

Sewing Machine Buying Guide for Australia



# How to Choose a Sewing Machine

That's *Just* Right For You

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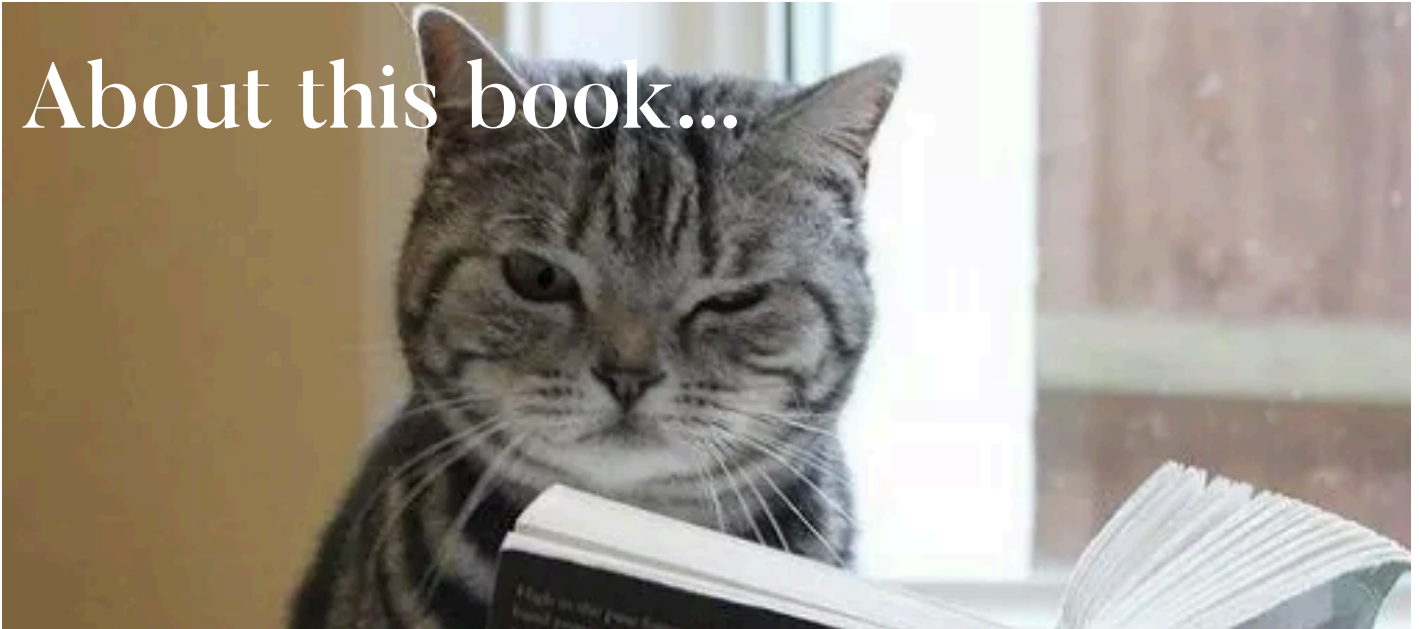
# Decisions, decisions...

*"I'm in the market for a Sewing Machine.  
Which one Should I choose?"*

If you find yourself asking this question, you're not alone - especially if you're a new to sewing.

Ready to Get Started? **Let's Begin.**

# About this book...



## This Book is Designed for YOU

I wrote this book with ONE intension: Give you the **clarity & confidence** to make a choice that's right for YOU. Because I want you to end up with a **machine you're happy** with :-)

I do this by distilling some overwhelming (and often conflicting) information into **fundamental principles - based on machine types and your needs**, then presenting them in a way that's **easy to understand for all** - no matter where you are in your sewing journey!

## How to Use This Book

In the first few pages, you'll find a quick overview covering various sewing requirements. You can quickly identify yours with option to **jump straight to the section** specifically written for your needs.

The middle of the book is dedicated to machine types, and characteristics that define them.

Instead of getting lost in endless features, this section will **give you a solid understanding of machine types** - regardless what brand or model of machine. Having this knowledge will short-cut a lot of confusion and help you narrow down your options.

The third section goes into more details **about YOUR specific needs**, and **what features would support you**. This WILL make your decision easier.

The final section of the book covers a few **insider's secrets** that might interest (or surprise) you.

**Enjoy!**

# Just a few points...

## It's NOT about brands...

Choosing a brand is a personal preference. Discussion of brands can quickly turn into heated debates so let's not go there :-)

That's why I've **deliberately chosen not to mention specific brands** (apart from Page 63 - 64).

Because brands & model numbers change all the time - while principles remain constant.



**Having said that**, there will be clickable buttons through out this book, showing machines that are currently available at my store - **whether you read this book today or 10 years from now**. If you don't see many brands, that's purely because I don't carry all the brands in the world - that's all.

Please consider these machines **examples only**, merely meant to illustrate specific points covered in these pages (i.e. Mechanical vs. Computerised).

I encourage you to **go with brands of your choice** - based on principles we cover in this book. Because ultimately, you will be **empowered** by the knowledge to **choose confidently** - and be happy about your decision :-)

Also, I'm **based in Australia** (more about me on page 67).

Please bear in mind there will be different brands and models if you're in Europe, North America, or other parts of the world. **The principles still remain the same, no matter where you are** - because domestic machines are built to serve home users - YOU.



## Now, Let's Talk About YOU...

**If you're a complete newbie and never been around a machine before, or recently returning to sewing after a long time....**

Choose a machine that's easy to set up, simple to learn, and generally a joy to sew. Have a clear idea what you plan to make, and how often you might sew. Often the cheapest machine isn't the easiest to use - so knowing your options helps.

**(More on page 23 - 27)**

**If your old clunky machine has seen better days - and you're ready to upgrade...**

Start by listing the features you use the most in your current machine, and what you'd love to have in the new machine. Choose a machine that will see you through many years of sewing - helping you do more of what you're already doing, in a more efficient way with better results.

**(More on Page 28 - 32)**



**If you've been bitten by the quilting bug, and need something to help you do patchwork better...**

Don't get distracted by how many fancy stitches there are.

Instead, find a machine with the right inclusions for quilters.

An extension table is useful, a larger throat space even better. If you really want to treat yourself - choose a machine that has a built-in walking foot.

**(More on Page 33 - 37)**

**If you tackle anything from chiffon to denim, and you're after something versatile & heavy duty...**

Go for a model that allows you to manually adjust foot pressure, so that you get the best result no matter how heavy or fine your fabric is.

Myth: denim sewing needs a heavy duty machine. While that can definitely help - your existing machine might be fine, if you only get the right foot.

**(More on Page 38 - 42)**





**If sewing has become more than just a hobby for you, and you need something that's keeping up with your work load (or passion)...**

A true industrial machine is the obvious answer, though they tend to be limited in functions (e.g. a straight stitching machine won't do buttonholes).

So you might consider a semi-industrial that gives you the speed of an industrial, and the versatility of a domestic. Best of both worlds!

**(More on Page 43 - 48)**

**If you're introducing sewing to a young one, and not sure they will fall in love and continue yet...**

Resist the urge to get a cheap plastic machine from one of the "big box" chain stores.

Because they are often not the easiest to use, and give mixed results which just might be frustrating enough to discourage enthusiasm. Sometimes the way to save is to actually spend a little bit more where it counts.


