

BERNINA⁺

BERNINA CutWork
***BERNINA Teaches Sewing Machines
how to Cut***

Winner of the Swiss
Technology Award



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BERNINA Teaches Sewing Machines how to Cut

BERNINA, the tradition-conscious manufacturer of top-quality sewing and embroidery systems, is launching a high-precision fabric-cutting tool with the associated software in 2010. Thanks to Cutwork, BERNINA customers are able for the first time to create any outlines they wish on-screen, then cut them out with their sewing machines. This product innovation garnered BERNINA a Swiss Technology Award in 2009.

Those who work creatively with fabrics are eventually confronted with the challenge of cutting out complex shapes from the fabric, e.g. for appliquéing. Until now, this meant tedious work with fine scissors, cutters and makeshift templates. With the BERNINA CutWork tool, you can design any shapes you want – from a simple star to a mesh pattern – using software specially developed for this purpose, then transfer it via USB stick to the sewing machine and cut it out from fabric. For this, a patented cutting tool with pivotable blade is attached to the sewing machine instead of a sewing needle. You can even load hand-sketches into the software via a scanner or webcam and edit them further. CutWork received a Swiss Technology Award – the leading Swiss prize for technology and innovation – in 2009. In March 2010, CutWork will be available in Europe from specialist dealers, at a cost of EUR 399.–.

Just Cut it Out!

“With CutWork, we’re opening up a new dimension in textile design,” says Carola Grummt, Product Manager at BERNINA. Together with a team of ten, she took CutWork from initial idea to market-ready product within the space of a year. “There are countless applications for CutWork. The cutting tool can be used to create an exclusive evening gown with intricately shaped peepholes, but you can equally well make a neoprene stamp or a felt tea-light with it.” The CutWork knife slices through almost all materials, through cotton and silk fabrics as well as through leather and sheeting, jersey and terrycloth, foam rubber and denim. Up to 15 layers can be cut simultaneously. This is particularly useful for quilters whose textile artworks are in some cases composed of many dozens of fabric pieces of the same type.

Seams and embroideries can also be added to a project in the CutWork software, and are executed by the sewing machine following the outline cuts. For this, the CutWork user need only replace the CutWork knife with a standard sewing or embroidery needle, which is then threaded. The machine takes care of everything else. In this way, for example, satin-stitched outlines or fillet-embroidered cutwork (Richelieu embroidery) are created.



CutWork opens up a whole new dimension in creative work with fabrics.

BERNINA – Innovation from Tradition

Innovation is a BERNINA tradition: in 1893, Karl Friedrich Gegauf invented the hemstitching machine. Today, BERNINA is active in around 80 countries, and has a worldwide reputation among textile enthusiasts for manufacturing first-class, innovative yet immensely robust sewing and embroidery systems. BERNINA's receipt of the Swiss Technology Award is testimony to the company's innovative strength. Over 1600 projects have contended for this highly coveted prize since it was first conferred in 1987. The Swiss Technology Award is supported by the innovation-promotion agency KTI, the Swiss Federal Institute of Intellectual Property IGE, and the Business Development Agencies of the Cantons of Bern and Solothurn.



Carola Grummt, Product Manager, and Michael König, Innovation Manager, have taught the sewing machine how to cut.



CutWork places Bernina squarely at the cutting edge of creative textile artistry.



DIY is definitely 'in'. This table decoration can be created with the CutWork tool in no time flat.

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A further example of CutWork: appliqué work on bag and T-shirt.