

# "The B480 is an essential part of my studio."

YVONNE REICHMUTH - "YVY"

SWISS FASHION DESIGNER

Highly sophisticated. Brilliantly simple. Like Yvonne's beautiful designs, her B 480 expertly combines simple, easy-to-use features with innovative technology, ensuring that her stitches are impeccable on everything from leather to delicate fabrics. Her machine exceeds her expectations. You can

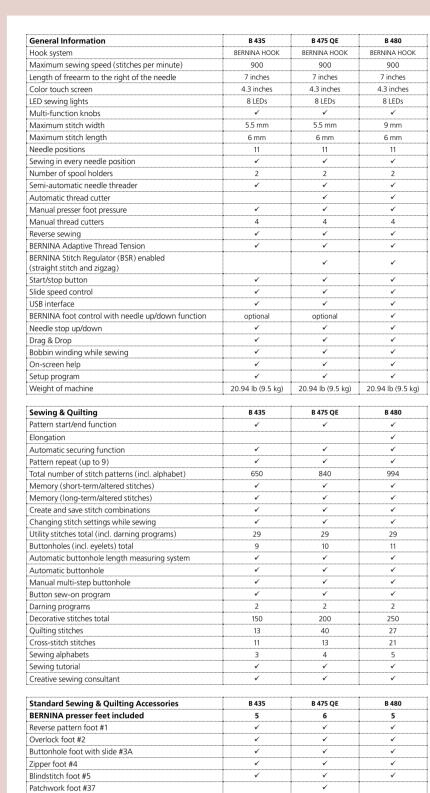


- PERFECT STITCHES WITH THE BERNINA HOOK
- POWERFUL DC MOTOR FOR THICK MATERIALS
- FEWER INTERRUPTIONS WITH THE JUMBO BOBBIN
- FRONT-LOADING BOBBIN FOR EASY ACCESS
- · CONVENIENT AUTOMATIC THREAD CUTTER (B 475 QE & B 480)
- 7" TO THE RIGHT OF THE NEEDLE
- EASY-TO-NAVIGATE 4.3" COLOR TOUCH SCREEN
- · ADJUSTABLE PRESSER FOOT PRESSURE
- · LARGE SELECTION OF SEWING STITCHES AND ALPHABETS
- · BERNINA STITCH REGULATOR FUNCTIONALITY (B 475 QE & B 480)
- · CREATIVE SEWING CONSULTANT FOR ON THE SPOT ADVICE









BERNINA slide-on freearm exter

BERNINA Free Hand System (FH:

We reserve the right to make changes to machine features, equipment and design

Additional information is available at your local BERNINA store.

Knee lifter for FHS Dust cover Accessory case









# WE GAVE THEM SOMETHING TO TALK ABOUT.

AND WE LOVE WHAT THEY'RE SAYING.

Who better to speak on behalf of our newly innovated 4 Series than the sewists, guilters and makers who do what they do best on these machines... create.

Sure you don't have to love the machine you create on, but what a shame if you don't. Our experts love the 4 Series machines because their innovative features make common sewing techniques easier, make achieving perfection possible and make creativity the rewarding experience it should be. But don't take our word for it.

**MEET TIFFANY AND YVONNE.** 



"You don't need to sew perfect, the machine will make it magic." TIFFANY PRATT, DESIGNER AND MAKER

Talented. Energetic. Creative. Bold. A maker like Tiffany relies on the B 435 and B 475 QE to be powerful, easy to handle, fast and magical. Day in and day out. And her BERNINA never fails to deliver. She loves it and you will too.



## **EXPORT WITH .25 BLEEDS**

Dearborn #1000 Chicago, IL 60602 p 312.382.0100 twoxfour.com For print inquiries, contact at sikrets is @twoxfour.com 4 Series Brochure Bleed 34.26" w x 11.5" h Account Manager AD Job # BRP-22766 Trim 33.76" w x 11" h Creative Director MV rinted Gatefold, 4/C, Bleed, Printer Safety **33.76" w x 11" h** Copywriter AJ Production Artist LR File Name BRP-22766\_BERNINA\_4\_Series\_Gatefold\_R2.indd ocument Path Clients2:BERNINA:BR-JOBS:BR-PR...\_BERNINA\_4\_Series\_Gatefold\_R2.indd ate Created 7-30-2018 2:02 PM BERNINA\_logo\_EMB\_claim\_blk\_cmyk\_v2.ai (42.61%, 16.38%), Slug Font Myriad Pro Family aved 10-10-2018 4:55 PM SWISS HERITAGE BUTTON\_coated300.psd (CMYK; 1363 ppi; Frutiger LT Std (65 Bold, 45 22%), Visitenkarte coated300.psd (CMYK; 337 ppi; 88.97%), Light, 55 Roman), Hand Of Bernina\_435\_Atelier.tif (CMYK; 1764 ppi; 17%), Bernina\_475\_Atelier. Sean Pro (Regular), Wingdings rint Scale None nDesign CC 2018

