



start a home-based
embroidery business

with the Brother® PR-650.....

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This guide is here to help you fuel your entrepreneurial spirit and begin your career with the Brother® PR-650. Included are tips to guide you as you start a home-based embroidery business, from creating a plan to finding the right customers. So good luck with your new business venture.





introduction...

Today, everyone can use additional income. So what better time to start a home-based embroidery business than now?

This is not a franchise or a get-rich-quick scheme, but your chance to join those who have made money in their spare time with the PR-650 six-needle home-based embroidery machine.

The state-of-the-art PR-650 is designed to give you the basic equipment to become your own boss, with the flexibility to choose your own workplace and start your own home-based embroidery business.

Consider what it would be like to transform everyday items into custom embroidery.

- Embroider caps, athletic bags and shirts for local sports teams
- Monogram shirts and uniforms for businesses
- Personalize baby blankets, bibs and nappy bags
- Monogram towels, robes and napkins for wedding or anniversary gifts
- Create an endless variety of unique and profitable gift items

The business possibilities are endless with the PR-650 embroidery machine.



Cap frame sold separately.

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potential benefits

of starting a home-based embroidery business using the PR-650

There are many benefits of starting a home-based business and here are just a few:

You can choose your hours

Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.

You can choose your location

In your home, at a commercial location or within a retail outlet. Or, how about a mobile embroidery business that allows you to travel to exhibitions, fairs, festivals and special events

You can choose your investment

Since you're the boss, you have control over your expenses and prices.

You can even choose your customers!

School sports, favorite pastimes, interior design, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions - the possibilities for selling your products are endless.

exceptional profit potential

The profitability of any business is dependent on how well-run and efficient it is.

approximate profit calculator *

Golf Shirt	£	Caps **	£	Team Jacket	£
Suggested retail price	12.00	Suggested retail price	9.00	Suggested retail price	45.00
Your wholesale price for shirt	4.50	Your wholesale price for cap	1.10	Your wholesale price for Jacket	14.00
Supplies to personalize (thread, backing, ect)	0.50	Supplies to personalize (thread, backing, ect)	0.30	Supplies to personalize (thread, backing, ect)	0.90
Labour (5000 stitch design)	2.00	Labour (5000 stitch design)	2.00	Labour (30000 stitch design)	12.00
Less your costs	7.00	Less your costs	3.40	Less your costs	26.90
Your gross profit	5.00	Your gross profit	5.60	Your gross profit	18.10

* Prices shown reflect industry estimates. These do not include the cost of digitizing a personal design additional licensing fees for content. Variable set-up costs are not included.

** Cap frame sold separately.

You would only need to supply approximately 300 team jackets or 1,000 caps to pay for your PR-650!*

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creating a plan



Before you start your home-based embroidery business, a good starting point is to draw up a marketing strategy and plan. This should address:

- ✦ Who are your customers and what do they want?
- ✦ Where are your customers?
- ✦ How can they be targeted effectively?
- ✦ What do they know about the products already?
- ✦ How is your market changing?

Only when you have begun to answer these questions will you be able to embark on finding new business opportunities and get the edge on your competitors.

Research

There is plenty of information out there – including government statistics and market reports. Or you might want to commission your own research that can give you answers to your specific business needs.

Segment your market

It's vital that the plan identifies market segments and considers ways to ensure individual needs are met. It's about finding out what is important to particular groups of your customers, be that price, quality, convenience, etc. Any marketing material should then emphasize your strengths in the areas that are most important to your target segment.