**(More on Page 49 - 53)**

Whatever your needs are...

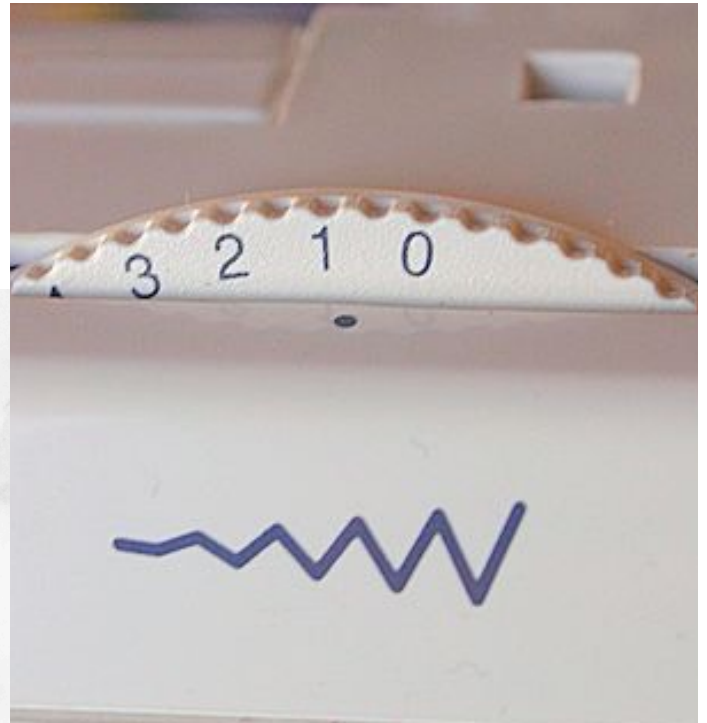
It's easy to make the right choice if you know how.



**Let's start by getting to know the machines.**

A collection of sewing tools is arranged on a white background. At the top, a pair of gold-handled scissors is partially visible. Below it, a spool of bright orange thread sits next to a white measuring tape with black markings. The measuring tape is coiled in two places, showing numbers like 39, 40, 41, 42, 43, 29, and 30. The text "Get to Know The Machines" is centered in a light blue box with a white border.

# Get to Know The Machines



## Domestic Machines are Defined by **Five** Characteristics...

**Operation:** Computerised or Mechanical

**Bobbin Loading Position:** Top or Front Loading

**Maximum Stitch Width:** 5 mm, 7 mm\* or 9 mm

**Shank Height:** Low Shank or High Shank

**Purpose:** General, Quilting, Embroidery

These characteristics combine to give you various

# Machine Types



**Budget Mechanical**  
5mm Max Width  
Front Load Bobbin  
Low Shank Foot



**Basic Mechanical**  
5mm Max Width  
Top Load Bobbin  
Low Shank Foot



**Better Mechanical**  
6.5mm Max Width  
Top Load Bobbin  
Low Shank Foot



**Basic Computerised**  
7mm Max Width  
Top Load Bobbin  
Low Shank Foot



**Mid Range Computerised**  
7mm Max Width  
Top Load Bobbin  
Low Shank Foot



**Better Computerised**  
7mm Max Width  
Top Load Bobbin  
Low Shank Foot



**Premium Quilting**  
7mm Max Width  
Top Load Bobbin  
High Shank Foot



**Premium Semi-Industrial**  
9mm Max Width  
Top Load Bobbin  
High Shank Foot



**Premium Embroidery**  
9mm Max Width  
Top Load Bobbin  
High Shank Foot

# Computerised vs. Mechanical



**View Computerised**



**View Mechanical**

**Mechanical models** typically contain more metal parts, though generally basic in design and functionality.

**Computerised models** come in a great range in design, features, and prices. They tend to be smoother and quieter,

and it feels different to “drive” compares to a mechanical one.

**The difference** is like driving a car with automatic gear vs. a car with manual gear. One type isn't necessarily more superior than the other, they are just built differently.

# Computerised or Mechanical?



## Points to Consider:

- **Weight:** Would you be sewing in one spot? Or do you plan to take the machine to classes with you? Having more metal parts could make a machine heavier.
- **Noise:** Do you need to sew quietly? If you do, then consider a computerised model, and perhaps use a mat underneath the machine to absorb sound and movements.
- **Preference:** Do you prefer to have a bit of “grunt” in your machine? If you do, then you’d probably enjoy the feel of a mechanical machine more.

# Top Loading vs. Front Loading Bobbin



**View Top Load Models**



**View Front Load Models**

Often confused with washing machines...

**Top Loading machine** has a “drop-in” bobbin, where the bobbin goes in from the top, directly underneath your needle and presser foot. The lid is usually clear so you can see the bobbin.

This type of mechanism is called “Horizontal Full Rotary Hook”, where the bobbin is driven by the machine to go round and round in full circle movements.

Horizontal refers to the bobbin position – it sits horizontally in your machine and faces up.

You can see how much thread is left on the bobbin. So no surprises!

**Front Loading machine** has a different spot for your bobbin. It is hidden behind the storage box inside a trap door, encased in a metal case.

You put the filled bobbin inside the metal bobbin case first, then put whole thing back into the machine.

This type of mechanism is called “Vertical Oscillating Hook”, where the bobbin goes side to side instead of completing a circle.

The bobbin stays vertical inside the bobbin case.

