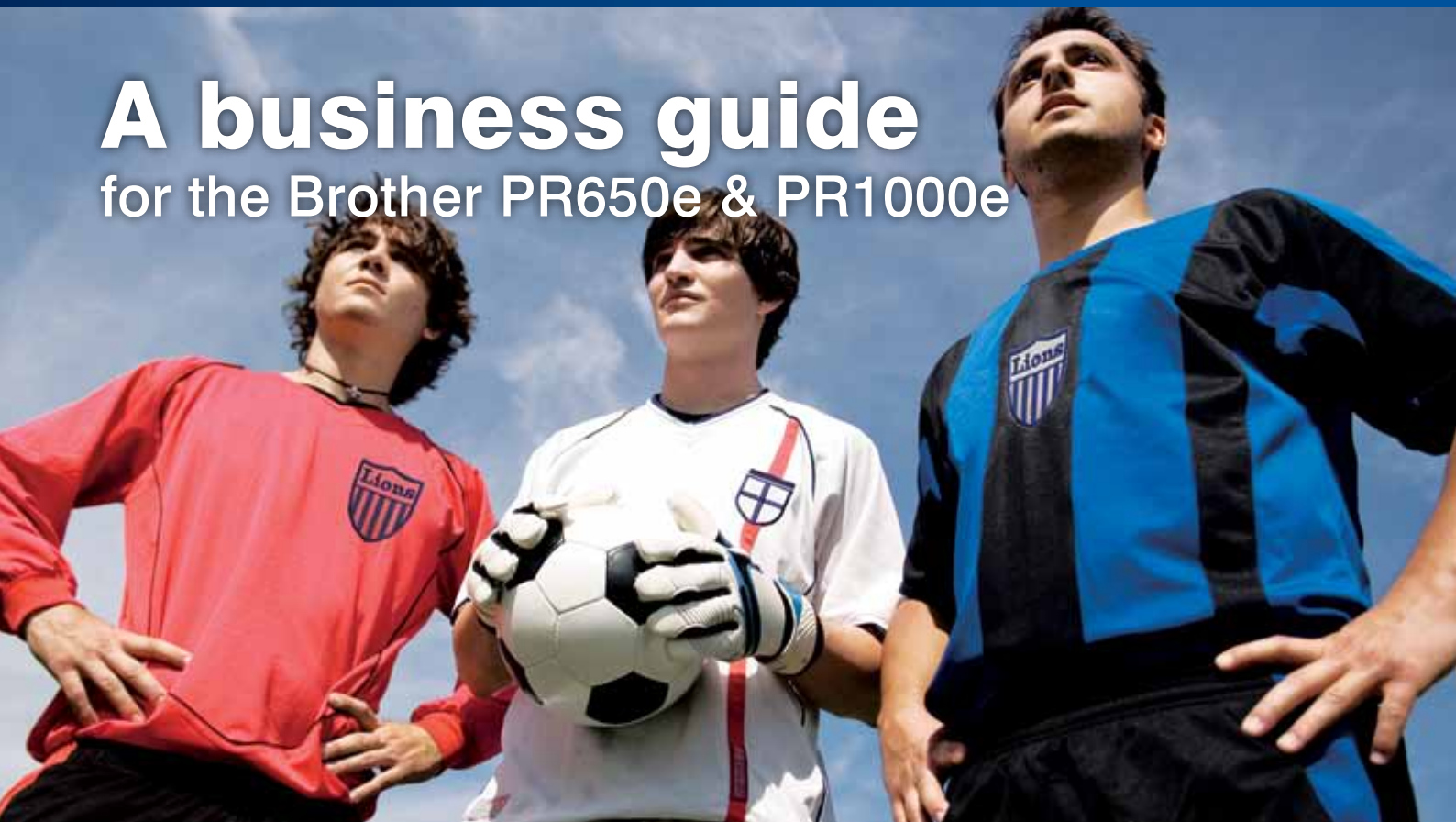


# A business guide

for the Brother PR650e & PR1000e



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## Introduction

**These days, everyone can use additional income.  
So what better time to start a home-based embroidery business than now?**

This is not a franchise or a get-rich-quick scheme, but your chance to join those who have made money from a home based embroidery business or by adding embroidery services to an existing business.

The state-of-the-art PR Series embroidery machines are designed to give you the basic equipment to become your own boss, with the flexibility to fit most work places from a spare bedroom to a workshop or retail environment.