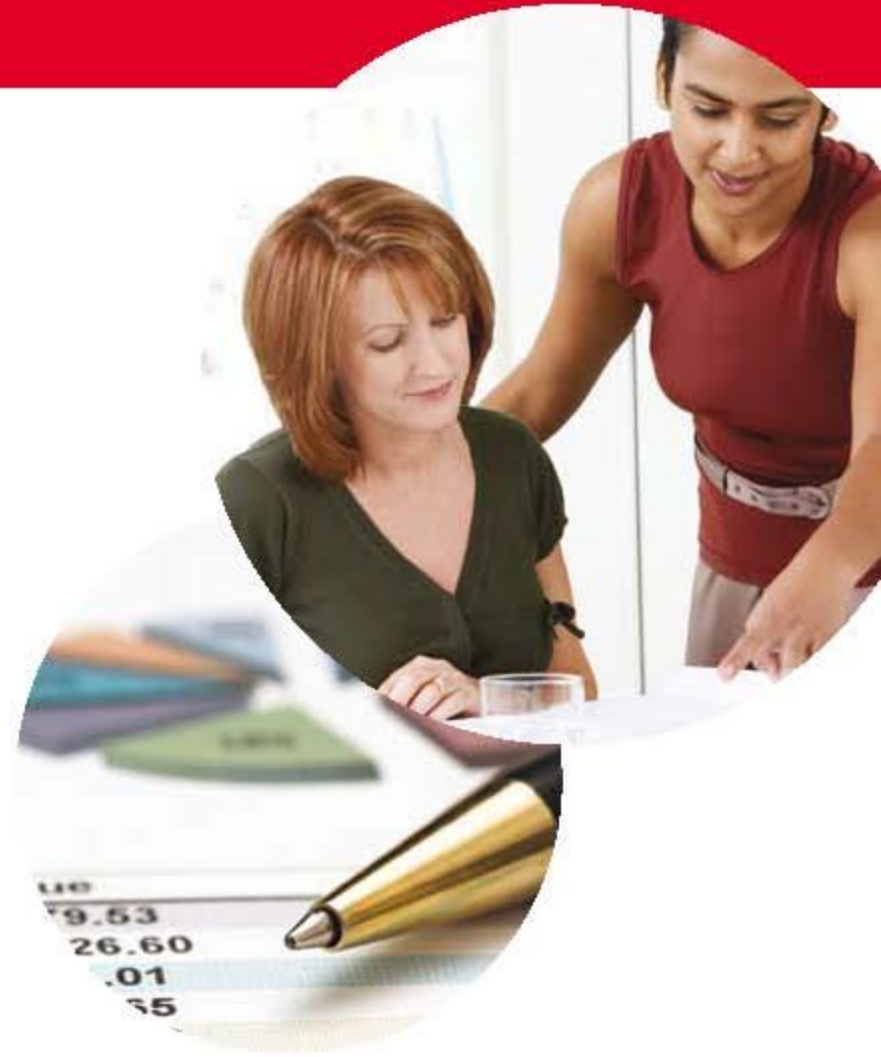
Promoting your home-based business

From advertising and direct mail to developing your own website, it's important you establish which tools you need to help you to execute your marketing campaign. The internet is a popular forum for marketing your business and selling your products. Many companies use websites to allow customers to place orders and/or to promote their products or services. Emailing can allow you to reach large numbers of customers quickly and cheaply.

For all your marketing activity, don't forget to ensure you operate within the guidelines outlined by The Data Protection Act 1998. This sets out eight rules that companies must follow for protecting personal data. This includes using personal information for marketing purposes. For further information visit: www.informationcommissioner.gov.uk

Evaluate and assess

For a plan to succeed you must subject it to a thorough and constant process of evaluation and assessment. Identify which areas are working and which have failed to produce results and make changes accordingly. By establishing what you are good at as a business, you can identify positive messages which can be relayed to existing or potential customers.



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about the PR-650

Achieve professional results with the PR-650 six-needle embroidery machine. A versatile, compact machine which will fit into your home and yet is portable enough to take on the road. Best of all, its attractive price means those big dreams can be realized with just a small investment.

The PR-650 incorporates all the user-friendly functions of a Brother® home embroidery machine with the versatility, speed and professional finish of a commercial model. It gives you power and technology yet is incredibly easy to use—and is perfect for starting a home-based embroidery business.

The six-needle, single-head embroidery machine with automatic needle threading has sensors to automatically stop the machine if the thread breaks or runs out. Automatic color changes can be pre-programmed and the design information is retained in the event of a power failure or if the machine is switched off. Designed to be sufficiently rugged for continuous use, yet portable enough to be transported to craft fairs and events, it offers similar features to other top-of-the-range industrial models all at a realistic price.

Included in the box :

Embroidery Hoops

One of each of the following hoops: 300mm x 200mm (approx. 12" x 8"), 180mm x 130mm (approx. 7" x 5"), 100mm x 100mm (approx. 4" x 4"), 60mm x 40mm (approx. 2" x 1.5").

Tool Kit

A toolkit supplied with screwdrivers, scissors, touch pen, tweezers, cleaning brush, seam ripper, needle threading tool, replacement needles, oil and USB cable.



NEW
Cylinder Frame
option



PR-650 features

large full color 4.5" x 7" HD LCD touch screen from Sharp Corporation

Easily edit and see your entire embroidery creation on a single screen with 160° horizontal and 140° vertical range. Intuitive commands and a built-in Quick Reference Guide make the control panel easy to use and quick to learn.

touch screen technology expands responsiveness

Touch the screen to make selections or move motifs quickly and reliably. Zoom key instantly shows results of your actions.

customize designs on screen

Powerful customizing capabilities include arranging text, pattern rotation in one-degree increments, changing design size and the ability to combine designs and add lettering to your designs.

