

FOR IMMEDIATE RELEASE

## **BERNINA DEALER TO SHOWCASE NEW 7 SERIES AT THE AMERICAN SEWING EXPO IN NOVI, MICHIGAN**

*Ann Arbor Sewing Center will exhibit the B 780 E and offer a “Make and Take”  
sewing station at booth 343 on September 28 – 30*

**AURORA, Ill. – September 13, 2012** – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Ann Arbor Sewing Center, a BERNINA Dealer located in Ann Arbor, Mich., will exhibit and showcase its new and state-of-the-art B 780 E machine at booth 343 at the American Sewing Expo. The B 780 E is a part of BERNINA’s new 7 Series line, available at U.S. BERNINA Dealerships in late October. Ann Arbor Sewing Center will also offer a “Make and Take” sewing station at its booth, where attendees can create an eye glasses case to take home. The expo is being held at the Suburban Collection Showplace, 46100 Grand River Ave. in Novi on Friday, September 28 through Sunday, September 30.

BERNINA’s new 7 Series line of machines – the B 780 E (Embroidery), B 750 QE (Quilter’s Edition) and B 710 – feature the world’s first, patent-pending BERNINA 9 Hook (B 9 Hook) that uniquely combines the advantages of the two best hook technologies: the rotary and CB hook. This hook system enables higher sewing and embroidery speeds, up to 9 mm stitch width and 80 percent more bobbin capacity than BERNINA’s standard bobbins. The 7 Series also includes an extended freearm area with 10 inches of space to the right of the needle and a practical extension table with ample space to hold your larger sewing projects.

The American Sewing Expo is the largest independent consumer sewing show in the country. The expo features a variety of vendors, classes, demonstrations and competitions related to fashion sewing, quilting, needle arts, home decoration and crafting. For more information about the American Sewing Expo, including hours and admission prices, please visit [www.americansewingexpo.com](http://www.americansewingexpo.com).

Family owned and operated for 44 years, the Ann Arbor Sewing Center is an authorized BERNINA dealer located at 5235 Jackson Road in Ann Arbor, Mich. The sewing center carries the full line of BERNINA machines and its knowledgeable and friendly staff teach a variety of weekly sewing, embroidery and quilting classes. For more information on the Ann Arbor Sewing Center, please visit [www.annarborsewing.com](http://www.annarborsewing.com).

### **About BERNINA**

Founded in Switzerland more than 100 years ago, BERNINA is the world’s premier manufacturer with a proven reputation for offering state-of-the-art sewing and embroidery systems, sergers and embroidery software. BERNINA’s leadership is marked by an impressive number of industry leaders, influencers and artisans who chose to partner with the company. BERNINA products are sold in the United States through a network of approximately 450 fully trained independent dealerships. In 2008, the company introduced the revolutionary BERNINA 830, a machine designed to change the home sewing industry. To learn more, visit [www.bernina.com](http://www.bernina.com) or call (630)978-2500.

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