**Consider what it would be like to transform everyday items into custom embroidery.**

- Embroider caps, athletic bags and shirts for local sports teams
- Monogram shirts and uniforms for businesses
- Personalise baby blankets and bibs
- Monogram towels, robes and napkins for wedding or anniversary gifts
- Create an endless variety of unique and profitable gift items

**The business possibilities are endless with the PR series of embroidery machines.**



## Benefits of starting your own embroidery business

There are many benefits of starting a home-based business and here are just a few:

### **You can choose your hours**

Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.

### **You can choose your location**

In your home, at a commercial location or within a retail outlet. Or, how about a mobile embroidery business that allows you to travel to exhibitions, fairs, festivals and special events\*?

### **You can choose your investment**

Since you're the boss, you have control over your expenses and prices.

### **You can even choose your customers!**

School sports, favourite pastimes, interior design, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions - the possibilities for selling your products are endless.

\*If applicable laws allow.



## Potential customers

Embroidery's universal appeal makes it a popular enhancement for just about anyone.

The possibilities for selling your products are endless.

Potential customers are all around you - Consider the opportunities that exist.

- Service businesses such as hair salons, restaurants, car service stations and hotels are potential customers for monogrammed or personalised clothing and other items featuring embroidery.
- Print shops or personalisation/embroidery services may offer opportunities for contract work.
- Members of clubs and civic organizations snap up embroidered clothing, such as shirts or jackets, and wear it to advertise their membership.
- Cycling clubs and outdoor groups offer their members embroidered patches or appliqué on hats, shirts or jackets to commemorate major group rides and other events.
- Churches, synagogues and other houses of worship. Weddings, Bar-Mitzvahs, christenings, confirmations and other special celebrations present the perfect opportunity for embroidered gifts, such as monogrammed towels and napkins or personalised baby blankets and bibs.
- Special events in your area such as fairs, concerts and festivals. Embroidered shirts and caps make popular souvenirs. Consider setting up a booth at these events!



## Potential profit

The profitability of any business is dependent on how well-run and efficient it is.

Healthy product margins are common in the personalisation/embroidery business so there is no reason why you shouldn't expect good returns if you monitor finances and put the hours in.

<b>Polo Shirt*</b>	<b>£</b>	<b>Caps*</b>	<b>£</b>	<b>Team Jacket*</b>	<b>£</b>
Suggested retail price	15.00	Suggested retail price	10.00	Suggested retail price	50.00
Your wholesale price for shirt	4.50	Your wholesale price for cap	2.50	Your wholesale price for jacket	25.00
Supplies to personalize (thread, backing, etc.)	0.50	Supplies to personalize (thread, backing, etc.)	0.50	Supplies to personalize (thread, backing, etc.)	1.00
Less your cost	5.00	Less your cost	3.00	Less your cost	26.00
Your gross profit	10.00	Your gross profit	7.00	Your gross profit	24.00

\*Approximate profit calculator



## PR650e Embroidery Machine

The **PR650e** incorporates all the user friendly features you'd expect to find in any of the Brother home embroidery machine range, together with the speed and finish of a commercial model, making it ideal for those thinking of starting a home based embroidery business.

The wide-angle HD LCD display offers vivid, crystal-clear clarity, rendering the brightest images imaginable. See high resolution design previews almost instantly. The new brightness adjustment feature allows you to change the screen brightness to suit your environment.

Most importantly, you'll find the **PR650e** incredibly easy to use.

**Go to the next page to read more about PR650e features.**





### Advanced natural lighting system

The built-in LED lights provide effective natural lighting for your working area.

### Six needles

Embroider multi-coloured designs quickly and easily. Automatic colour change allows you to pre-programme the colour sequence for the design. Upper and lower thread trimmers eliminate time-consuming trimming after the embroidery is complete.

### Exclusive automatic needle threading

Simply press the automatic needle threading button and the upper thread will pass through the needle. It couldn't be easier!

### 25 built-in fonts

Utilise the simplicity of the LCD touch screen and modify your projects with a range of lettering styles and text effects. This gives you the flexibility to add originality to your designs.

### Customise designs on screen

Powerful customising capabilities include arranging text, pattern rotation in 1-degree increments, change design size, and the ability to combine designs and add lettering.

### Forward/reverse +/- 500 stitches

Set back/forward over the design.

### Group/ungroup

Combine designs and edit them as one or separate design elements and edit separately. Link up to four PR650e Series and PR1000e Series machines and (Optional PE-DESIGN<sup>®</sup> NEXT software required) monitor all machines from a single computer. Queue up to 100 designs.

### Cylinder arm

The cylinder arm makes it easy to embroider items such as caps, tote bags, sleeves, trouser legs, etc.

### Included embroidery frames

Choose the ideal embroidery frame for the job from the four different sizes included with the PR-650e (200mm x 300mm, 130mm x 180mm, 100mm x 100mm, 40mm x 60mm).