**Most people find the Top Loading machines easier.** I do too.

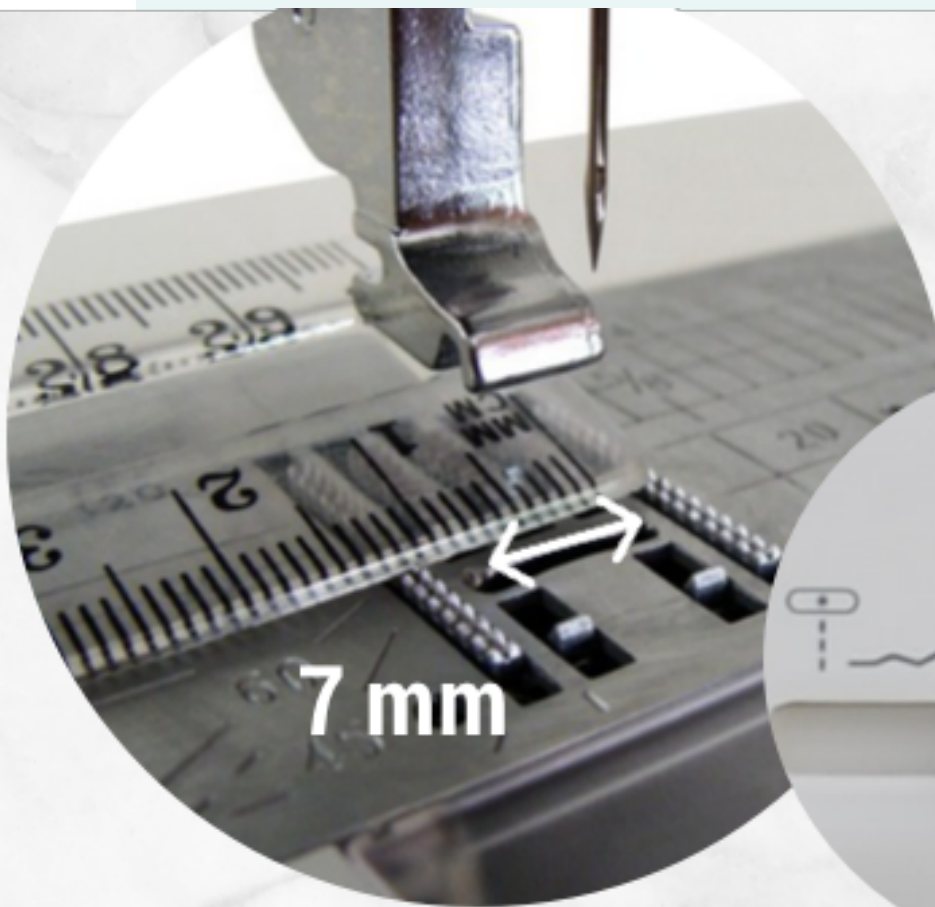


# Top Load or Front Load?



## Points to Consider:

- **Level of Ease:** If you've never touched a sewing machine at all, then perhaps a top load is easier.
- **Experience:** If you learned to sew in high school, chances are they had old-fashion Bernina which are front loading. Go with what feels comfortable and familiar to you.
- **Purpose:** What do you intend to sew? If you intend to use unusual threads in the bobbins (such as shirring, which you need elastic bobbin thread) then go for a front load because you can fine tune the tension in the bobbin case. Most people never need to worry about this.



## Maximum Zigzag Width



# Maximum Stitch Width

The most common maximum stitch width in a Mid-Range machine is **7mm** for computerised machines.

For mechanical models, the equivalent is actually 6.5mm - though we can safely group them in the same category.

**7mm is the most “Happy All-Rounder”** because it means you can easily find accessories and feet to suit.

Low-cost machines often have a **5 mm** maximum width, and it could be limiting

with feet, especially when some of the budget models won't let you change needle position.

At the other end of the scale, your premium models often have **9mm** maximum width.

**Note that 9mm machines can only take 9mm feet** - and they add up in cost very quickly.

You might want to take this into consideration when upgrading a machine.

# 5mm, 7mm, or 9mm?



## Points to Consider:

- **Inclusion:** What sort of feet does the machine come with? You might get better value for a machine that comes with more presser feet, even if it costs a bit more. Alternatively, consider a package deal.
- **Functionality:** How often would you need to make buttonholes? 5 mm machines tend to have only the basic 4-Step manual buttonhole ability. Consider a machine that does 1-Step auto buttonholes if you intend to make lots of shirts!
- **Special Interest:** If you intend to do patchwork / quilting, or evening / bridal / couture, then you might go with a 7 mm machine for more versatility. Because you just might need specialty feet – such as a Walking Foot or Quarter-inch Foot.

Want to do just embroidery and nothing else? 9mm it is.



# Shank Height

Beside Maximum Stitch Width, it's worth considering Shank Height.

Most machines in the low to mid price range will be LOW shank.

Often 9mm models and *true* embroidery machines have HIGH shank.

Chances are, whichever machine you are considering right now is a **low shank** model - and that's a GOOD thing. Because it's easier (and cheaper) to find feet and accessories that fit and you'd have a wide variety to choose from.

Most of the presser feet that come with your sewing machine are fairly flat, and

they simply **snap-on** to the "ankle" thing called foot holder / adapter.

Some of the most popular specialty feet - Walking Foot and Darning Foot, for example - are **screw-on**, which means you need to take off the ankle and fasten these feet on, by screwing them in place.

With the screw-on feet, **the height of shank matters** so that the foot fits correctly.

For more details, see my blog article:

**"Will This Foot Fit My Sewing Machine?"**  
<https://www.sewmucheasier.com/will-presser-foot-fit-sewing-machine>



What's Your Purpose?



## Embroidery, Quilting & General Sewing

Domestic sewing machines are ALL created to do General Sewing.

Having said that, there are machines that lean more towards the machine embroidery category, and embroidery only models exist too.

Quilters tend to use fewer decorative stitches, though they often prefer a larger space to allow for machine quilting. Choose models that come with an extension table or even a built-in walking foot.

Make your choice by thinking about **what you love to sew** the most!

A collection of sewing tools is arranged on a white background. At the top, a pair of gold-handled scissors is partially visible. Below it, a spool of orange thread sits next to a measuring tape. The measuring tape is coiled and shows markings for inches and centimeters. The text "What To Look For in a Machine" is centered in a light blue box with a white border.

**What To  
Look For  
in a  
Machine**



# Sewing Machine for Beginners

(or those returning to sew)

## What features to look for

- Easy access to bobbin
- Light Weight
- Feet that snap on and off
- What's included?

[See Example Models](#)



## Easy Access to Bobbin

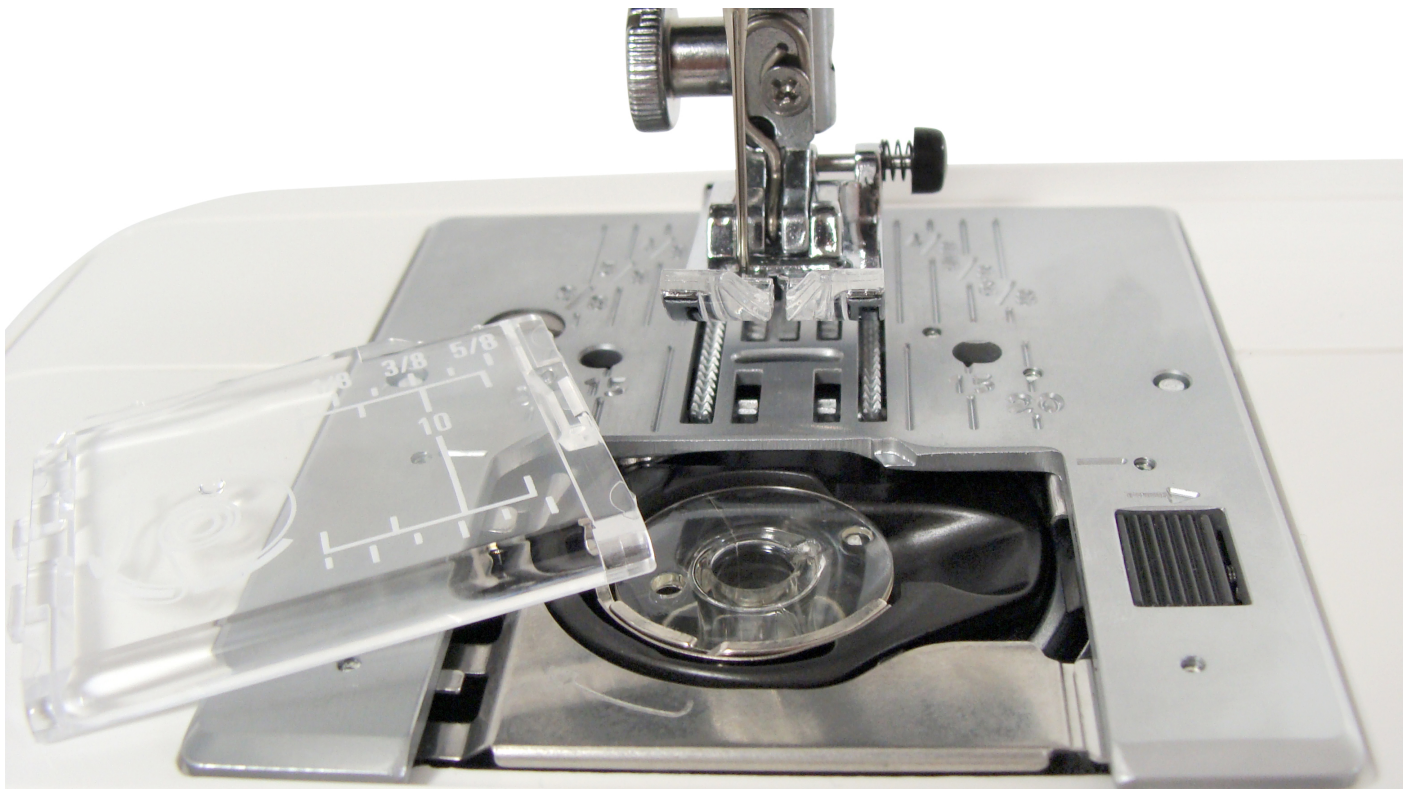
As a newbie (or refresher)...