tif (CMYK; 1764 ppi; 17%), Bernina\_480\_dynamisch.tif (CMYK; 810 ppi; 37%), DSC03970\_Tiffany Pratt\_angesetzt.tif (CMYK; 1224 ppi, 563 ppi; 24.51%, 53.26%), Bernina\_475\_standard.tif (CMYK; 1511 ppi; 19.85%), Bernina\_435\_standard.tif (CMYK; 1511 ppi; 19.85%), Yvonne Reichmuth DSC00189.tif (CMYK; 1492 ppi; 20.1%), Bernina\_480\_standard.tif (CMYK; 1712 ppi, 571 ppi; 17.52%, 52.53%), Yvonne Reichmuth DSC00151.tif (CMYK: 973 ppi: 30.8%), Bernina\_480\_frontal.tif (CMYK; 762 ppi; 39.33%), BERNINA\_4er-Serie\_Greifer2.tif (CMYK; 324 ppi; 22.17%), Logo\_Mettler\_2018\_4C EPS (10.38%, 10.45%), Faden\_rot.psd (CMYK; 590 ppi; 50.84%), Nadel\_ mitte.psd (CMYK; 750 ppi; 40%)

# MEET THE BERNINA 4 SERIES. MADE FOR MAKERS.

Handmade. Handcrafted. Unique. Expressing yourself with skillfully stitched fabrics is an art. Whether you do that with a perfectly designed dress or a lovingly pieced together guilt, the result is the same—you are sharing a part of who you are. For over 125 years, BERNINA has been, and continues to be, in awe of you and your craft.

You are why quality matters. Your craft deserves a line of machines that live up to your standards, surpass your expectations and help bring your creativity to life. These are those machines.







#### YOUR CREATIVITY. YOUR DECISIONS.

Want to go where your creativity takes you without being limited? The B 480, B 475 QE and B 435 let you make all the creative decisions. Like choosing the stitch length and width or deciding the needle position. If you want the needle down when it stops, you got it. And all that control is conveniently located at your fingertips on the large, intuitive touch screen.

### A FRONT-LOAD JUMBO BOBBIN. BECAUSE SEW TIME IS GO TIME.

Fewer stops and starts is the result of a bigger bobbin that holds up to 70% more thread than standard bobbins. And since it is conveniently changed from the front, there's no need to remove your project.

### ACCESSORIES MAKE EVERYTHING BETTER.

From feet to bobbins, a well-designed accessory makes the sewing life the good life. A variety of BERNINA presser feet come standard on 4 Series machines, adding convenience and a real easiness to your efforts. To keep them handy and organized, a nicely designed accessory case is included. As an upgrade, the B 480 machine includes a magnetic see-thru accessory box. Feet aren't the only accessory

included. There's a slide-on freearm table that adds spacious support around the needle. Four bobbins and a dust cover complete the smart accessory package.

## STITCHES PLUS LETTERS PLUS MORE

When more options are what you want, a 4 Series and decorative stitches as well as alphabets. These machines offer over 150 to 250 decorative stitches and up to 5 alphabets. And the B 475 QE is full of special quilting stitches. The choices are many and every one of

Every aspect of the stitch, both seen and unseen, is perfect with the optimal thread tensioning of a 4 Series machine. Achieve permanent control of the thread tension once it's adapted to the thread and fabric. Even while sewing, the thread tension adjusts automatically. And the innovative BERNINA Hook keeps every stitch perfect, consistent and precise.

# MORE POWER, SPEED, PERFECTION AND EASE.

## Variable Sewing Speed

- Adjust with the slide speed control
- Maximum speed of 900 stitches per

#### Modern, Color Touch Screen

• 7" to the right of the needle

Space for larger projects

- Easy to view thanks to central position
- Easy to use with simple navigation

## **Adjustable Presser Foot Pressure**

• Adjusts for thick or thin fabric to eliminate skipped stitches

## Easy access at the front

 The most useful functions are right at your fingertips, e.g. reverse sewing and securing

### **Automatic Thread Cutter (B 480/B 475 QE)**

- Saves time: it cuts the thread and raises the needle in one step
- Easy one-button operation

## Easy Threading

• The Semi-Automatic Needle Threader makes threading super easy and fun

## OF WHAT YOU LOVE.

machine is what you need. Choose from loads of sewing

#### PERFECT TENSION MAKES PERFECT STITCHES.

- **BERNINA Hook**  Patented technology at the heart of the machine • All metal, quiet, powerful and precise
  - Front-load Jumbo bobbin holds up to 70% more thread

## **Multi-function Knobs**

- Stepless rotation, easy to operate
- Adjust required settings quickly

## BERNINA Stitch Regulator (BSR) optional (B 480/B 475 QE)

- The BSR keeps stitch length consistent at variable sewing speeds
- Works with straight or zigzag
- stitch and with feed dog lowered BSR foot is optional

## **BERNINA Free Hand System (FHS)**

- Hands free sewing with knee lifter
- Simultaneously raises/lowers presser foot and feed dog
- Knee lifter is standard with B 480 & B 475 QE and optional with B 435

## THE B 475 QE. THE QUILTER'S NEW BFF.

The B 475 QE is the perfect size for small spaces. But don't let its size fool you. It's powerful enough to handle the thick layers of even your biggest guilts. Consistent thread tension means every stitch is unbelievably perfect. Plus. little extras like the thread cutter keep projects moving towards completion. Time and time again, the consistent quality of BERNINA rises to your highest quilting standards, exceeding all expectations.

