabric after it's hooped and place your design exactly where you want on the huge high resolution colour screen. Imagine positioning an embroidery design on a printed fabric without any guesswork at all!

DID SOMEONE MENTION HOOPS?

There is an abundant range of both genuine and aftermarket additional hooping options like caps and hats, clamping frames for shoes and bags and even special hoops for sleeves and pants legs. Imagine not having to unpick seams to embroider otherwise difficult items.

GET MORE DONE IN LESS TIME

At up to 1000 stitches per minute it's not only quick, it's also more efficient. With the 10 needle automation and fast start up speed you'll be finished each design in no time.

WILL IT FIT IN YOUR SEWING ROOM?



Yes! You might have difficulty believing this but the clever design of the PR1050X provides a smaller footprint than almost all current top of the range home embroidery machines!

For me personally, it's the perfect embroidery machine. While I am totally smitten with the new Luminaire, I urge serious embroiderers to be sure to compare the two models. The prices are similar and they both offer the world's best technology. They both exude the quality engineering that you'd expect from

Brother but it's important to choose the machine that is right for you. Let us help you make the right decision.

WE HAVE A PACKAGE THAT WILL SUIT YOU

We pride ourselves on tailoring packages that suit individual needs. Some customers already have everything they need so a machine-only deal is perfect. Others are starting fresh and a complete kit of additional hoops, software, threads, accessories and even furniture fits the bill. There is no one size fits all but we will guarantee the best deal available and provide the very best after sales support available. It's what we're famous for.



WANT TO KNOW MORE?

We can mail you a detailed information kit or you can download it all from our website and watch some excellent videos. But most importantly you can call and talk to Gary or one of our amazing team to see if a PR1050X is right for you.

BEWARE OF IMITATIONS

It's said that imitation is the sincerest form of flattery and there are a host of Brother PR series copies now being manufactured. I saw them all on my last visit to the international sewing show in Shanghai, China and let me assure you the only similarity is the external covers which are almost identical.

TRADE-INS ARE ALWAYS WELCOME

It's a big help when you can use your old machine as part payment and we are happy to consider trading in any make or model.

FINANCE AVAILABLE FROM LESS THAN \$80 PER WEEK WITH NO DEPOSIT OVER 60 MONTH TERM*

Both finance and in-house payment plans are available and you'll be surprised at how affordable a smart new multi needle machine can be.

SUPPORT IS OUR PRIORITY

We've been shipping Brother machines, including multi needle models, all over Australia since 2006. Our remote support is legendary, so just because there may not be a local sewing machine store near you doesn't mean you need to miss out. Our phone and online support is your peace of mind.

*Finance quoted for Latitude Finance to approved applications based on the recommended retail price of \$18,999 for the PR1050X with no bonus items.

Even with the release of the new Luminaire, the Dream Machine remains a top of the range model compared to all other brands.

The Dream Machine 2 revolutionized the way we think about embroidery with technology still yet to be released by any other manufacturer.

The incredible InnovEye camera and scanner feature combined with the exclusive built-in My Design Center makes it possible for anyone to create original designs without even turning on a computer. From simple colouring pages or even your own hand drawn illustration, the included scanning frame makes you the creator of your very own unique embroidery designs.

Or if you are a computer user, a simple Google search will reveal an untold number of images that your Dream Machine can convert into beautiful embroidery designs in minutes.

BEST VALUE EVER ON A DREAM MACHINE

From \$6,999 for quality pre-loved models with warranty to only \$10,499 for a brand new machine, a Dream Machine may very well be the machine of your dreams.

ONGOING SUPPORT

It's our support that really does make the difference and after 25 years we have really honed our skills with remote support. No matter where you live we are always just a phone call away. If you have questions, we have the answers so you don't have to worry.



BUY NEW
SAVE \$2,000
NOW \$10,499

PRE-LOVED DREAM MACHINES
FROM \$6,999
with warranty



Visit our website and watch the videos to see just how good the Dream Machine is. Simply call us or drop in to a store to see all the sensational Brother machines. There will be a model to suit you.

PRE-LOVED BARGAINS

Q: Is there a warranty on a 2nd hand machine?
A: Yes, every secondhand machine has at least a 3 month warranty, or a guaranteed 12 months for Brother machines. We'll offer exactly the same coverage as the original manufacturer's warranty unless otherwise stated.

Q: Are they serviced prior to sale?
A: Yes and any machine that we feel is questionable is scrapped - you won't buy a lemon!