Your biggest hurdle is keeping the "joy" alive while you plunge into a world of learning.

Be kind to yourself - by choosing a model that provides easy access to the bobbin area so that you need the **least amount of effort** when you get started.

Go with a machine that has Top Loading bobbins....

[View Top Load Models](#)







# Light (enough) Weight

When you're just starting (or re-starting) to sew, chances are you'd take a few classes.

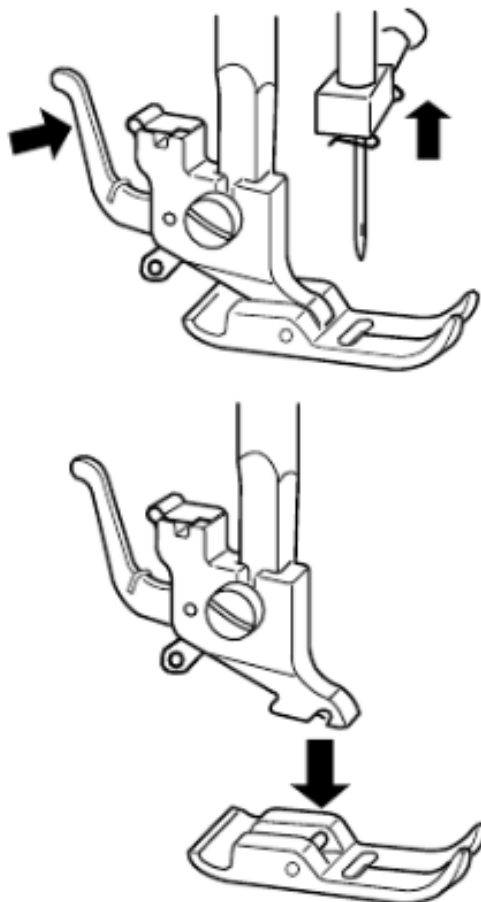
Is the machine going to be too heavy for you to lift? Knowing how much the machine weighs will help you narrow down your choice.

**BUT - don't be tempted** to find the lightest / cheapest machine.

Why? Because the lighter a machine, the more plastic parts it contains. Metal parts are more robust and weigh more than plastic. And you definitely want a machine that's made to last.

Aim for a machine that weighs **at least 5 - 6 kg**.

You can always get a trolley case to make it easier (and safer) to take your sewing machine on the road.



## Feet that Snap On & Off (and some that screw-on)

While you may simply get started with the foot that's already on the machine....

Though do try using different feet for different tasks. It makes life easier and you will unpick less :-). That's why having the ability to snap feet on and off is important.

**Almost ALL of the modern domestic machines have snap-on feet - so no worries there.**

Still, be prepared to use screw-on feet when your task calls for them - such as a walking foot, darning foot or ruffler.

Here's quick guide if you want to know more...

**"A Quick Guide to Presser Feet"**

[Read Guide Now](#)





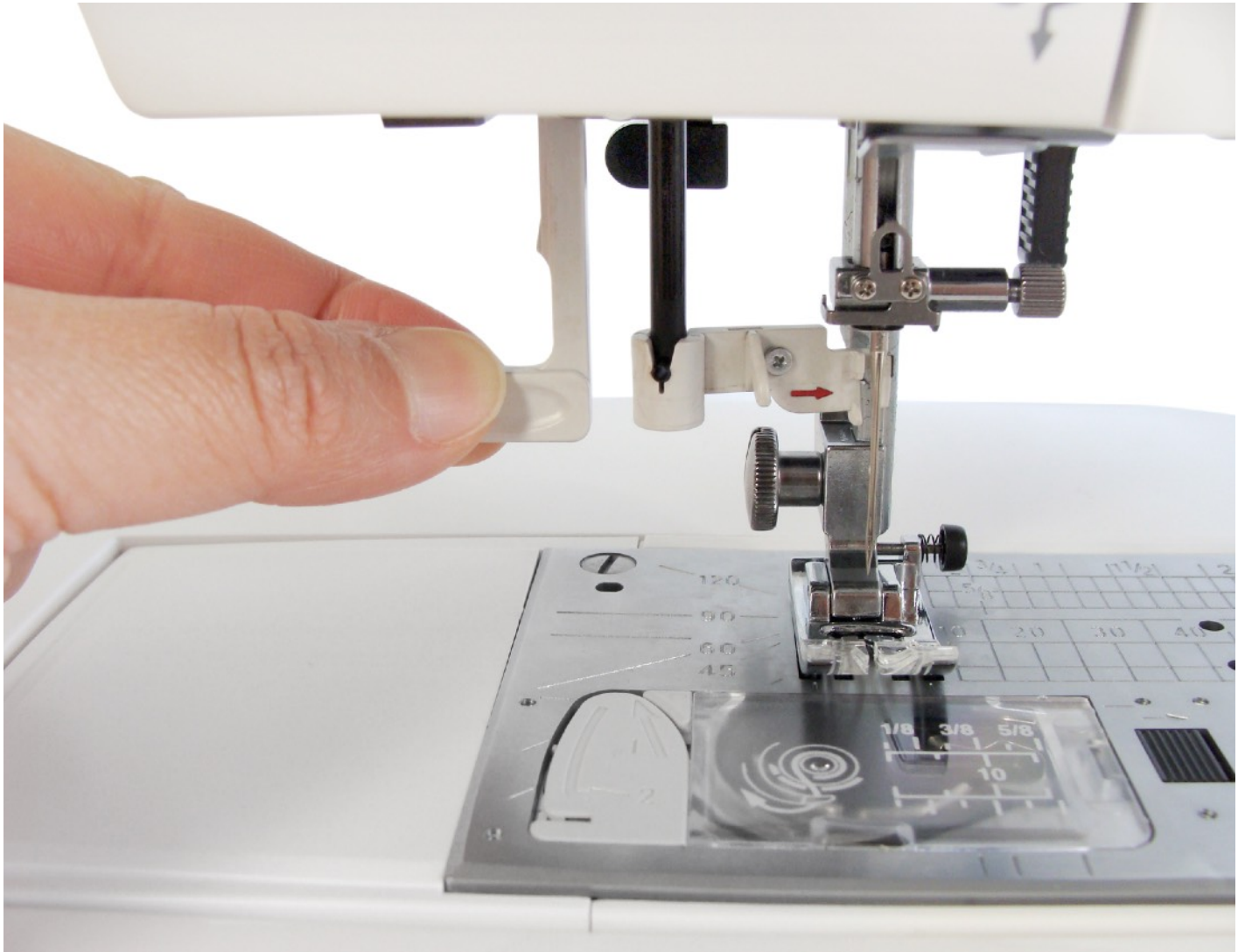
# Sewing Machine for Upgraders

(when you've outgrown yours)

## What features to look for

- Built-in Needle Threader
- Solid vs. Light Weight
- Lettering vs. Embroidery
- Stitch Selections - what's most important to you?