#### **SPECIAL QUILTING STITCHES**

With 40 guilting stitches plus 29 utility stitches and 4 sewing alphabets pre-loaded and ready to go, the B 475 QE is well equipped for all your creative needs.

#### PATCHWORK FOOT #37

What kind of guilter's edition would the B 475 QE be without the foot of all quilting feet, Patchwork foot #37? We wouldn't dare to speculate.

#### **BERNINA STITCH REGULATOR (BSR)**

The BSR regulates perfect, equal-length straight and zigzag stitches at variable sewing speeds during free-motion quilting. BSR is optional for models B 475 QE and B 480 and is not available on the B 435.

## **SEWISTS & CRAFTERS, YOUR SEARCH FOR** PERFECTION ENDS NOW.

Making your sewing and crafting life easier and more enjoyable is what the 4 Series is all about. Innovative features make tedious tasks automated, making them easier to execute. That means you are free to be the sewist, crafter, quilter, maker you have always

#### **BERNINA HOOK INSIDE**

The BERNINA Hook changes everything. It's fast while also being quiet. It's efficient while housing a Jumbo bobbin. Keep in mind, this is no ordinary bobbin. It holds up to 70% more thread than standard bobbins and is front-loading for convenient, fast changes. That means fewer interruptions. Plus, with speeds up to 900 stitches per minute, projects get done in record time!

#### **EXTENDED FREEARM**

7" of space to the right of the needle allows more room for big projects, big quilts and even bigger creativity.

### FREE HAND SYSTEM

Talk about convenience. The BERNINA Free Hand System lets you lift or lower the presser foot using only the knee lifter, keeping your hands free to guide your projects. The knee lifter is standard on the B 480 & B 475 QE and optional on the B 435.

## ADJUSTABLE PRESSER FOOT PRESSURE

Apply pressure or take it off. That's what this feature is all about. Thick fabrics need less pressure so they glide under the foot with ease. Thinner more delicate fabrics need more

pressure for perfectly even stitches. Raise or lower the pressure with the click of a dial. It's so simple so you can sew perfect.

#### SIMPLE ON-SCREEN EDITING

Be as creative as you dare with your stitches by editing directly from the easy-to-navigate modern touch screen while sewing. Simply tap the screen to choose your favorite stitches. Tap. Or maybe you want to combine different stitches. Tap. Or create a new look by extending your decorative stitches using Pattern Elongation (available on B 480). Tap. Or create a custom pattern with Pattern Repeat. You get the idea. Simple. Creative. Awesome.

### AND THAT'S NOT ALL..

There are many features just waiting to make your day easier. Like the multi-function knobs—just two knobs, but oh so many functions and so easy to operate even while sewing. Or the reverse sewing and securing buttons that are conveniently located at the front of the machine and easy to reach with the thumb. Plus, you'll love the vast selection of decorative stitches and alphabets. And freearm sewing makes it convenient and easy to handle closed projects, like cuffs.

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th Dearborn #1000 Chicago, IL 60602 p 312.382.0100 twoxfour.com For print inquiries, contact atsikretsis@twoxfour.com Bleed 34.26" w x 11.5" h Account Manager AD 4 Series Brochure Trim 33.76" w x 11" h Creative Director MV Job # BRP-22766 Printed Gatefold, 4/C, Bleed, Printer Safety **33.76" w x 11" h** Copywriter AJ Production Artist LR File Name BRP-22766\_BERNINA\_4\_Series\_Gatefold\_R2.indd ocument Path Clients2:BERNINA:BR-JOBS:BR-PR...\_BERNINA\_4\_Series\_Gatefold\_R2.indd ate Created 7-30-2018 2:02 PM DSC03998\_Detail\_1.tif (CMYK; 2276 ppi; 13.18%), DSC03986\_Detail\_3. Slug Font Myriad Pro Family aved 10-10-2018 4:55 PM tif (CMYK; 1344 ppi; 22.32%), Yvonne\_Reichmuth\_DSC00183.tif Frutiger LT Std (65 Bold, 45 (CMYK; 2120 ppi; 14.15%), **DSC03994 Detail 1.tif** (CMYK; 1666 ppi; Light) 18%), Bernina\_480\_Atelier\_anschiebetisch.tif (CMYK; 488 ppi; nDesign CC 2018