

Brewer unveils Creative DRAWings® during VDTA/SDTA Show

Brewer Sewing Supplies unleashed "creative magic" at the 2007 VDTA/SDTA Trade Show & Convention with the unveiling of Creative DRAWings®.

Creative Drawings® is machine embroidery software developed for home use, yet powerful enough for small business use.


Jerry Smith, owner of Brewer Sewing Supplies, stated, "Creative DRAWings® is a new generation of embroidery software for the home market that is powerful, yet easy to learn. It is the first embroidery software product that does the technical thinking, allowing the embroidery artist to use their full creative powers. Creative DRAWings® has to be seen to be believed. It delivers what other products only promise."

Based on DRAWStitch® technology, imported vector or bitmap images are instantly converted into a flawless embroidery file. Because of the intelligence of Creative DRAWings® complicated technical decisions that often confound the user are automatically calculated, allowing the user to concentrate on creativity rather than complicated sequences. Creative DRAWings® users can convert graphic designs into stitch files, manipulate existing embroidery designs, create new designs and import scanned images. With Creative DRAWings® high-quality embroidery designs are created and saved in the most popular embroidery formats. Multi-line machine dealers appreciate the flexibility of software compatible with most embroidery machines.

According to Rhonda Pierce, Brewer Sewing Supplies Marketing Director, "We were very pleased with the response of dealers at VDTA/SDTA. Every machine dealer that viewed Creative DRAWings® saw the value and sales potential to energize their retail sales. Our Creative DRAWings® preorders from dealers of all makes of machines exceeded our expectations. We are excited to bring this dynamic product to our customers. Creative DRAWings® is poised to revolutionize the home embroidery market."

Creative DRAWings® will be supported with a full educational program traveling throughout the country beginning late spring. The education schedule became available in April.

Pierce stated, "We want our dealers to be successful with Creative DRAWings® and have created an educational program to support their sales. Our dealers and their customers will find that Creative DRAWings® is 'Where creative magic begins'."

Creative DRAWings® is now available for shipment. The retail price is \$699. Contact your local Brewer Sewing Supplies representative or contact Brewer customer service on their Web site at www.brewersewing.com or call 1-800-444-3111. Brewer Sewing Supplies is the exclusive distributor of Creative DRAWings®. 

**Creative
DRAWings®**
Where Creative Magic Begins...



"This year, as I have shared with my customers, was the best VDTA/SDTA Show that I have attended since 1997. The quality of vendors was extraordinary, the seminars top notch, and the time spent with friends in the business can't be described. We are proving that we are professionals by improving ourselves as dealers, taking a look at our own shortcomings, and coming out strong and successful."

—Chuck Bruce
Bruce's Sew Handy
Historic Coursegold, CA