[See Example Models](#)



# Built-in Needle Threader

You spend more time sewing now. So why not give yourself a break and let the machine help you with threading a needle, right?

This can be a small thing, though it saves so much eye-squint and frustration - **you will be glad** you've chosen a model with a built-in needle threader.

[View Examples with Built-in Threader](#)

# Solid vs. Light Weight

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Your old machine was possibly all metal and weighs a ton. Right?

That's not necessarily an issue, until you want to take classes or go on sewing retreats or even take a cruise!

Some machines are just *not* made for portability, so you might consider a **medium weight machine** that weights between 6 - 8 kgs.

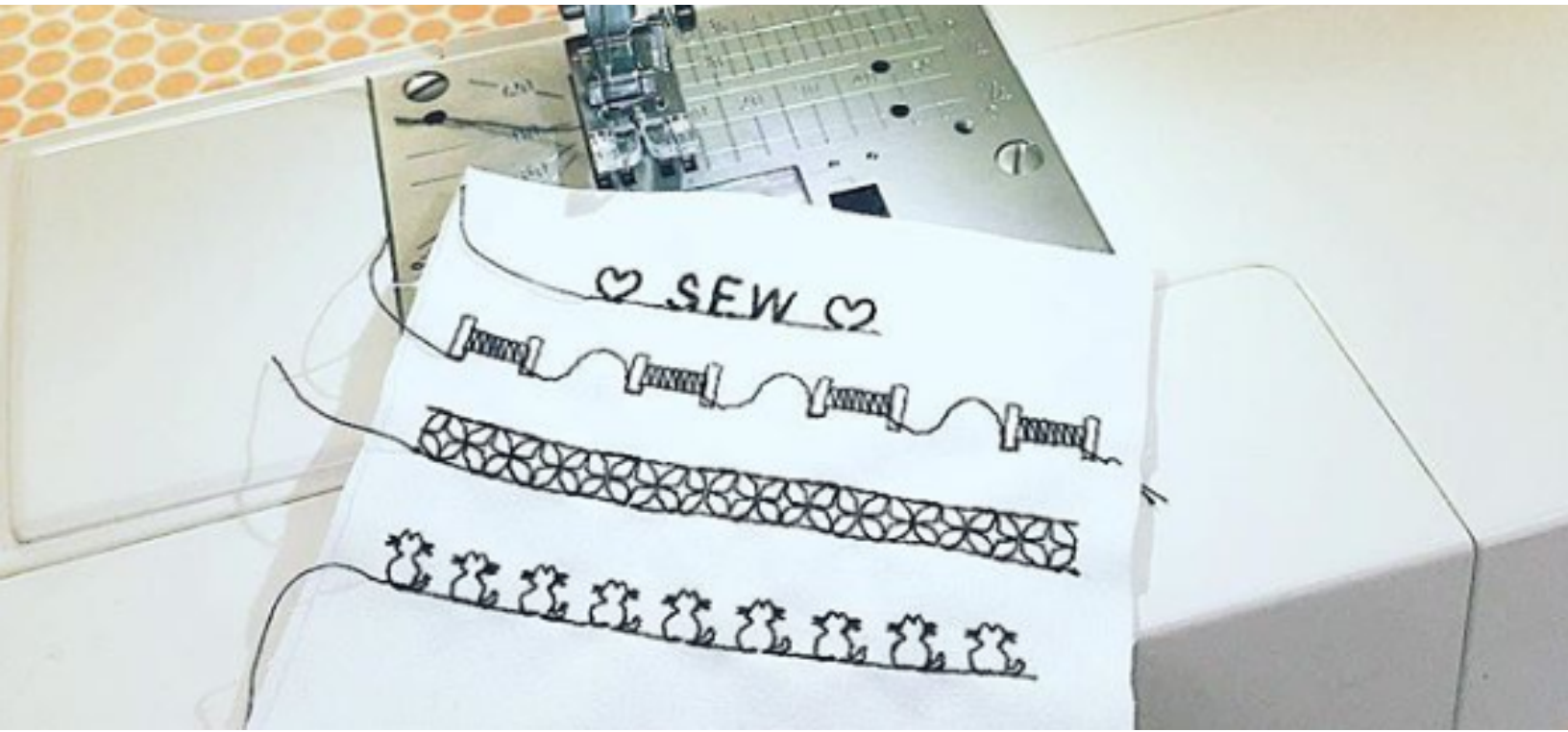
Because they still have a decent amount of metal parts - with non-metal shell - so that going on sewing adventures is **safe and enjoyable** for both you and your new machine.

Click Here to See Some Examples —>>



**Portable Machines**

# Lettering vs. Embroidery



[View Lettering Examples](#)

Most machines these days have many decorative stitches. While some call this "embroidery", the more correct term is "embellishment".

Some of these decorative stitches may include **lettering** (sometimes in a few different languages).

This is different from TRUE embroidery machines that do programmable designs over a hoop - those machines would cost *a lot* more.

Unless you're specifically looking to go into the world of machine embroidery, perhaps the ability to make simple name tags and labels with lettering is all you need?

# Stitch Selections

—  
what's important  
to you?



Getting confused in all the stitch selections and having a hard time comparing so many brands and models?

Instead, simply look at what you're currently sewing to see if you'll actually *need* all those fancy decorative stitches.

If you sew with stretch fabric, a few good stretch stitches might be a “must”.

If you're a quilter, then something that includes a couple of decent blanket stitches for appliqué might be all you'll ever need.





# Sewing Machine for Quilters

(quilt tops patched, ready for quilting)

## What features to look for

- Extension Table / Large Throat Space
- Needle Up / Down & Knee Lift
- Built-in Walking Foot
- Drop feed dogs for free-motion work

[See Example Models](#)

# Extension Table / Large Throat Space

For machine quilting, you'll want more flat-bed space around your needle so your quilt can move freely.

The area between your needle and the "wall" of the motor is call the "throat" space. Higher-end models have larger throat space.

