

made to create **BERNINA**



In the Loop
DEALER NEWS
NEW ZEALAND

bernette
SWISS DESIGN

BERNINA
made to create

Kia Ora BERNINA Partners,

As I write this, we know that there is continued uncertainty over events in the Gulf. But those of us who have been in the industry for a long time will have seen situations like this before. They often present real opportunities, and more so for us than other industries, as ours is built around people staying at home. Does not wanting to travel overseas or far away from home sound similar to recent events? Our industry can really thrive in an environment like this by staying agile and focused on delivering value and experience. Retail stores can not only adapt to change but uncover new ways to drive growth and build lasting customer loyalty.

We have some fantastic specials coming up for April and May, they offer a great opportunity for those who want to stay home and sew.



A few reminders for **MAY**:

- Your dealer pricing for this sale period lasts until the 7th of June and we ask that you switch to actively promoting the May portion of the April-May promo plan from the 1st of May.

The resources are now in the Dealer Hub for you, which includes a flier for the Mother's Day sale period. We will also be sending you printed posters as per usual for this sale period.

PLEASE NOTE - we are happy to provide you with alternative file types if you need them, just reach out to either anna@bernina.co.nz or simone@bernina.co.nz. We're here to help!

- **THREADWORK** - As of the **12th of April**, our Threadwork Challenge has closed. Please send the quilts you have to 17 Aglionby Street by the **22nd of April**. We would greatly appreciate a heads up that you've sent them, especially if it's coming as part of a larger package.

A big THANK YOU! to the dealers who have already begun sending in their quilts ★

As always, please reach out if you need support or have any questions.

Your BERNINA Team

• MARKETING HUB •



Promotions



This May sale is all about encouraging our customers to take time out of their busy lives to pause and do something that brings them joy. If we're doing our jobs well, that will include using their bernette or BERNINA machines to create beautiful things!

We've got even more fantastic deals on machines this month for those shopping for Mother's Day, and we hope the continued 20% off most accessories will remain popular!

Take Time to Create

bernette
44 FUNLOCK
\$699

WAS \$799
SAVE \$100

bernette
SWISS DESIGN



Take Time to Create

BERNINA
475 QE
\$3,499

WAS \$3,799
SAVE \$300

BERNINA
made to create



• FIND ALL YOUR ASSETS HERE •

Top "TESSA"

This month's **FREE Inspirations** pattern, **TESSA** is a stylish twist on a wardrobe essential. Use rib knit to create a classic tank top with contrasting neck and shoulder details, giving you the freedom to customise it to fit seamlessly into your wardrobe.

Level :

Time :



• INSPIRATION FREE PATTERN •



20% OFF the AoM

#54 Zipper Foot with Non Stick Sole and Guide

Zipper foot #54 with non-stick sole is especially suited to attaching zippers to "sticky" fabrics such as leather or plastic. It also features an adjustable guide that lets you sew a perfectly even, parallel seam with ease!

• ACCESSORY OF THE MONTH •



Circular Embroidery Attachment #83



The Circular em and decorative utility or decora appliquéing ribt sewing-bed are.

83 008 373 74 00 B C D Ea Eb Ec F G

Screws for Attachments

Small but mighty! If you're after more screws for your attachments, here are the details.

#0031965.1.00

RRP \$9.58



DATE

EVENT

15th - 16th May

[TARANAKI QUILT FESTIVAL](#) | Stratford War Memorial Centre

22nd - 24th May

[HETTANZ CONFERENCE](#) | Otago University

10th - 13th June

[FIELDAYS](#) | Mystery Creek, Hamilton

1st - 6th October

[CHRISTCHURCH SYMPOSIUM](#) | Burnside Highschool

BERNINA New Zealand

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