Q: Do I get ongoing support on a 2nd hand machine?
A: Yes, it's exactly the same support level as buying a new machine.

As expected many Dream Machine owners are upgrading to the new Luminaire, so perhaps the best value is to pick up one of these excellent recently traded Dream Machines from as little \$6,999. All have a 12 month Echidna warranty or balance of the manufacturer's warranty if applicable.

PRE-LOVED MULTI NEEDLES FROM UNDER \$4,000

We do have a steady stream of previous model 6 & 10 needle machines as trade-ins and as you'd expect they don't hang around long at all. With some early model 6 needle machines selling from as little as \$4,000 with a full 12 month warranty, it's a great way to enter the multi-needle market.

We recommend putting your name on our waiting list if a pre-loved machine is a possible option for you. Just call Brett on 1800 000 360 or email brett@echidnasewing.com.au and we'll let you know when something becomes available.

Brother PR1000
 10 Needle

\$11,999



Brother VM6200D
 Only 700,000 stitches
 Includes both upgrades

\$5,999



PFAFF & Husqvarna
 Sewing & Embroidery
 Machines

FROM \$999



Images are for illustration purposes only. Secondhand machines available at time of printing.

BROTHER CHRISTMAS SPECIALS

PLUS AN ECHIDNA BONUS

NV180 & NV180D (Disney Edition)

SEWING & EMBROIDERY

\$999
Machine Only

Disney Edition
\$1,399

3
YEAR
MECHANICAL
WARRANTY

5
YEAR
ELECTRONICS
WARRANTY



The Perfect Starter Machine
100 x 100mm (4" x 4")
LCD Colour Screen
On Screen Editing

Built-in Disney Designs (NV180D Model)
Advanced Auto Needle Threader
Easy USB Drive Design Transfer

BONUS
with NV180D Only

Echidna Starter Bundle valued at over \$500
& Embroidery Recipe CD

Innovis PE830DL

EMBROIDERY ONLY

\$1,499
SAVE \$500

3
YEAR
MECHANICAL
WARRANTY

5
YEAR
ELECTRONICS
WARRANTY



180 x 130mm (7" x 5")
Colour LCD Screen
On Screen Editing

Built-in Disney Designs
Advanced Auto Needle Threader
Easy USB Drive Design Transfer

BONUS

Echidna Starter Bundle valued at over \$500
& Embroidery Recipe CD

Innovis NV800E

EMBROIDERY ONLY

\$1,999
SAVE \$400

3
YEAR
MECHANICAL
WARRANTY

5
YEAR
ELECTRONICS
WARRANTY



260 x 160mm (10" x 6.5")
Colour LCD Screen
On Screen Editing

Advanced Auto Needle Threader
Easy USB Drive Design Transfer
Easy Slide-on Hoops

BONUS

Thread Pack, Spool Stand
& Embroidery Recipe CD

Innovis VQ3000

SEWING & QUILTING

\$3,899
SAVE \$600

3
YEAR
MECHANICAL
WARRANTY

5
YEAR
ELECTRONICS
WARRANTY



7" Colour Screen
Exclusive Ultra Sonic Pen
Sew straight™ Laser Guide
Wide Table Included

MuVit™ Walking Foot
Premium Auto Needle Threader
Pivot Function
561 Sewing Stitches

BONUS

Large Trolley Bag, Dual Feed 1/4" Foot
& Open Toe Foot

DreamMaker VE2200

EMBROIDERY ONLY

\$3,999
SAVE \$500

3
YEAR
MECHANICAL
WARRANTY

5
YEAR
ELECTRONICS
WARRANTY



Includes 4 Hoops
300 x 200mm (12" x 8")
7" Colour Screen
Exclusive Ultra Sonic Pen

LED Needle Drop Pointer
Premium Auto Needle Threader
Easy USB Drive Design Transfer

BONUS

Upgrade Kit 1, Duo Trolley Bag, Embroidery
Recipe CD & 100mm x 100mm Hoop

DreamWeaver VM6200D

SEWING & EMBROIDERY

\$7,499
SAVE \$500

3
YEAR
MECHANICAL
WARRANTY

5
YEAR
ELECTRONICS
WARRANTY



Includes 4 Hoops
300 x 200mm (12" x 8")
7" Colour Screen
Exclusive Ultra Sonic Pen
LED Needle Drop Pointer

Premium Auto Needle Threader
Easy USB Drive Design Transfer
Exclusive Laser Guide System
Exclusive Muvit® Digital Dual Feed
Built-in Disney Designs

BONUS

Upgrade Kit 1 & 2, Duo Trolley Bag &
Embroidery Recipe CD

All-New Innov-is A Series

REVIEW BY MARTYN SMITH

Martyn Smith is one of our industry's most respected and knowledgeable experts. With 40 years experience in all aspects of textiles, apparel and machinery, Martyn has lectured at universities, taught countless students and worked in the couture design industry.