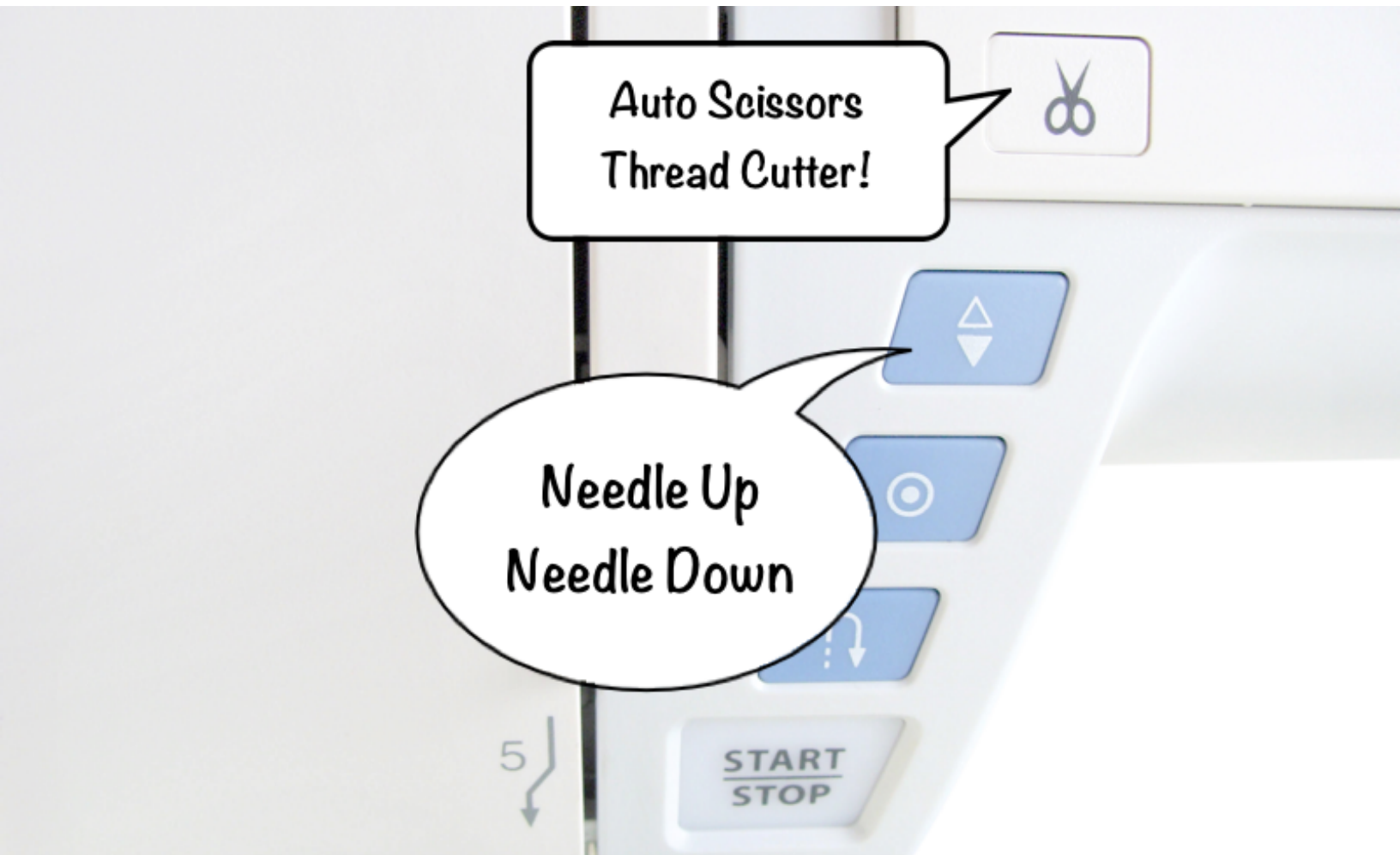
Some models come with an extension table, which gives you more room in front, back and sides, which is helpful - except it doesn't change the amount of throat space.

If you are getting into larger quilts, consider a higher end machine that comes with a larger throat space. You'll really notice the difference!



**You Might Like These...**

# Needle Up / Down & Auto Thread Cutter



Machine quilting is best done with both hands on your quilt - you'll LOVE any feature that will make it more hands-free.

Most of the better computerised models have **Needle Up / Down** button that gives you the option for the machine to memorise whether your needle stay at "UP" position or "DOWN" in the fabric when you stop.

The **Auto Scissors** button is an **automatic thread cutter** that only comes with higher end models. Simply press the button and it snips the thread close to the surface so you don't have to take your hands off your quilt while you're busy stippling.

Both features will allow you better flow when you're "in the zone" for free-motion quilting.

**Want to try machine quilting?**

**You'd Love These**

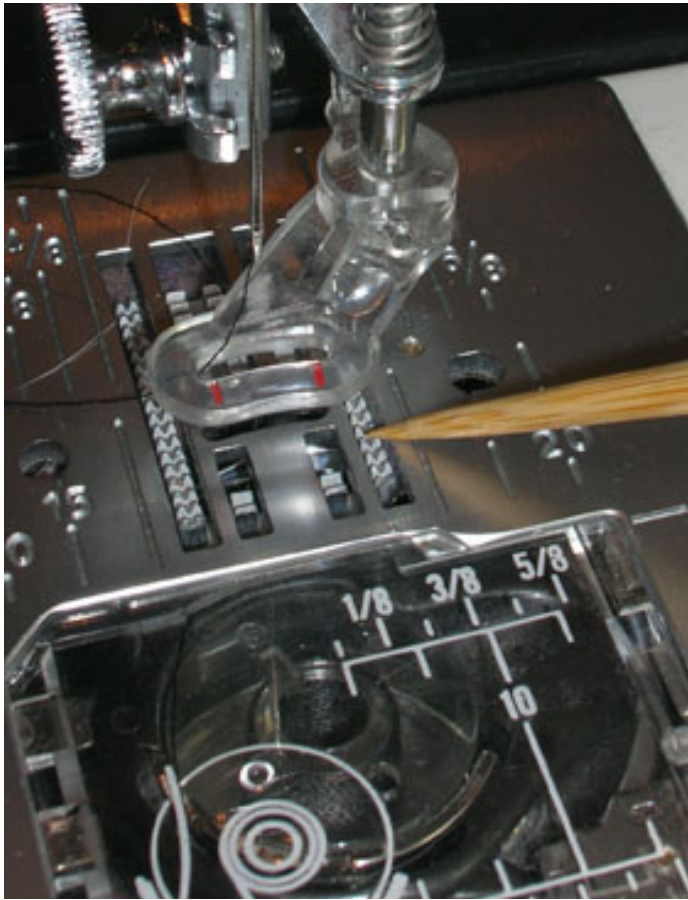
# Built-in Walking Foot



Normally you'd screw-on a walking foot. for quilting - though some higher end machines have a built-in walking foot that's a **simple lever** you can flick up or down. So there's no need to take your screw driver out!

It saves a lot of time and effort especially if you're a prolific quilter - and CAN justify spending more on such machine. **Here are some examples....**

**Take a Look**



# Ability to Drop Feed Dogs

The first thing they tell you when you start learning free-motion quilting is to drop the feed dogs. Because you're now doing the feeding and driving, not the machine!

So whichever machine you choose needs to have the ability to either **drop the feed dogs**, or have a **plate** that covers them.

Having said that, some modern quilters are starting to advocate leaving the feed dogs in place while machine quilting. It's a personal preference, and you should still aim to have this option - should you prefer it.



