



Embroidery Business Guide

Introduction

These days, 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 from a home-based embroidery business or by adding embroidery services to an existing business.

The state-of-the-art Brother embroidery machines are designed to give you the basic equipment to become your own boss, with the flexibility to fit most work places from a spare bedroom to a workshop or retail environment.

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
- Personalise baby blankets and bibs
- 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 Brother embroidery machines.



Benefits of starting your own embroidery business

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

*If applicable laws allow.



Benefits of adding embroidery to your existing business.

Adding a personalisation service to an existing business gives you the opportunity to add value to sales of all types from monogramming a formal shirt to adding team logos to sportswear.

Offering in-house embroidery means that you can provide a fast-flexible personalisation service giving you a competitive advantage.



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.

- Service businesses such as hair salons, restaurants, car service stations and hotels are potential customers for monogrammed or personalised clothing and other items featuring embroidery.
- Print shops or personalisation/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.
- Cycling clubs and outdoor groups 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 personalised 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!

Potential profit

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

Healthy product margins are common in the personalisation/embroidery business so there is no reason why you shouldn't expect good returns if you monitor finances and put the hours in.

	Polo Shirt*	Caps*	Team Jacket*
Suggested retail price	£15.00	£10.00	£50.00
Your wholesale price	£4.50	£2.50	£25.00
Supplies to personalize (thread, backing, etc.)	£0.50	£0.50	£1.00
Less your cost	£5.00	£3.00	£26.00
Your gross profit	£10.00	£7.00	£24.00



VR

Single needle embroidery machine

Designed to produce the most intricate embroidery with a crisp, accurate finish, this high-speed embroidery machine also quickly converts into a free-motion quilting machine. Built on Brother's 100+ years of expertise, the VR lets you easily personalise everything from towels and clothes to bags, shoes and dog collars.



PR670E

6 needle embroidery machine.

The PR670e incorporates all the user-friendly features you'd expect to find in any of the Brother home embroidery machine range, together with the speed and finish of a commercial model, making it ideal for those thinking of starting a home-based embroidery business or those looking to add embroidery services to an existing business.



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05	ABC	ABC	ABC		09	ABC	ABC	ABC	12	ABC
13	ABC	ABC	ABC		17	ABC	ABC	ABC	20	ABC
21	ABC	ABC	ABC		25	ABC	ABB	ABB	28	ABCDE
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PR1050X

10 needle embroidery machine

The PR1050X incorporates many features which work together to enhance your productivity. 10 needles for a wider range of colours, extra-large embroidery area and positioning sensor all combine to offer increased versatility.

The compact design is ideal for small workshops or the home and is portable enough to be moved for use at events. A wide variety of accessories give the flexibility to embroider a huge range of items.



Optional My Design Center



Compare and choose the right machine for your needs.

	VR	PR670E	PR1050X
Number of needles More needles enable you to embroider multi-coloured designs quickly and easily	1	6	10
Auto needle threader Simply press the automatic needle threading button to see the upper thread pass through the needle quickly and securely	Yes	Yes	Yes
Large embroidery area Create even bigger embroidery designs. Adds flexibility and impact to your designs	200 x 200mm	300 x 200mm	360 x 200mm
Camera function Advanced camera sensing function for design positioning and backwards/forwards function	No	No	Yes
Flexible threading system Easy threading prevents thread tangles and knots and provides stable thread tension	No	No	Yes
Table Supports large and heavy projects	Yes	Optional	Yes
My Design Centre Adds powerful and unique design capabilities without the need for a PC. Easily convert line art and handwriting to embroidery.	No	No	Optional
Built in lettering styles Customise all your projects with a range of lettering styles and text effects.	20	37	37
Automatic thread trimmers Cuts upper and lower thread automatically at the end of each colour change, and cut's jump stitches too.	Yes	Yes	Yes
Design rotation Rotate any design in 1-degree increments. Makes editing and placements of designs very easy.	Yes	Yes	Yes
Appliqué function Create full colour appliqués, perfect for badges and medallions.	Yes	Yes	Yes
Speed range Variable speed range: flat 400 to 1,000 spm, cap 400 to 600 spm.	Yes	Yes	Yes
Manual colour sequence Set colour sequence by needle number.	No	Yes	Yes
Anchor needle speed Set individual needle speeds to suit specialists' threads.	No	Yes	Yes



VR



PR670E



PR1050X



Software

While many embroidery tasks can quickly be completed via the built-in functions of the machine, embroidery software will increase the scope and versatility of the designs you can achieve and even offers the possibility to link and send designs up to 4 PR machines.

