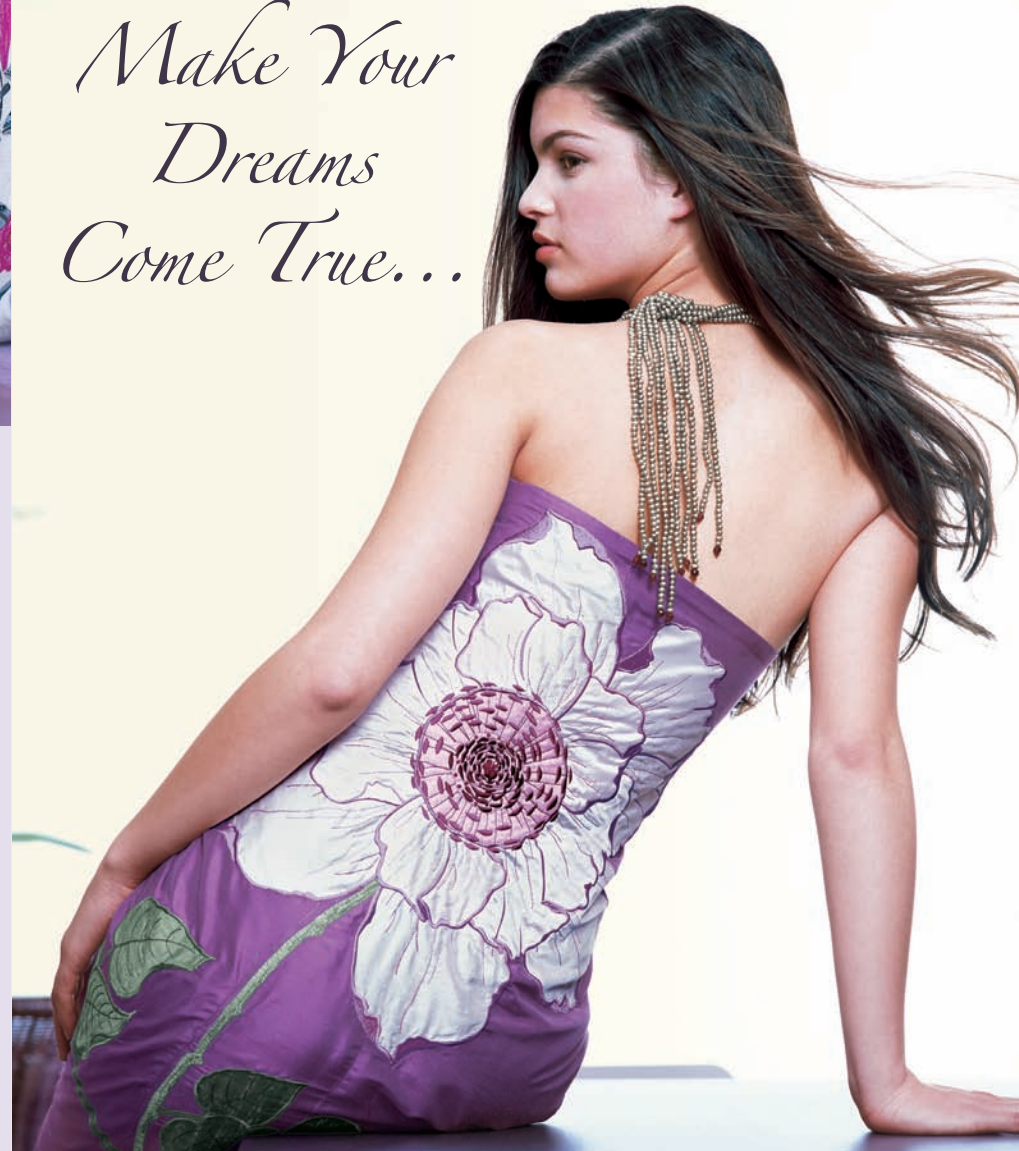


**PFAFF**

*Make Your  
Dreams  
Come True...*



For more information about becoming a Pfaff dealer, please contact:



Pfaff is distributed in Canada by:

**VSM** *Canada*

Changing the World of Sewing

130 McLevin Avenue, Unit #1 | Scarborough, Ontario | M1B 3R6

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**[www.pfaff.com/ca/en](http://www.pfaff.com/ca/en)**

...And Become A Pfaff Dealer

## Do you have the qualities we are looking for in a Pfaff retailer?



- Do you have a burning desire to work for yourself?
- Are you passionate about helping others?
- Do you have drive and initiative?
- Do you want to be an entrepreneur?
- Do you have the time and energy that success demands?
- Do you want to bring talent & commitment "to the table"?
- Do you have the financial means to start your own business?
- Are you able to fully grasp & appreciate the benefits, challenges, possibilities and rewards of an exciting industry and our unique position within it?

