



BERNINA CutWork Accessory and BERNINA CutWork Software

New Product Summary

We proudly present a new BERNINA *EXCLUSIVE*:
BERNINA CutWork Accessory and BERNINA CutWork Software!

The Product

Small in size, big on innovation and versatility! The BERNINA CutWork Accessory and Software is made for creative sewers who like to push their projects to the cutting edge! Eliminate the tedious cutting involved with traditional quilt projects, appliqué or cutwork. Simply replace the standard sewing needle in your BERNINA Embroidery System with the BERNINA CutWork Tool. Its cutting edge needle cuts shapes and designs guided by the embroidery module.

The Objective

BERNINA CutWork Accessory/Software is the perfect add-on sale for any new BERNINA or existing* BERNINA embroidery machine owner. Perfect for garment sewers, crafters and quilters, this innovative product from BERNINA offers an exciting new reason to embroider.

*Compatible with most BERNINA embroidery machine models. BERNINA CutWork Accessory requires a compatible throat plate; (available for *artista* 180, 185, 200, 630, 640, 730, 830 and *aurora* models 430, 440, 450 with embroidery module).

Key Features

The BERNINA CutWork Accessory and Software is the latest patented innovation developed by our legendary BERNINA product development team. **It is a truly unique product!** The BERNINA CutWork Accessory together with the BERNINA CutWork Software gives your BERNINA embroidery system the power to cut shapes, patterns and designs from single or multiple fabric layers. Cut sharp, crisp edges quickly and easily. Whip up home decorating projects from a variety of fabrics, and create Reverse Appliqué projects without the tedious cutting by hand. Combine with embroidery for elegant traditional cutwork in a fraction of the time.

Also use it as an alternative to cutting quilt shapes the old fashioned way.

Support Materials

Auto Ship

- BERNINA CutWork Flyer, 4 pages

Web Support

- Web banner on Berninausa.com site
- Dealer email templates
- eBlast
- Ad slick, flyer art

Be creative with BERNINA CutWork, the new BERNINA EXCLUSIVE!

