

Press Release

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New Swedish-German “sewing computer” set to take Europe by storm

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Pictures for free publication
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press room on
www.vsmgroup.com and on
www.pfaff.com
This also contains other
press information.

A large screen with crystal-clear image reproduction, a PCMCIA reader, upgrade options via the Internet and an innovative design.

The Pfaff creative 2144 is rather like a computer in many ways but in fact it is one of the world's most modern domestic sewing machines. Following its positive reception in the USA, the machine will be launched across Europe from Monday.

“It makes it easier to be creative and it also makes it more fun to sew and embroider,” says Lill Nylén, sewing expert and PR officer for the VSM Group's two global brands, Husqvarna Viking and Pfaff.

The Pfaff creative 2144 was born out of close cooperation between the VSM Group's development departments in Sweden and Germany. It is being made just like its predecessor, the Pfaff creative 2140, at the company's plant in Huskvarna. Updated software and innovative design make it a completely new machine.

“Customers already owning a Pfaff creative 2140 can upgrade the software via the Internet and access all the new features. And it won't cost them a penny,” says Lill Nylén.

Just like its predecessor, the Pfaff creative 2144 can sew and embroider. It has an integrated “creative assistant”, which helps the customer use the machine, an electronic presser foot lift, and IDT, which means that the fabric is fed through from above and below at the same time. It also has a large screen which the operator can use to create unique pieces of embroidery and other items.

It also has a number of functions in addition to its predecessor such as “arcing”, which enables words to be bent into decorative arches and waves, and the “stitch creator”, which enables the user to create their own stitch combinations.

“It is a state-of-the-art sewing machine which we have a lot of faith in. It costs more than a standard sewing machine, but it opens up a wealth of new possibilities for people who enjoy sewing. There is also a whole host of accessories for people interested in quilting and other sewing techniques. We have also produced an interactive CD to help our customers explore all the features of this sewing machine,” says Lill Nylén.

VSM Group AB, formerly Viking Sewing Machines AB, develops, produces, markets and sells home sewing machines and accessories which provide consumers worldwide with the potential to experience the joy of creative sewing; with its global brands, Husqvarna Viking and Pfaff, the company is one of the world's leading players in the industry. It sells some 600,000 sewing machines annually corresponding to a turnover of just over SEK 2.8 billion. The Group has around 2,200 employees, of whom 550 are based in Sweden. The company is certified in accordance with the international quality and environmental management systems ISO 9001 and ISO 14001. **Read more at www.vsmgroup.com**