300mm x 200mm (approx. 12" x 8") embroidery area

Conveniently fill the whole area at one time without re-framing. Use one oversized design or use the Edit function to combine embroidery fonts, frames and designs.

expanded software for easy design editing

- Customizable screen saver
- Improved on-screen design movement
- Thread marking capabilities for matching borders and split designs
- Machine threading in any screen
- 300 color palette
- Thread sensor on/off feature
- Monochromatic feature for uninterrupted embroidery using a single color
- Easy design duplication in any direction
- Appliqué function
- Virtually instantaneous processing—3x faster

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PR-650 features



automatic needle threading

Upper thread passes through the eye of each needle easily with a touch of a button.

3 usb ports

New high speed port for fast design transfers from your USB memory stick and USB external hard drive. A second port for machine peripherals. A third port for computer connectivity and future upgrades.

improved lighting during embroidery

The on/off button on the control panel allows for greater control of light while embroidering.

easy embroidering with 6 needles

Embroider multicolor designs quickly and easily with 6 different thread spools. This helps you embroider faster and increase production capability.

cylinder arm

The cylinder arm makes it easier than ever to embroider items such as caps, tote bags, sleeves, pant legs, shirt pockets and socks.



built-in designs and fonts

- 14 sample embroidery designs
- 25 size-adjustable embroidery alphanumeric fonts
- Greek, appliqué, floral and Renaissance alphabet designs
- 3 monogramming font styles and 15 coordinating accents
- 10 frame designs

individual stitch backup

Back up through designs by individual stitches, color blocks or groups of 100 stitches.

design memory retention

Your designs are retained in memory after the machine is shut off.

built-in thread color information

Wide selection of built-in thread color information makes it easy to program the appropriate colors.

touch pen

Use the included touch pen to make on-screen selections. When not in use, store the touch pen in the convenient holder.

automatic color changing and thread trimmer

The automatic color change feature allows you to pre-program the correct thread color sequence for the entire design. The upper and lower automatic thread trimmers mean no time-consuming trimming after the embroidery is complete.



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PR-650 features



7 embroidery hoop connection sensors

Quick connect and release for standard flat hoops, hat frame or cylinder frame.*

eight-sided design trace

Automatic, eight-sided design trace gives you more accurate design placement. A feature exclusive to Brother®.

thread sensor

Detects when the upper thread and bobbin thread runs out or breaks.

thread wiper

Pulls the thread tail back and out of the way for embroidery sewing.

embroidery speed up to 1,000 stitches per minute

Saves time when embroidering large projects, lower speed for specialty threads.

*Additional purchase required.

individual needle tension

Adjustable beehive tension disks for delivering a complete range of embroidery threads.

instructional guides

- Intuitive on-screen icons for easy learning
- Bilingual instruction manual
- 12 languages for on-board processing
- Built in movies for easy learning
- Maintenance Guides



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recommended optional accessories*

cylinder frame + driver set (PRCL1)

Embroider virtually anything that's cylindrical and normally difficult to sew, such as holiday stockings, wine bottle bags, golf club covers, sheepskin boots and turtleneck collars. Perfect for quick and precise embroidery of names on the sleeves of sports uniforms. Cylinder frame embroidery area is approximately 90mm W x 8mm H (3.5" x 3").

For use with: PR-600, PR-600II, PR-600II UPG, PR-620, PR-650

cylinder frame (PRCLH1)

Increase the productivity of your cylinder set. Hoop an additional item while the first one is sewing. Perfect for soft suede boots! Compatible with PR-600 version 1.50 and later, and PR-600II/PR600II UPG/PR-620/PR-650 version 2.10 and later.

For use with: PR-600, PR-600II, PR-600II UPG, PR-620, PR-650

60mm advanced cap frame & driver set (PRCF3)

Provides generous area for cap embroidery. Now it's easy to add logos or your favorite phrase to a wide array of caps. The embroidery area is 130mm x 60mm, approximately 5" W x 2.4" H. Compatible with PR-600 version 1.50 and later, and PR-600II/PR600II UPG/PR-620/PR-650 version 2.10 and later.

For use with: PR-600, PR-600II, PR-600II UPG, PR-620, PR-650



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recommended optional accessories*



cap frame (PRCFH1)

Extra hoop to keep production going. Can only be used with original cap driver from Brother®.

For use with: PR-600, PR600II, PR-620, PR-650

cap frame hoop (PRCFH2)

Embroider caps quickly and easily. Snap-on hoop lets you embroider along the curve of any cap. A great time-saver for hooping one hat while another is stitching.