The brand new A Series range from Brother was recently launched at the Brisbane Craft & Quilt Fair. I was given the task of reviewing each model and boy do they offer some great value for money.

Like everyone at Echidna, I'm a very passionate embroiderer but my industry roots have evolved from my love of sewing and for me the quality and functionality of a sewing machine is sacrosanct. Aside from the obvious inclusion of advanced features and a superb quality stitch, there is one other key ingredient that I personally judge a machine on. It's simply how it feels. Gary made the same comment on the Luminaire page and I'm sure most keen sewing enthusiasts know exactly what we mean.

It's the difference between tolerating a machine and loving it. This exciting new range from Brother delivers on all counts but it's the solid yet smooth feel that impressed me the most. To be honest, this carries true for all Brother machines. At a starting price of only \$499 for the Innov-is A16 through to \$799 for the A150 you'll find features normally reserved for much more expensive models.

The extended J Foot and feed pattern length is a real plus, as is the inclusion of the fix stitch function. The advanced automatic needle threader, quick-set drop-in bobbin, LED lighting and sliding speed control also make for a confident sewing experience and I have to say that I really enjoyed putting each model through its paces.

After 40 years I've sewn on every machine imaginable but this new range truly does belie its humble pricing. There are far too many features to list in this bulletin but as is the way these days, the best option is to visit the Echidna website for more detailed information or of course call me for a chat. A big part of my role is to match customers with the right machine for their needs. It's a task I and the rest of the Echidna team are very passionate about.

Martyn's Tip: Consider the NV180. It's the same as an A Series but with more features including an embroidery attachment and a full colour screen. Right now it's on sale for only \$999 which is tremendous value.

Innov-is A150
Sewing Only

\$799

A16 and A80
models also available



Innov-is NV180
Sewing & Embroidery

\$999



ON THE STRAIGHT AND NARROW WITH MARTYN SMITH

I've had a love affair with the Brother PQ series for more than two decades. I recently retired my original Nouvelle 500 (late 90's version of the exact same machine) and replaced it with the Brother PQ1500SL. My original machine was purchased so I could have an industrial-type straight stitcher at home without the bulk of an industrial machine table. It served me very well and has always been my "go to" machine for day to day stitching. Over 90% of garment making and quilt piecing is done with a straight stitch so having a perfect straight stitch is essential.

Quilters like the speed of this machine, as I do, and the ability to control a single stitch with ease as the foot control is very responsive and doesn't take long to adjust to. The orientation of the needle and bobbin-case will be foreign to some as the needle threads from left to right and the bobbin-case goes in the end of the machine just like its industrial counterparts. This tried and tested system is what gives this machine its perfect industrial stitch.

I've tried a couple of other brands in this semi-industrial category and I always come back to the PQ as my choice for three reasons: 1) the stitch length can go to 7mm in length, so it's ideal for temporary stitching for tacking and placement. 2) the flap on the extension table has a hinge that opens up really well and allows easy access to the bobbin-case. 3) the auto thread trimming is fast, no waiting around for the blade to do its thing! The little things make the difference.

It's a great addition to any sewing stable, comes with a great variety of feet (including a walking foot) and offers nothing short of perfection in forming a straight stitch.

Free-motion quilting and ruler work is much more fluid on this machine due to the "hands free" presser foot knee lift and it's easy to set up as the needle plate is always set for a straight stitch and the feed dogs drop below the needle-plate at the flick of the switch.

It's not a pretty machine but it's pretty fantastic and for those that make bags and use heavy fabrics, it's a more than capable little beast!

HOT PRICE

\$1,499
SAVE \$500

Layby and Payment
Plans Available

Industrial features
+ wide table included





EMBROIDERY SOFTWARE

WHAT'S RIGHT FOR YOU? DO YOU NEED IT AT ALL?

