

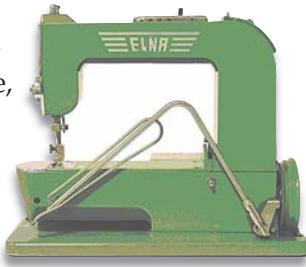
MEET NOTIONS SPONSOR: Elna

ASG is excited to welcome a new name to the roster of *Notions* sponsors! Effective with this issue, Elna has joined this distinguished list of companies.

Elna's trademark has earned a significant place in the sewing industry as a result of numerous groundbreaking innovations which have placed Elna products in a class of their own.

Elna sewing machines and Elnapress ironing presses were first designed and manufactured by Tavano, S.A., founded in 1934, in Geneva, Switzerland. In the late 1930's, a refugee from the Spanish Civil War, Dr. Ramon Casas, approached Tavano with designs he had developed for a sewing machine. With Dr. Casas' ideas, Tavano produced the original Elna in 1940. The Elna #1 was

the first compact, portable, electric sewing machine with a free arm. The machine



had yet another exciting feature: when unfolded, its metal carrying case formed a sewing table. At a time when most other sewing machines were black, the Elna #1 was green. In the 1940s, this was a notable innovation! The machine was a resounding success and so began Elna's commitment to the home sewing industry.

The Elna #1 was the precursor to the Elna Lotus, which was introduced



in 1968. On this compact sewing machine, protection flaps replaced the carrying case. The flaps opened to form a sewing table and the accessory case was built into the top of the machine. Although this machine is no longer produced, you can find one of the original Lotus sewing machines in the Design Collection of the Museum of Modern Art (MOMA) in New York City.

Through the years, Elna was the first to introduce special features like lightweight machines, automatic needle threader, heirloom stitches, expandability of stitch packages through the invention of interchangeable cams, cartridges, PRO Cards, and EnVision Cards.

Today, Elna machines are designed in Switzerland and produced with a keen eye on quality. They are distributed in the U.S. by independently-owned Elna dealers. The company offers a wide range of sewing and embroidery machines, plus sergers and coverstitch machines.



Two machines—the 3210 Jeans machine and the Sew Fun machine—are highly-rated mechanical machines that have particular appeal to young sewers.

In addition to great sewing machines, Elna offers the Elnapress. Launched in 1973, it was the first home ironing machine. It was tremendously successful because it introduced a new way to perform the age-old task of ironing. The newest generation of Elnapress, the Opal Press, has a digital LED control panel for power and temperature regulation. Though still a boon for home ironing, sewers

love it for fast fusing (it applies 80% more downward pressure than a regular iron) and steam pressing (it can press through three to four layers in one go).

