



For Immediate Release

Contact: Kathy Gardner
Seigenthaler Public Relations
917-657-9014
kgardner@seigenthaler.com

Date: August 22, 2011

**PFAFF® Unveils Top-of-the-Line *creative sensation*™
Sewing and Embroidery Machine:
Offers Exclusive Tools to Customize Design Projects**

Machine features state-of-the-art technology such as the new-to-industry Shape Creator™ Appliqué feature and Stacking Stitches to improve project results

Hamilton, Bermuda— Sewing enthusiasts will now have access to revolutionary tools and designs found exclusively on the newly unveiled, top-of-the-line, computerized PFAFF® *creative sensation*™ sewing and embroidery machine.

The *creative sensation*™ sewing and embroidery machine offers a sophisticated, comprehensive suite of original, exclusive PFAFF® features only available on this machine, including:

- **Shape Creator™ Appliqué:** Fully automatic feature reinvents how to create appliqués with breakthrough speed and precision. No software required.
- **Stacking Stitches:** Built in pairs of stitches are specially designed to be sewn on top of each other with two color thread options.
- **Mini-Design Category:** More than 80+ enchanting design selections allow for more creative possibilities.
- **PFAFF® Soft Touch™ Buttons:** Located on PFAFF®'s most sleek machine design to date, the high-tech buttons put sewers in control of the creative process with enhanced simplicity.

In addition, PFAFF® *creative sensation*™ sewing and embroidery machine users will also enjoy PFAFF® features such as:

- **ActivStitch™ Technology** – Delivers perfect embroidery results even with challenging novelty threads and on both sides of the fabric.
- **Optimized Feeding Performance** – Enhanced feeding mechanism makes sewing extra-thick layers and small triangle or diagonal pieces a quilter's dream!
- **PFAFF® original IDT™ Integrated Dual Feed Technology System** – Built right into the machine, the *IDT*™ system delivers even fabric feed from both the top and bottom of the machine - critical for precise sewing and quilting.

- **PFAFF® *creative*™ Color Touch Screen** – Large, high-resolution screen offers three dimensional views of designs, shapes and colors.
- **Generous Sewing and Embroidery Surface** – A super-sized sewing area, a long free arm and one of the largest embroidery hoop areas on the market provides more room to create large projects.
- **PFAFF® *creative signature*™ Programs**– A bundle of programs that allow sewers to customize their projects into original works of art.

“The PFAFF® *creative sensation*™ machine sets a new industry standard, giving our most demanding sewers best-in-class tools to expand their imagination while benefiting from the precision and control for which the brand is so well-known,” said Katrina Helmkamp, CEO of SVP Worldwide, source of the SINGER®, HUSQVARNA VIKING® and PFAFF® sewing machine brands. “By consistently offering top-of-the-line advancements and unique, exclusive features, PFAFF® challenges and inspires sewers to take their craft to the next level and reach new creative heights.”

The PFAFF® *creative sensation*™ sewing and embroidery machine will be sold exclusively at authorized PFAFF® dealers nationwide.

To find a PFAFF® dealer near you, please visit www.pfaffusa.com or call 1-800-997-3233.

About PFAFF®

With a celebrated history of German design and engineering, PFAFF® sewing machines are the world’s premier precision machines that sewers aspire to own. The PFAFF® brand has a 148-year sewing heritage that creates a climate for continued development and design of high quality sewing and embroidery machines. The PFAFF® Quilt Expression™ 4.0 sewing machine, for example, was named a 2010 CONSUMERS DIGEST BEST BUY for delivering the best combination of work space and range of needle positions in the category. Known as the perfecter of the craft, PFAFF® delivers precision to the most demanding sewers by offering maximum control and customization. PFAFF® machines are catalysts for passionate sewers, producing the highest quality results in all aspects of sewing.

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