For use with: PR-600, PR600II, PR-620, PR-650

60mm cap frame (PRCFH3)

Increase your productivity. Perfect for setting up second cap while the first is being embroidered. Compatible with PR-600 version 1.50 and later, and PR-600II/PR-600II UPG/PR-620/PR-650 version 2.10 and later.

For use with: PR-600, PR600II, PR600II UPG, PR-620, PR-650

cap frame jig only (PRCFJ2)

Mounting jig. Compatible with either of the cap kits. Holds the cap frame snugly in place while caps are mounted on the frame for sewing.

For use with: PR600II, PR-620, PR-650

*Additional purchase required.



flat frame (PRF300)

Unique design prevents fabric bunching when embroidering any bulky material, specifically heavy jackets. Embroider horse blankets, sleeping bags, jackets and quilts easily. The embroidery area is 300mm x 200mm (Approx. 12" x 8"). Compatible without upgrade package.

For use with: PR-600, PR-600C, PR-600II, PR-600II UPG, PR-620, PR-650

60mm hoop (PRH60)

60mm x 40mm hoop (Approx. 2" x 1.5"). Ideal for initials and small monograms on hat backs, collars, baby clothes, socks and cuffs.

For use with: PR-600, PR-600II, PR-620, PR-650

100mm hoop (PRH100)

100mm x 100mm hoop (Approx. 4" x 4"). Use for smaller applications, including left chest front embroidery and children's embroidery.

For use with: PR-600, PR-600II, PR-620, PR-650



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recommended optional accessories*

180mm hoop (PRH180)

180mm x 130mm hoop (Approx. 7" x 5"). The most popular size for a variety of everyday applications, this is a must-have hoop for general applications.

For use with: PR-600, PR-600II, PR-620, PR-650



300mm hoop (PRH300)

300mm x 200mm hoop (Approx. 12" x 8"). Handles large items, like towels, jackets and sweatshirts, both front and back.

For use with: PR-600, PR-600II, PR-620, PR-650



embroidery software

PE-DESIGN® NEXT

PE-DESIGN® NEXT takes digitizing and embroidery to the next level of creativity with exceptional new features. A user-friendly graphical interface, similar to many software programs on the market today, makes it easy to locate and select the dynamic functions of this software. In addition, the quick access toolbar allows you to customize your favorite operations so they are only a quick click away. Several "Start Your Own Business" functions have been added such as the new PE-DESIGN® NEXT Link Function that allows up to four PR-1000 and upgraded PR-650 machines to be linked from a single computer with queue functionality. Other time savers are the lettering and design template feature, which provide the ability to create perfectly sized logos with lettering and designs, and the new Name Drop Template feature that can be used to create different names with the same design and layout. Many other exciting features such as enhanced lettering, more stitch and pattern variations and more built-in fonts have been added to make your digitizing and lettering projects a breeze.



PED- Lite

If you want to get into embroidery, and use your creative flair to add your own designs to projects then PE-DESIGN Lite is the product for you. Designed for beginners this easy to use software allows you to convert existing PC images to stitch data automatically and personalise your work with added lettering in many different styles.



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potential customers

Embroidery's universal appeal makes it a popular enhancement for just about anyone. The possibilities for selling your products are endless. Potential customers are all around you. Consider the opportunities that exist.

- **Many workers in office buildings** have shed business suits for casual wardrobes, including shirts, sweaters, jackets and other items embroidered with their companies' logo.
- **Service businesses** such as hair salons, restaurants, auto service stations and real estate offices are potential customers for monogrammed or personalized clothing and other items featuring embroidery.
- **Print shops or personalization/embroidery services** may offer opportunities for contract work.
- **Members of clubs and civic organizations** snap up embroidered clothing, such as shirts or jackets, and wear it to advertise their membership.
- **Bicycle clubs and outdoor organizations** offer their members embroidered patches or appliqué on hats, shirts or jackets to commemorate major group rides and other events.
- **Churches, synagogues and other houses of worship.** Weddings, Bar-Mitzvahs, christenings, confirmations and other special celebrations present the perfect opportunity for embroidered gifts, such as monogrammed towels and napkins or personalized baby blankets and bibs.
- **Special events in your area** such as fairs, concerts and festivals. Embroidered shirts and caps make popular souvenirs. Consider setting up a booth at these events!
- **Schools and colleges** and the clubs and organizations associated with them. All are potential markets for logo caps, embroidered shirts, athletic bags, team uniforms, backpacks, sweatshirts, etc.

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Brother has spent many years helping small and medium sized businesses get up and running - meeting their needs is at the heart of what we do. Whatever your line of business, we wish you every success for the future.

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