

Baby Lock Tech 2008

Simply Irresistible



The America's Center marquis announces Baby Lock Tech 2008.



Ken Tacony welcomes Baby Lock retailers.



Ray Queen presents Eleanor Burns with limited edition Espire.

A near-record number of Baby Lock retailers, along with vendors, instructors and special guests converged on America's Center in downtown St. Louis August 16-20 for Baby Lock Tech 2008. The theme of this year's convention was Simply Irresistible. During the opening session, Baby Lock retailers got a firsthand look at what that phrase referred to -- the new Baby Lock Ellisimo top-of-the-line sewing and embroidery machine and the new Baby Lock Jewel 18" long-arm quilting machine as well as other new items.

Customarily, Baby Lock Tech kicked off with the rousing opening session on Saturday evening. After the Baby Lock team got the crowd warmed up with a lively dance number, Ken Tacony welcomed the retailers and thanked them for their business. His remarks centered on Tacony Corporation being a third generation family-owned company doing business with mostly family-owned businesses.

Tacony said, "We have a strong understanding of what it takes to make a family business grow and be successful. I hope that our commitment to you can differentiate us from other companies in our industry."

Steven J. Jeffery, Baby Lock President and the Senior Vice President of Sewing Divisions, began to introduce some of the newest products in the Baby Lock line-up such as:

- New 12-needle punching machine, the Embellisher model EMB12
- New A-Line entry level machine series, including five sewing models and a serger
- New Palette 8 digitizing software and the Palette 8 upgrade
- New Quilting features upgrade for the Ellageo
- 5 New Perfexion Design cabinet models with new color options
- New Designer's Gallery Interactive Gifts Galore features in-the-hoop projects that are perfect for use in clubs or classes. The finished items make terrific any-occasion gifts for friends, family!

A special presentation was made to Eleanor Burns, Baby Lock's Quilter's Dream series spokesperson, of one of only 400 produced 30th Anniversary of Quilt in a Day edition Espire sewing machines with Eleanor's signature and a log cabin quilt block design on the top cover.

Nancy Zieman showed footage from her upcoming 26th season of *Sewing with Nancy* on PBS and introduced new Two in One Embroideries. These are stitch outlines and designs created so a final design can be placed perfectly after it has been outlined where it will lay on the pattern piece. Available in Babies designs and Jackets, and truly easy to use!

Nancy and Pamela Mahshie, National Ambassador of Education for Baby Lock, got the distinct honor of introducing Robert Palmer singing his hit Simply Irresistible (the Baby Lock mix.) No appearance by Palmer would be complete without his video vixens, and they nearly stole the show.

But the real excitement began when the lights went down, and Jeffery asked the crowd to dream of what they would want in a quilting machine. "Would it be exclusive to Baby Lock? Would it have an arm longer than 12 inches? Speed of 1500 stitches per minute with Precision Stitch Regulation?" Jeffery asked, to shouts of "Yes!" in answer to each question. Jeffery responded with, "Your dream has just come true -- introducing the Baby Lock Jewel!"

This incredible new quilting machine features:

- 18" long arm with 9" height clearance for the biggest quilting projects
- Built-in Precision Stitch Regulation at speeds up to 1500 stitches per minute
- True Color expandable lighting system
- Comfort Grip Back and Front handles for quilting ease and enjoyment
- Micro Touch controls for easy and carefree operation and more!

And while the crowd was still buzzing from the Jewel, the theater lights went to black except for a single rose in a vase lit at center stage. Jeffery introduced the new Baby Lock Ellisimo and a model wearing a red dress walked to the vase, picked up the rose, and exited the stage. A video screen came down showing the rose petals used in the Ellisimo online teaser campaign falling down like snow. When they finished falling, the curtains opened, the screen went up, lights came on, and Jeffery carried the Ellisimo out. He hit the power switch so the retailers could see the luxury features of this new top-of-the-line sewing and embroidery powerhouse including:

- Stadium Lighting™ - Illuminates a full 8-10" around the needle with 8 high intensity LED lights. True-color rendering for perfect color matching of fabrics and threads, plus the lighting is adjustable so it is easy on the eyes.
- Needle Cam™ - Allows the user to see designs and stitches from the needle's point of view for exact placement of stitches and embroidery
- Truview™ LCD Touch Screen - includes many convenient features such as drag and drop design placement, help screens, 11 built-in videos and a sewing guide right on the screen
- Larger Embroidery Area - Extra large 8" x 12" embroidery field
- Edge Sewing Feature - Automatically sews the edge of fabric
- 533 built-in designs and 682 built-in stitches and much more!

After the opening session, the retailers were whisked off to a Welcome Reception in the Crystal Ballroom at the top of the Renaissance Hotel for food and drinks, and a chance to see the new Ellisimo and Jewel machines up close with demonstrations by the Baby Lock Training Team.

Sunday morning brought the beginning of classes. In addition to the Baby Lock Training and Education staff, guest instructors this year included Nancy Zieman, Eleanor Burns, Martha Pullen, Kathy McMakin, Eileen Roche, Brian Bailie, John Deer, Mary Mulari, Rita Farro, Evy Hawkins, Hope Yoder, Margaret Moorehead, Steve Butler, Christopher Nejman, Janet Pray, Anne van der Kley, Karen Baker, Bob Negen, Larry Cherry, and Raph O'Neill. Their expertise in hands-on sewing, product lectures and sales classes is exceptional and retailers were very pleased.

Sunday night was the Grand Opening of the Tacony Sewing Central Super Store featuring vendor demonstrations, food and drinks and prize giveaways. VIP attendees who embroidered a rose design from the new Ellisimo were entered into a drawing to win Cardinal tickets. With the additional attendees and the new products, Baby Lock Tech was extended a day this year and went through Wednesday night and the Awards Banquet. The Top 10 Retailers Single and Multiple locations were honored as well as the Outstanding New Retailer, and the Top 10 Serger Retailers, known as the Samurai Club for the replica swords they are presented.

Baby Lock retailers left the convention ready to meet the challenges of the fall selling season. The Baby Lock fall promotions will prove to be the boost that consumers need to make the commitment to buy. Serger rebates, special financing offers, software and serger bundle packages are all part of Baby Lock's fall plan for retailers to offer their consumers. Everyone expects to have a successful end to 2008 with Baby Lock.

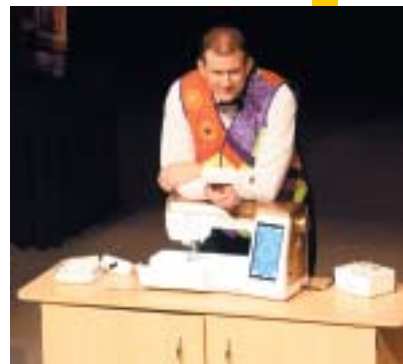
For more information about the complete line of Baby Lock Sewing, Embroidery, Serger, Quilting and Software products, or on becoming an Authorized Baby Lock retailer, contact Tacony Corporation by calling 1-800-298-8810 today. 🐉



*Nancy Zieman introduces
Two in One Embroideries.*



New Baby Lock Jewel.



*New Ellisimo in
New Perfexion Design cabinet.*



Samurai Club: Top Serger Sales for 2007.