

## MEET NOTIONS SPONSOR: Janome America

In 1860, in Orange, Mass., William Barker and Andrew J. Clark began producing the New England Family Sewing Machine, a single-thread hand-operated sewing machine. Within ten years, the company was selling their “Home” and “Home Shuttle” machines to customers all over the world.

By 1882, the company had renamed itself New Home (combining New England and Home Shuttle) and production had reached 500 machines per day. It also manufactured needles for their competitor’s machines as well as for their own.

In 1921, on the other side of the globe, a Japanese entrepreneur named Yosaku Ose began the Pine Sewing Machine Company. It was the first domestic sewing machine manufacturer in Japan. At the time, most sewing machines used an oblong shuttle bobbin. But Pine produced machines with round bobbins, an important innovation which improved the speed and quality of the stitches. Because the shape of these bobbins reminded people of a snake’s eye, the company was given the new name of Janome, which means “eye of the snake” in Japanese. In 1936, the first mass production sewing machine factory in Japan was opened by Janome in Tokyo.

Both New Home and Janome companies grew to become household names. In 1960, Janome purchased New Home to establish its footing in the United States, consolidating manufacturing but not changing the name. Then in 1995, the company was renamed Janome America, Inc. Headquartered in Mahwah, N.J., Janome America has continued to manage the production and marketing of the Janome and New Home brand machines in the U.S., as well as oversee subsidiaries in Canada and South America. Janome Global has sewing divisions in the U.S., Canada,

Mexico, Europe, Australia, and New Zealand, as well as agents in Africa, Central and South America, and throughout the Pacific Rim of Asia.

In addition to sewing machines, the company is a world leader in the manufacturing of high-precision robots. It has developed technical prowess in fields ranging from electro press equipment to high-speed vision and clean water systems technology. The latter is especially useful as the Clean Bath System, a filtering system that recycles and purifies water, a costly commodity in Japan.



When ASG celebrated its 25th anniversary in 2003, Janome produced the Jem Silver edition, a travel-friendly sewing machine to commemorate the event. Last year, for American Quilter’s Society 25th anniversary, Janome produced the AQS 2009, a three-quarter size computerized sewing machine.



In March 2009, Janome introduced [sew4home.com](http://sew4home.com), a Web site dedicated to teaching novice sewers how to create unique and stylish home accents.

In January 2010, Janome took over the distribution and marketing for Elna brand sewing machines.