

FOR IMMEDIATE RELEASE

BERNINA OFFERS ONLINE SHOPPING FOR SELECT MACHINES AND SOFTWARE

*Purchases on the new eCommerce site will be picked up
at the nearest BERNINA Dealer*

AURORA, Ill. – September 15, 2014 – BERNINA of America, the world’s premier manufacturer of sewing, quilting and embroidery machines, is pleased to announce that consumers can now buy select BERNINA and bernette machines, and BERNINA software from its new eCommerce site, shop.bernina.com. Consumers who make purchases online will pick them up at their nearest BERNINA Dealer. Same-day pickup during Dealer business hours is possible at most locations, and there is no additional cost. Sales tax will be automatically added into the purchase price based on the pickup location.

“BERNINA prides itself on serving its customers and eCommerce will enhance the experience for those who want the added convenience of making purchases online,” said Paul Ashworth, President of BERNINA of America. “Pick up within our Dealer network ensures dealerships can provide customers with the education and servicing for their new machine.”

BERNINA machines available for purchase on the BERNINA eCommerce site include the BERNINA 550 QE, BERNINA 530, BERNINA 380, BERNINA 350 PE, BERNINA 330, and BERNINA Sergers. Shoppers can also purchase the BERNINA DesignWorks Software Suite and bernette machines, including the bernette Chicago, bernette London 8, bernette London 7, bernette London 5, bernette London 3, bernette Seville 4, and bernette 340 Deco.

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 and to find a dealer, visit www.bernina.com or call (630)978-2500.

About bernette

Marketed and sold by BERNINA, the bernette brand of sewing and embroidery machines range from simple sewing machines for beginners to computerized sewing machines for the contemporary and creative sewer. bernette sewing and embroidery machines are versatile and reliable, with a great value placed on sturdiness and durability of design. To learn more, visit www.mybernette.com.

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