With so many amazing embroidery software programs to choose from it's hard to decide on what's right for you, or even if you need software at all. Echidna is very proud to offer a wide range of world class products with each one boasting its own unique credentials. The truth is that some advanced embroiderers use far more than one program but for most, choosing the software that best suits your needs can be a lottery.

We can help you decide by simply asking questions like....

- What level of computer skills do you have?
- What embroidery skills do you possess?
- Do you want to create your own designs?
- Do you want to edit existing designs?
- Do you embroider a lot of lettering?
- Are you a Mac or PC user?
- Have you ever used graphic software before?

The more we understand about your embroidery journey, the better we can assist in choosing the right software. Sadly, I have personally spoken to countless customers over the years who have unnecessarily spent thousands of dollars on software to only ever use it to transfer designs to their machine. Or they have purchased a full digitizing suite when all they needed was basic customizing software. Or even worse, they didn't need software at all.

All the products we recommend offer various levels or modules at affordable prices and we think it's important that you don't spend money on levels that you are unlikely to use. You can always add more features in the future if the need arises.

Which brand suits your machine?

These days, almost all embroidery software is what we call brand neutral, so it doesn't matter what make of machine you have. For example, if you love the idea of high quality photostitch designs then the Brother PE Design 11 is well worth looking at but you don't need to own a Brother machine.

Will your old software work with a new machine?

Most likely it will but check with us if you're unsure. Sometimes the only reason you may need to change or upgrade software is simply to get your hands on the latest technology and features. It's true that software technology never stands still and what was new last year can be old hat only months later.

More education available

Embroidery software is perhaps one of the biggest beneficiaries of the rise of YouTube. There are thousands of free and paid-for videos online dedicated to teaching home embroiderers how to use their software and covering virtually any brand you can imagine. It's incredible and you can access them 24/7.



TOWA TENSION GAUGE

HOW TO SET YOUR BOBBIN TENSION

The Towa Digital Tension Gauge is a must-have for any embroidery enthusiast looking for the perfect stitch. The precise digital LED display is easy to read and the unit provides the most accurate tension setting possible. While primarily designed for industrial-style bobbin cases like the Brother PR series, it can be easily used to measure the bobbin tension on virtually any home machine.



Towa Digital Tension Gauge

RRP \$199
PLATINUM PRICE
\$179

Echidna Screw Driver Pen

FREE
WITH ANY TENSION
GAUGE



Visit our website to watch a video on how to measure your bobbin tension. It really does relieve the tension surrounding thread tensions.



Gary's Tip: Having the correct bobbin tension is probably the most important requirement to achieve a well-balanced stitch. Machines of almost every brand allow the user to adjust the tension with a screw in the bobbin case. Different brands of bobbin thread can result in different tensions so it's important to check and adjust as necessary. This tension gauge makes it easy to measure your bobbin tension and set it to the ideal range of 30-40 grams.

Remember when adjusting your bobbin tension screw to only ever turn 1/4 turn at a time. Turn the screw right (clockwise) to tighten or increase the tension and left (anti-clockwise) to loosen the tension. Don't forget the old saying "Righty Tightly - Lefty Loosy"

Measure the tension after adjusting and if necessary repeat the process until between 30 & 40 grams of tension is achieved. Use these stitched letter "F" images as a guide for what would be an acceptable result.



Drop In Bobbin

Adjusting Screw



Push In Bobbin

Adjusting Screw



EMBRILLIANCE

- An easy-to-use suite of 8 embroidery software modules
- Runs on MAC or PC
- Offers basic customizing through to advanced digitising
- Priced from only \$149
- Grow the suite by adding only the modules that you need
- Works with all makes of machines
- Thousands of online video tutorials plus the support of Echidna
- A popular choice for hobby and small business embroiderers



20% Platinum Discount on All Embrilliance Modules*

BROTHER PE DESIGN 11

- Widely regarded as having the industry's best photostitch.
- All-new Version 11 boasts 54 scalable automatic quilting background designs
- Compatible with all makes and models of machines.
- Only two levels, starting at \$649 for PE Design Plus Version 10 to 11 Upgrade now available for \$579 (even less with Platinum discount)

brother
PE#DESIGN 11

Get 10% Platinum Discount on the new PE Design 11*

HATCH BY WILCOM

- Developed by Wilcom (an Australian company) for the home market
- Already the software of choice for thousands of embroiderers around the world
- Starting from only \$219
- The all-new Hatch V2 is available in a modular or full suite option
- Works with all brands of machines

Hatch
by **WILCOM**

Hatch Version 2 Now Available. Full suite upgrade only \$289

BUZZ TOOLS

- A suite of easy-to-use programs including BuzzSize, BuzzEdit, BuzzWord, Buzz2Stitches and BuzzXplore
- Most popular program is BuzzXplore for its simple but effective design cataloguing and conversion system
- Compatible with all brands of machines
- Pricing starts from only \$179 (less with Platinum discount).



