

FOR IMMEDIATE RELEASE

BERNINA DEALER RECEIVES NEBRASKA CAREER EDUCATION DISTINGUISHED BUSINESS/INDUSTRY PARTNER AWARD

*Al Haiar of BERNINA Sewing Center recognized for
providing outstanding service to the greater Omaha-area schools*

AURORA, Ill. – June 23, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Al Haiar, who owns BERNINA Sewing Center in Omaha, Neb. with his wife, Jean, has received a Nebraska Career Education Distinguished Business/Industry Partner Award. The award recognizes outstanding service to career education classes through a partnership with the greater Omaha-area schools. For decades, Mr. Haiar has provided service at no charge for any BERNINA sewing machine that he sold to the schools. BERNINA machines are recognized world-wide for reliability, outstanding quality and the latest technology.

“Al is key because he keeps my teachers up to date with BERNINA’s most current technology,” said Carol Ringenberg, Human Services & Education and Health Sciences Career Field Specialist for the State of Nebraska. “Sewing technology is very important for our students. If they choose to work in the textile industry or study textile sciences in college, students will need to be familiar with the latest advances in sewing machines, and by using BERNINA they are.”

Mr. Haiar estimated that more than 1,000 of his BERNINA machines are currently being used in middle schools and high schools in the greater Omaha area and parts of southwestern Iowa.

“If a student breaks a machine purchased from me, I never charge a service fee to fix it and I try to be at a school within 24 hours after receiving the service call,” said Al Haiar. “As a result, the teacher doesn’t get upset with the student. They know I’ll be there to fix it for free.”

BERNINA Sewing Center, located at 10144 Maple St., is an exclusive BERNINA Dealer that has provided top-quality service to area residents since 1976. The Dealer sells BERNINA sewing machines and software, and also provides a variety of sewing, embroidery and quilting classes for people of all skill levels. In 2002, BERNINA Sewing Center received BERNINA of America’s highest honor, the BERNINA Presidential Award. For more information, visit www.berninasewingcenteromaha.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 and to find a dealer, visit www.bernina.com or call (630)978-2500.

###

Media Contacts for BERNINA of America, Inc.:

Doug Dusik, (312)780-7218, ddusik@dresnerco.com

Joanne Tedesco, (312)780-7210, jtedesco@dresnerco.com