### Versatile new features

Single colour embroidery. Convert multi-coloured designs to single colour. Registration marks for easy, continuous borders.





## PR1000e Embroidery Machine

The **PR1000e** incorporates many new features which work together to enhance your productivity. 10 needles for a wider range of colours, extra large embroidery area and positioning sensor all combine to offer increased versatility.

The compact design is ideal for small work shops or the home, and is portable enough to be moved for use at events. A wide variety of accessories give the flexibility to embroider a huge range of items.

Most importantly, you'll find the **PR1000e** incredibly easy to use.

**Go to the next page to read more about PR1000e features.**



### Advanced natural lighting system

The built-in LED lights provide effective natural lighting for your working area.

### Ten needles

Embroider multi-coloured designs quickly and easily. Automatic colour change allows you to pre-programme the colour sequence for the design. Upper and lower thread trimmers eliminate time-consuming trimming after the embroidery is complete.

### Flexible Threading System.

Easy threading prevents thread tangles and provides stable tension.

### 28 built-in fonts

Utilise the simplicity of the LCD touch screen and modify your projects with a range of lettering styles and text effects. This gives you the flexibility to add originality to your designs.

### LED Thread indicator

Multicoloured LED lights help to:-

- Show the position of broken threads
- Show when a thread needs changing
- Show the position for each thread colour

### Forward/reverse +/- 1000 stitches

Set back/forward over the design.

### Group/ungroup

Combine designs and edit them as one or separate design elements and edit separately. Link up to four PR650e Series and PR1000e Series machines and (Optional PE-DESIGN® NEXT software required) monitor all machines from a single computer. Queue up to 100 designs.

### Table attachment

Includes a table to support extra large projects such as blankets and Jackets etc.

### Included embroidery frames

Choose the ideal embroidery frame for the job from the four different sizes included with the PR1000e (360mm x 200mm, 130mm x 180mm, 100mm x 100mm, 40mm x 60mm).

### Versatile new features

Single colour embroidery. Convert multi-coloured designs to single colour. Registration marks for easy, continuous borders.



## PR comparison

Feature	Benefit	PR650e	PR1000e
Number of needles	Embroider multi-coloured designs quickly and easily	6	10
Up to 1000 stitches per-minute	Create designs quickly, thanks to fast embroidery speeds	✓	✓
Large Embroidery area	Enables you to create even bigger embroidery designs. Adds flexibility and impact to your designs	300 x 200	360 x 200
Large Colour LCD Touch Screen	Stitch information and informative tutorial guides are all accessed simply and quickly via the large screen	✓	✓
Exclusive Automatic Needle Threader	Simply press the automatic needle threading button to see the upper thread pass through the needle quickly and securely	✓	✓
Automatic thread trimmers	Cuts upper and lower thread automatically at the end of each colour change on embroidery	✓	✓
Built-in lettering styles	Customise all your projects with a range of lettering styles and text effects	25	28
Built-in designs	Quickly & simply personalise your projects with a choice of alphabet designs, frame patterns or a selection of embroidery designs	15 Designs	110 Designs
Customise designs on screen	Powerful customising capabilities include arranging text, pattern rotation in 1-degree increments, change design size, and the ability to combine designs and add lettering	✓	✓
Individual Stitch Back-up	With the easy to use touch screen you can search through the design by individual stitches, colour blocks or groups of one hundred stitches	✓	✓
Design Rotation	Rotate any design in 1-degree increments. Makes editing and placements of designs very easy	✓	✓

## PR comparison continued

Feature	Benefit	PR650e	PR1000e
<b>Appliqué function</b>	Create full colour appliqués, perfect for badges and medallions	✓	✓
<b>Single colour sewing</b>	Allows you to sew any design in a single colour with no interruption	✓	✓
<b>Speed range</b>	Variable speed range, flat 400 to 1,000 spm, cap 400 to 600 spm	✓	✓
<b>Manual colour sequence</b>	Set colour sequence by needle number	✗	✓
<b>Anchor needle speed</b>	Set individual needle speeds to suit specialists threads.	✗	✓
<b>Camera Function</b>	Advanced camera sensing function for design positioning and backwards/forwards function	✗	✓
<b>Flexible Threading System</b>	Easy threading prevents thread tangles and knots and provides stable thread tension	✗	✓
<b>LED Thread indicator</b>	Multicolour LED lights help to: Show the position of broken threads; Show the position when a thread colour needs hanging; Show the position thread for each colour of thread.	✗	✓
<b>Link capability</b>	Ability to link multiple machines via a PC using PE-Design Next software	<b>V2 software</b>	✓
<b>Table</b>	Supports large and heavy projects	<b>Optional</b>	<b>Standard</b>

## PR650e Accessories

There are many accessories to choose from:



### Cap frame\*

Embroider your caps effortlessly. The embroidery area is a generous 130mm x up to 60mm high (model code PRCF3).