# Sewing Machine for Garments

(that copes with Fine / Heavy Fabric)

## What features to look for

- Presser Foot Pressure
- Free-arm vs. Flat bed
- Stretch / Overlock Stitch
- Dealing with Denim - try a foot

[See Example Models](#)

# Presser Foot Pressure

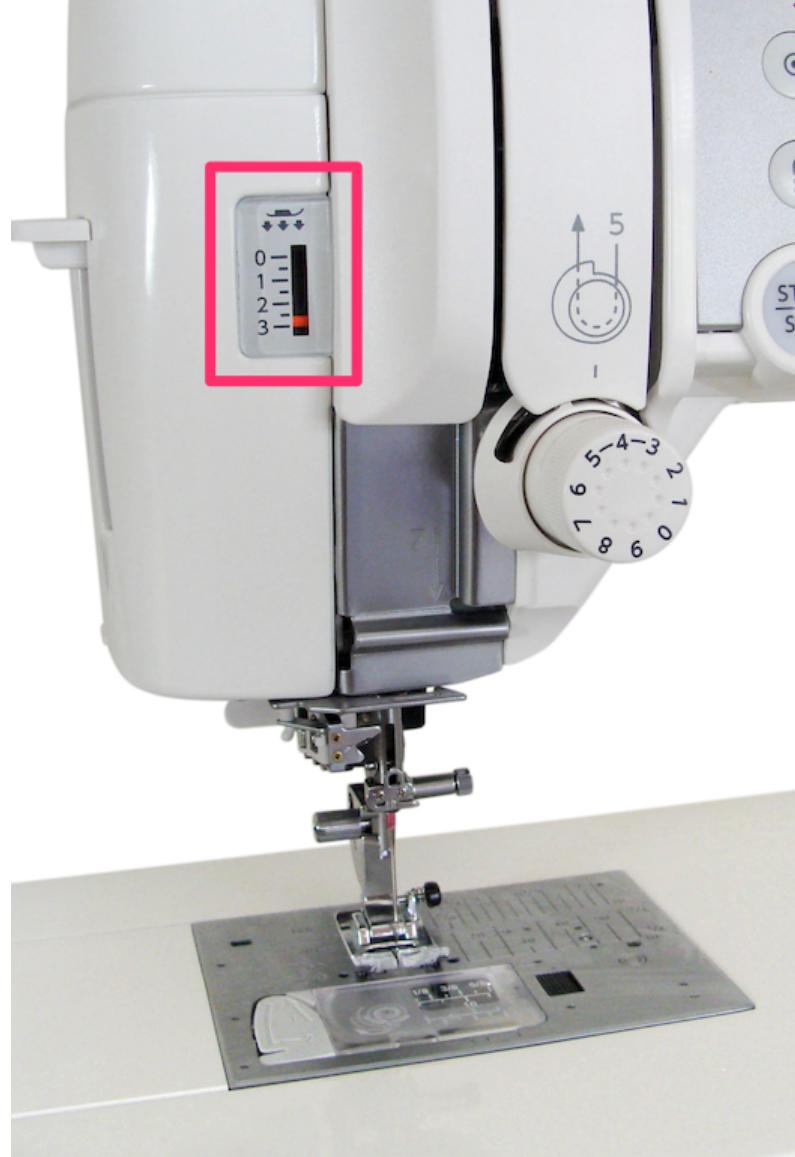
This function determines how much pressure the presser foot "steps down" on your fabric.

Mid range computerised machines have this built-in automatically these days - your machine will "know" how much pressure to apply, so there is NO need to manually make adjustments.

Budget machines simply don't have this function at all - the foot gives the same pressure, no matter what fabric.

On the other hand, some machines (both computerised and mechanical) provide a dial that you can fine-tune the pressure to suit various fabric weight, as you need it.

If you use a wide range of fabric types - silk chiffon to denim to leather, for example - then you'll really find the ability to adjust foot pressure indispensable.



**These Models have it...**

# Free-arm vs. Flat bed

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If you sew garments with tiny armholes - you'll most likely want a machine that give you the Free-arm option.

Though this might limit your choice to *true* domestic machines, because semi-industrials are designed like real industrial machines - there is a large flat bed area with no free-arm.

This isn't an issue at all for industrial machinists for sewing baby garments - because their construction method is different, where sleeves are sewn flat onto the armhole first, and then side seams of the bodice and sleeve is stitched in one quick continuous seam.

What do you prefer?



**See Semi-Industrial**



# Stretch / Overlock Stitch

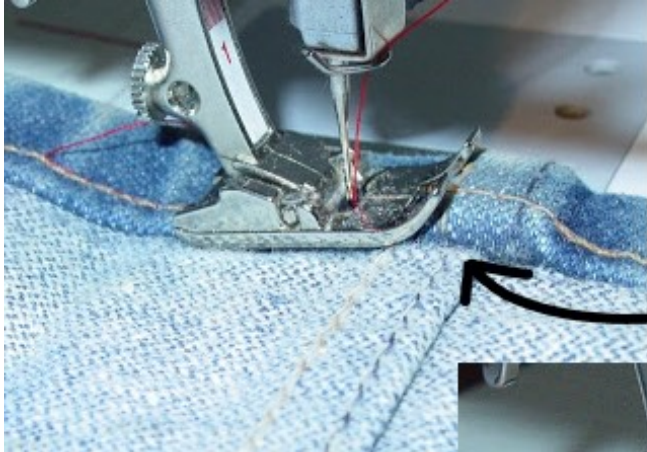


Love to wear & sew stretch garments? Make sure the machine of your choice has a **decent stretch stitch** or two. Because the stretch in the fabric is likely to break a normal straight stitch when you wear it.

You'll also want to have a way to neaten / finish raw edges in garments and some form of **mock overlock stitch** would be nice to have - though a wide zigzag would do the job. You'll be glad to know that even the most basic machines can do zigzags :-)

**No overlockers? No worries.** Here's a tutorial for finishing edges...

[Read Tutorial Now](#)



Can't Get Over  
the Bump...  
Help!!

Try Raising  
the Foot...  
Sorted.



## Denim Dilemma...?

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Truthfully, when it comes to sewing denim / leather / upholstery fabric, *nothing* beats an industrial machine that's built specifically to handle the jobs - especially if you need to do them in large volumes regularly. Invest in an industrial machine by all means if that's the case for you.

Though most of us simply wanted to take up jeans.

Chances are, your existing machine might be totally fine - as long as you know a few tricks (and let the right feet help you).

**Here's a tutorial for denim.**

**Go to Tutorial**



# Sewing Machine for Business

(the boutique, artisan kind)

## What features to look for

- Industrial vs. Domestic
- Speed / Knee Lift
- AcuFeed / IDT
- Separate Bobbin Winding

[See Example Models](#)



# Industrial vs. Domestic

So you're trying to decide whether to upgrade your domestic machine or just go for a full industrial.

What to do? **Here are some points to consider...**

An industrial machine is made specifically to do ONE thing really well (and fast). You won't find any stretch stitch or blind hem stitch, and you'd need a separate machine just to make buttonholes.

If you've outgrown your little domestic machine, but can't see yourself going down the full industrial path, then perhaps a **semi-industrial** will give you the best of both worlds - they are fast, robust, and still have a full suite of functionalities that a good computerised machine provides.

Some examples....

[View Semi-Industrial](#)

# Maximum Sewing Speed

A standard computerised domestic machine can sew up to 700 - 850 stitches per minute.

An industrial machine might go up to 5000 stitches per minute.

