

## MEET NOTIONS SPONSOR: Baby Lock

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In 1964, several engineers and middle managers at a Japanese industrial company believed that they could redesign the industrial serger they were currently manufacturing so that it would be smaller and lighter. The parent company rejected the concept, but the team was so committed to their idea that they quit their jobs and formed their own company.

After three years of research, working prototypes, and a battery of tests, they created a “baby” serger for sewers that was capable of producing an overlock stitch. This was the birth of a machine called Baby Lock. For the first time, home sewers could create garments and other projects with a finished, professional look.

From the original single stitch option, the Baby Lock family of sergers has grown up to include a variety of stitches and easy threading options, as well as a battery of features that are exclusive to the brand. These include the patented Jet-Air Threading and ExtraordinAir Threading, both designed to make serger threading a user-friendly process.

Baby Lock did not stop with sergers. Today, Baby Lock offers a full line of products that enhance the love of sewing, including technically advanced sewing machines, sergers, embroidery products, and exclusive



software.

Among the most interesting innovations is a sewing machine with a built-in camera. The NeedleCam can be found on the Baby Lock Ellisimo sewing and embroidery machine and the new Enterprise, a 10-needle embroidery machine. This feature allows you to see the designs and stitches from the needle’s point of view. This unique camera uses precise images to recognize a mark on the fabric and set the embroidery positioning automatically. It also allows you to pinpoint precise needle placement for embroidery designs and sewing at a glance. The Ellisimo also has built-in videos that can be played right on the large Truview LCD touch screen.

Baby Lock has developed a strong retailer network that provides product information, as well as after-purchase training and classes. Baby Lock offerings also include Designer’s Gallery, a family of software products for embroiderers that works with all the most popular brands of embroidery machines. To support this, Baby Lock offers Sew@Home, a comprehensive collection of live and pre-recorded online classes, with topics ranging from basic features to specific functions.

Over the years, Baby Lock has developed relationships with many sewing celebrities and now is a major underwriter of the popular PBS television shows “Sewing With Nancy” starring sewing authority Nancy Zieman, “Quilt in a Day” starring quilting authority Eleanor Burns (above left), and “Fons & Porter’s Love of Quilting” starring



Nancy Zieman with the Baby Lock Ellisimo



Marianne Fons and Liz Porter (right).



Dress for Success is a program dedicated to helping disadvantaged women from various backgrounds transition back into the workforce by providing professional attire, confidence-building support, and career development tools. Each participating woman receives one suit with matching accessories for job interviews and a second suit or separates when she finds work.



Baby Lock was recently inspired to help Dress for Success in their need for clothing by donating a machine that could both quickly create and repair business attire. Baby Lock challenged its retailers and customers to sign up as “fans” on Facebook, promising to donate a new top-of-the-line Evolution when the Baby Lock page reached 1,500 fans. The program was a success and Baby Lock donated an Evolution serger to the organization’s Midwest center. Over 400 rose pins were created and donated to this cause. This year, Baby Lock’s goal is to encourage dealers and fans to create scarves for this organization.