Brothers PE-Design embroidery design software enables you to convert, edit and scan your own embroidery designs on your PC.

This is ideal for creating logos and bespoke artwork from your own or customers designs which can be quickly converted into embroidery data ready to embroider onto a wide range of items from T-shirts, caps, bags, jackets, shoes etc.

Additionally, PE-Design provides an extensive collection of built-in fonts and designs to help you create your own designs and to personalise items with names or labels etc.

Threads, backing and stabilisers.

A huge array of thread is available in a myriad of colours, textures and finishes. It's important to research the available choice and choose a recognised, good quality brand that will deliver the quality needed for your business.

Backings and stabilisers are also key as they will help to ensure a high-quality, professional finish. There is a wide selection available and the choice will depend on the type of fabrics being embroidered.

Speak to your Brother PR agent who will be able to advise on the various options for your requirements.



Accessories

A wide range of accessories are available to handle all sorts of embroidery tasks from adding embroidery to shoes, caps, shirts sleeves and pockets to large horse blankets and kit bags.

The application list below will help you choose the right accessories for the job.

Cap Frame

Embroider your caps effortlessly. Two cap frames are available. One with an embroidery area of up to 130 x 60 mm. The other features a generous work area of up to 360 x 60 mm. (only available for the PR1050X)

Cylinder Frame

The must have frame to embroider sleeves, trouser legs or anything cylindrical, avoiding the need to undo any seams. Cylinder frame size 90 x 80 mm.

Clamp frame

The clamp frame kits are ideal for adding embroidery to shoes, inner jacket pockets, cuffs, gloves and much more. Clamp frame size 45 x 24 mm.

Round frame kit

The round shape of the frames help to make hooping up garments easy, avoiding elements such as buttons or collars. The round frame kit includes 3 round frames; Small 100 mm, Medium 130 mm, Large 160 mm.

Compact frames

Compact version of normal frames and come in 4 different shapes - Circle, Wide Oval, Long Oval, Square.

Perfect for smaller embroidery on baby clothes, pockets, cuffs, collars...

Circle frame size 38 x 44mm,

Wide Oval frame size 41 x 70mm,

Long Oval frame size 33 x 75mm,

Square frame size 50 x 50mm.

Double sided Clamp Frame

This square clamp frame is completely free on 3 sides, making it ideal for embroidering onto bags and other 3D items. One side of the hoop has a brush finish and is used for woven fabric, the other side has rubber grip which is perfect for slippery material. Both sides will leave your fabric hoop mark free.

Double sided clamp frame size 100 x 100 mm.

Border frame

Embroider beautiful continuous designs and borders, made easy with the border frame. This clamp style frame allows you to glide the fabric through, ready for the next section of your border. Ideal for a wide range of projects from fashion to furnishings.

Quilt Frame

Designed to fit traditional 8" quilting squares, this frame is also set for excess fabric on larger projects to be placed over the top of the hoop arms so that it doesn't drag down.

Quilt frame size 200 x 200 mm.

Sleeve frame

Ideal for adding embroidery to sleeves, trousers, baby rompers, etc.

Sleeve frame size 70 x 200 mm

Magnetic Frame

This small but mighty frame holds together using strong magnets, making it very quick and easy to hoop up your fabric. Being completely free on 3 sides makes it ideal for small embroidery on tricky garments or bags, and it also won't leave hoop marks on your fabric.

Magnetic frame size 50 x 50 mm.

Machine stand

This mobile stand securely holds PR or VR machines and provides ample storage for accessories and threads.

Further information

There are several excellent sources of general information on the internet for new businesses:

A guide to choosing a business name and how to register your company's name

can be found at the Companies House website: www.companieshouse.gov.uk

For information on workplace health and safety

visit the Health and Safety Executive's website: www.hse.gov.uk

For information on taxes and tax relief schemes for new businesses

visit: www.hmrc.gov.uk

For information on Patenting

visit the Intellectual Property Office website www.ipo.gov.uk

For information on getting your customers to pay on time

thus improving your cashflow, visit the Better Payment Campaign's website:
www.payontime.co.uk

For information on the financial help for small and medium sized businesses

visit the Enterprise Investment Scheme's website www.eisa.org.uk

For advice and information on working from home,

visit www.enterprisenation.com

www.startups.co.uk also has some good tips as well as a forum where budding entrepreneurs can share ideas.