It's good when a brand has been around a long time. It's even better when it doesn't show its age.

There are many reasons behind the success of a brand like Pfaff. It's a brand with over 140 years of development behind it and a consistent presence in the marketplace. It has a special air of familiarity, security and reliable quality.

Today's world stimulates all of our senses. It reflects the spirit of the times. How do people live their lives, what did they think yesterday, what will they do tomorrow? What's in and what's out, and most important of all: what do people want? Pfaff sewing machines are part of this world, because there is one thing that never goes out of style: The search for individuality. Welcome to the world of Pfaff.



Sewing has been our passion for over 140 years

### Those were the days...

It was in 1862 that Georg Michael Pfaff constructed his first sewing machine. G.M. Pfaff, hailing from a family of craftsmen in Kaiserslautern, first learned how to make brass musical instruments. His products won awards for recognition of their excellent quality at the World Exhibitions in London in 1851 and 1852. G.M. Pfaff first began working on the sewing machine around that time.

The first sewing machine from 1862 was entirely handmade, and is now on display at the Munich Museum of Science and Technology. The one-millionth sewing machine left the production line in 1910.

Pfaff became a stock corporation in the 1960s and transferred its production line for domestic sewing machines from Kaiserslautern to Karlsruhe-Durlach.

The international sales network was gradually built up throughout the 1970s and 1980s, and new sales markets were created. Pfaff remains one of the world's leading manufacturers of sewing machines.

Embodying innovation, supreme technology and craftsmanship, the name Pfaff has been synonymous with sewing machines since 1862. The realm of Pfaff products is so diverse and innovative that it has something for every taste and preference.

# Overview of Home Sewing Industry

There are over 300,000 units sold in Canada annually. The market continues to grow. There are different channels of distribution in Canada for home sewing machines, including the following:

- Special independent retailer
- Mass merchandiser
- Warehouse membership club
- Other retailers including grocery, hardware, and drug stores

The home sewing industry has evolved. Consumers no longer need to sew but sew for the sheer joy of it. It is a leisure activity that has great growth potential. When you become a Pfaff authorized dealer, you have the opportunity to sell classes, notions and other after sales products. The sales potential is huge!

## We have the tools you need to sell Pfaff products

We provide the following tools to help you sell!

- Highly skilled District Managers & Education Consultants
- Consumer Financing Program
- Marketing Activities
- National Consumer Promotions
- Business and Sales Training
- Product Training
- Consumer Education Events
- Technical Service Training
- Co-op Advertising Program
- Annual International Convention
- Competitive Warranty Program
- Semi-annual Dealer Meetings
- World-wide Brand Recognition



# VSM Canada Values Our Dealers

VSM Canada Inc. is the distributor of Pfaff products in Canada and our Company Values provide us with the direction to help you succeed. Your success means our success. Our values ensure that we are always striving to be the best and to spread the “joy of sewing”.

## TRUSTWORTHY

We can be relied upon to be responsible, to do the right thing and to keep our promise.

## RESPECT

We will listen to and respect the talents, knowledge and experiences of our customers and colleagues.

## PERFORMANCE EXCELLENCE

We are committed to a high level of achievement in everything we do.

## GOAL DRIVEN

We are motivated and driven to reach our set objectives.

## INNOVATION

We will seek & implement creative ideas & solutions.

## QUALITY OBSESSION

We have a passion to deliver the highest level of quality experience in our products and interactions.



# What does the name **PFAFF** stand for?

We want to provide enjoyment - and we want creativity without limits. What comes from Pfaff has substance, is made to last, and is of the very highest quality. You can rely on it. After all, trust is the foundation for new ideas.

## Show all that is possible

One thing today, another tomorrow - trends are fun. Pfaff always has its finger on the pulse of the times. Why not do something crazy once in a while, something totally unique? Experimenting means trying out new ideas, setting the tone, standing out. Buying off the rack is what other people do...

## Why sell Pfaff Products?

- German Engineering
- Original IDT (Integrated Dual Feed)
- Elegant, innovative design
- Pfaff's stitch lid
- Special free-motion position
- Ergonomic work surface
- Quick presser foot change
- Strong aluminum casting
- Extra high presser foot lift



## Make a big impact with just a few buttons

Technology is there for man, not man for technology. The more a sewing machine can do, the simpler it should be to operate. That's what Pfaff stands for. The design of our machines emphasizes this. Unmistakable clear, dynamic shapes, and just a few buttons to handle a wide variety of tasks - that's the principle we follow.

## The new ease of sewing

Long live artistic liberty and inspiration! Pfaff clears the way for unrestricted freedom of design. Only by living life with eyes wide open can you unleash your creativity and take delight in discovering the world. Dream your dreams - and make them come true.