### Cylinder frame\*

Embroider virtually anything that's cylindrical and normally difficult to sew. Cylinder frame 90mm wide x 80mm high. Material should have a minimum of 100mm open diameter (model code PRCL1).



### Flat frame\*

Jackets and other thicker materials are easily embroidered on the flat frame which measures 300mm x 200mm (model code PRF300).



### Cut Work\*

With this kit, you can set up your PR650e or PR1000e to both embroider and cut - without having to change needles in between. Giving you the ability to create and customise beautiful embroidery cutwork. (model code PRCW1).

## PR1000e Accessories

There are many accessories to choose from:



### Wide angle cap frame\*

The wide angle cap frame enables you to embroider popular cap styles quickly and easily. Embroidery area 360mm wide x 60mm high (model code PRPCF1).



### Cylinder frame\*

Embroider virtually anything that's cylindrical and normally difficult to sew. Cylinder frame 90mm wide x 80mm high. Material should have a minimum of 100mm open diameter (model code PRCL1).



### Round frame kit\*

The round frame kit includes 3 round frames:

- Small 100mm
- Medium 130mm
- Large 160mm

(model code PRPRFK1)



### Jumbo frame 360 x 360mm\*

Embroider extra large designs with ease. Simply embroider the first half of the design and turn the hoop 180 degrees. The camera sensor system will position the frame ready to embroider the 2nd half of the design (model code PRPJF360).



### Border frame 300 x 100mm\*

Embroider beautiful continuous designs and borders. Ideal for a wide range of projects from fashion to furnishings (model code PRPBF1). Quilt frame 200 x 200mm also available (model code PRPQF200)



### Premium Pack I\*

Add advanced new features to the PR1000e:-

- Image scanning function
- Colour Shuffling
- Border connection
- Stitch recalculate

(model code PRUGK1)

## Embroidery software

### PE-DESIGN NEXT

- Advanced User Interface
- More Stitch and Pattern Variations
- Enhanced Lettering Function
- Illustrations and Photos can be turned into Embroideries
- Collaborate Features with Embroidery Machines

**PE-DESIGN NEXT has enhanced productivity features making it ideal for small business use.**

Link Function allows you link up-to four compatible embroidery machines and to send data to each machine. Brother PR1000/PR650 Ver. 2 can use the Link Function and can receive up to 100 data from the computer.

In addition, two functions can be used in combination; 200 Built-in Template Designs and Name Drop.

### PE-DESIGN PLUS

- Wide variety of stitches and embroider designs
- Editable hoop sizes and brother hoop selections up to 200mm x 300mm
- Multiple formats available for import and export (.pes, .dst, .hus, .exp, .pcs, .vip, .sew, .jef, .csd, .xxx and .shv).

#### Image to stitch function

Turn your favourite photo or illustration files into embroidery designs.

#### Resize without changing density

PE-DESIGN PLUS makes it not only easy to change the sizes of your embroidery designs, but you can also increase and decrease the size of your designs without changing the stitch density.

#### Extensive collection of built-in fonts and designs

35 fonts and an extensive library of sample graphics help you create your ideal designs.





## Further information

There are several excellent sources of general information on the internet for new businesses:

- [www.businesslink.gov.uk](http://www.businesslink.gov.uk) is the government's business advice site.
- [www.startups.co.uk](http://www.startups.co.uk) also has some good tips as well as a forum where budding entrepreneurs can share ideas.
- The Department for Trade and Industry's website - [www.bis.gov.uk](http://www.bis.gov.uk) also has lots of useful general information on starting out in business
- A guide to choosing a business name and how to register your company's name can be found at the Companies House website: [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)
- For information on workplace health and safety visit the Health and Safety Executive's website: [www.hse.gov.uk](http://www.hse.gov.uk)
- For information on taxes and tax relief schemes for new businesses visit: [www.hmrc.gov.uk](http://www.hmrc.gov.uk)
- For information on Patenting visit the Intellectual Property Office website [www.ipo.gov.uk](http://www.ipo.gov.uk)
- For information on getting your customers to pay on time - and thus improving your cashflow, visit the Better Payment Campaign's website: [www.payontime.co.uk](http://www.payontime.co.uk)
- For information on the financial help for small and medium sized businesses visit the Enterprise Investment Scheme's website [www.eisa.org.uk](http://www.eisa.org.uk)
- For advice and information on working from home, visit [www.enterprisenation.com](http://www.enterprisenation.com)

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