BuzzXplore Version 2 - Save \$50! On Sale Now - \$149*

**Offers valid to 31st December 2018*

NEED SOME IDEAS OR INSPIRATION?

We've all been there! You're all fired up and excited to sit and embroider but the ideas are just not flowing. It's like an artist and a blank canvas. Sometimes you just don't know where to start or what to do and if we are honest this is more of an obstacle to embroidery success than learning how to use your machine.

We've had countless conversations over the years where customers have blamed a perceived lack of technical knowledge for not really getting the most from their machine but it's frequently a combination of a lack of ideas and being scared to push buttons. Both are easily overcome.

There are hundreds of ready made items that can easily be embellished with embroidery, whether it's directly stitched or a freestanding design like lace that is attached after it's stitched.

Think cushions and other home furnishings, hand bags or tote bags, towels and pillow cases, kids toys and even pet accessories. Or free standing seasonal decorations for Christmas, Easter or Halloween. Why not use embroidery to personalize special occasion greeting cards. Create a beautifully themed dinner table setting using ready made place mats and coasters.

The point is that you don't need to start a long drawn out project to achieve amazing or more importantly, functional and rewarding results with your machine. If you're stuck for ideas try typing "quick machine embroidery projects" into a Google image search or for even more detailed information jump on Pinterest. You'll discover a treasure trove of pictures and creative ideas.

Embroidery Idea: Travel Pillow

When shopping always keep your eye out for items that would take on a whole new persona with a bit of creative embroidery. Like these amazing new travel pillows that we are now stocking. I couldn't resist them as a gift idea for my two little grandchildren, Parker and Peyton. Now when they come for a sleepover, it's the first thing they pack.

They come in their own embroiderable carry bag and are complete with two microfibre pillow slips which can also be easily personalized. The navy colour means they never look dirty. Both the slips and the pillow are machine washable and dry very quickly which is important when used as a travel pillow. They will certainly provide welcome relief from some of the horrible hotel pillows I've experienced in my travels.

What a great embroiderable gift idea!



ONLY \$39.95

PLATINUM PRICE
\$35.95



Christmas Specials



Hemingworth PolySelect 1000m Embroidery Thread

Includes patented spool & cap system



PLATINUM PRICE

\$4.95

WAS \$6.95
NOW \$5.50

Super Fine

Echy cut scissors and tweezer set with leather pouch



1/2 PRICE

\$19.95

Selected Embroider Buddy Styles

- Sonny Snowman
- HipHop Froggy
- Buster Bulldog
- Rinaldo Raccoon
- Missy Bumble Bee
- Duncan Donkey
- LeRoy Leopard
- Cecil Sea Lion
- Santa Buddy
- Tommie Dino
- Pierce Dino
- Wendy Dino

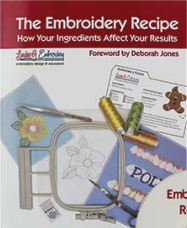


\$19.95

SAVE \$15

The Embroidery Recipe by Lindee Goodall

The perfect guide to better embroidery



\$49.95

CD or Digital Download

\$149

386 PAGE
COLOUR BOOK & CD

Echidna Hooping Station



THE BEST HOOPING AID AVAILABLE

Echidna Hooping Station

Small.....\$149 save \$50
Large.....\$299 save \$50
Combo Set.....\$399 save \$50

Gift Voucher for Christmas



\$20, \$50 & \$100 vouchers available

You still earn Platinum rewards points on gift vouchers!

Brother XT37

37 Stitch - Tough mechanical machine with built-in needle threader

MSRP \$399
\$249



SEWING TABLE AND HARD COVER INCLUDED

Brother FS155 Computerised Sewing Machine

\$499
SAVE \$100



So easy it's childs play!

Juki MCS1500 3 Needle Coverstitch

\$799
SAVE \$200

+
FREE SHIPPING

Perfect for

- hems
- sleeves
- cuffs
- necklines