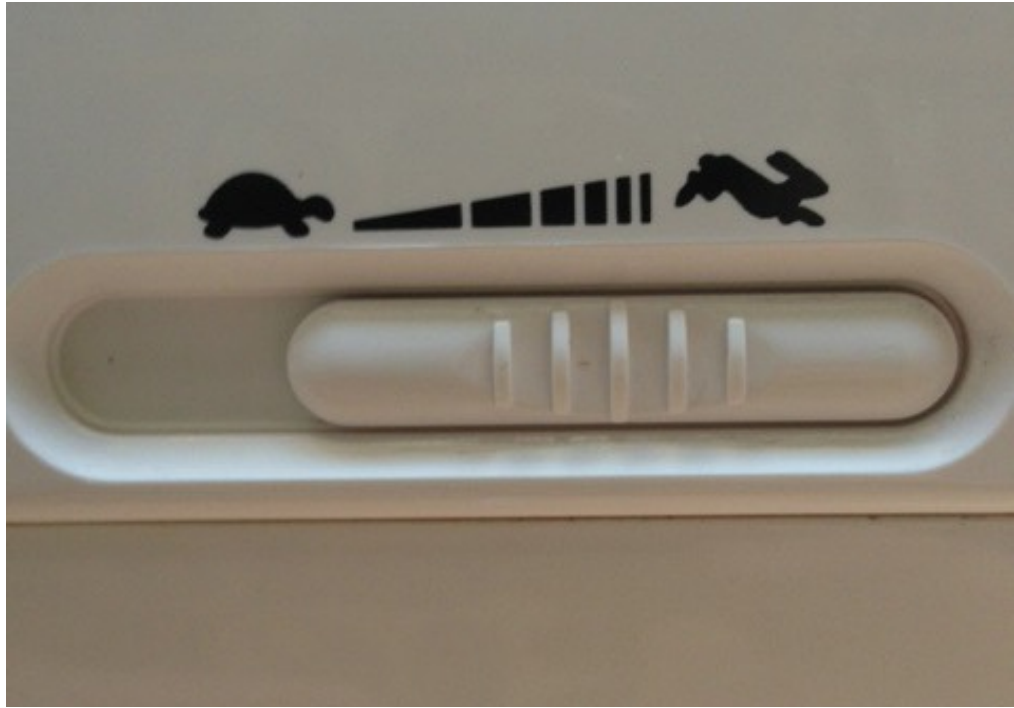
If sewing at high speed is important to you (more than having a versatile multi-function machine), then a full industrial machine is the way to go.

However - the modern **semi-industrial can sew up to 1200 stitches per minute.**

That's almost **twice as fast** as your normal domestic.

If that's fast enough, then it might be the right machine to go with - considering it is fully capable of completing an entire garment including buttonholes.

[Learn More](#)



# Knee-Lift



A knee-lift is a lever that allows you to raise the presser foot without taking your hand off your work.

It's like having an extra hand when you have both hands full. Combined with a "Needle Down" setting, you'd be able to pivot any tight corners without stopping to lift and lower the presser foot.

When time is at a premium, every second saved is every second earned. And you don't even need to invest in a full industrial machine for this - some domestic model already have it.

# AcuFeed / IDT



If you've ever come across such thing called "the walking foot machine" it's actually an industrial machine that's designed to sew leather and other tricky materials. While a walking foot on any domestic machine will do the job, you can't beat a feature called AcuFeed (for Janome) or IDT (for Pfaff).

This function feeds difficult fabrics precisely. It prevents puckers, and helps to match plaids and stripes perfectly.

Better still - it's controlled by a lever that lifts and lowers. Use it only when you need it.

**Example with AcuFeed**

# Separate Bobbin Winding

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Having to stop sewing just to wind a bobbin is such a pain - especially when you're in a hurry.

Having a separate motor just for bobbin winding can be a real time saver.

Spare yourself the frustration and choose a model that has a separate bobbin winder - so that you'll never have to stop in the middle of a project.



[Learn More](#)





# Sewing Machine for Children

(is there such thing as too young?)

## What features to look for

- Safe & Easy to use
- Start / Stop
- Light Weight vs. Robust
- Make it Fun!

[See Example Models](#)



## Safe & Easy to Use

While there's always a moving needle, children are quick to learn about sharp objects. In any case, they should never be left unsupervised when they learn to sew.

Look out for small items such as bobbins, presser foot, pins and needles and keep them away when they are really young - to avoid choke hazard.

Other than that, practice precaution as you would for any household appliances. A sewing machine is no more dangerous than a kettle or an iron.

It's most important to ensure your kid's first experience with sewing is positive - perhaps even rewarding if they can see a simple project come to life with just a few stitches.

Avoid buying cheap plastic toy because those machines don't tend to work very well, and that initial disappointment and frustration just might kill any budding enthusiasm.

Instead, **choose the most user-friendly** machine within your budget.

How many available stitches isn't nearly as important as how easy (or difficult) the machine is to thread, insert bobbin, and get sewing.

A **basic computerised** model can be a good place to start.

[Learn More](#)

# Start / Stop Button

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Start / Stop button allows you to sew without a foot pedal.

This is especially useful if your little one isn't tall enough to reach the foot pedal on the floor!

[Learn More](#)



# Light Weight vs. Robust



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Should you get a really light weight machine so the kids can easily move it around?

Or, should you get a robust and heavy duty model so they can't break it?

Both points are valid. Have a good think about how your young sewist like to work.



## Make it Fun!

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The best sewing machines for kids also do a good job of making sewing fun.

Look for a machine that has a few decorative stitches, even basic lettering for them to experiment with. Kids are so used to playing with devices these days - you want to keep them busy, keep them entertained :-)

When kids have a good time sewing, they'll naturally want to do it some more. That's what ultimately leads to better skill development and passion to sew!



**Good  
To  
Know**



## If you were to ask me just one thing...

Over the next pages, I'm going to share a few **insider's snippets**, as well as clearing up some common misconceptions about sewing machines for you.

In case your question hasn't been covered so far, you might find it in this section. If not, simply send me a quick email and ask away :-)

Firstly...

# You may not need a new machine... Try a new foot instead.



Feeling frustrated and limited by the basic machine you have right now?

Trying thicker material and machine won't budge?

Chances are, you just need to use a foot that's designed to cope with challenging materials.

Believe it or not - most decent machine actually have enough power

to go through a few layers of thick materials - it's just that you may need to find a better way to get over the bulky seams, or sticky surfaces.

Here's a **helpful guide** that gives you an overview on various presser feet, and what they can do for you.

**Try a foot before buying a new machine** - you might be pleasantly surprised!

[Get Your Guide](#)



# Do You really Need to Spend... THAT much?



You know the old saying... **"You always get what you pay for."**

Of course - it's wise to buy the BEST you can afford. Because **better machines cost more to make and built to last.** The same cannot be said for cheap machines - which are made to be replaced & disposed - like most low cost appliances.

At the other end of the scale, though - we've ALL been tempted by *that* long-arm quilting machine being demo'ed at the craft show.

It's a quilting queen and worth a king's ransom - but gosh, it's on sale. A quilter's dream come true....

Sell your car and buy now...?? Wait.

**Consider what your needs *really* are - honestly & realistically - before spending the money.**

Do you have the room (or time) to invest in a long-arm quilting machine?

Sometimes it might be wiser to get a **simpler machine you KNOW you'll use and love..** even if it means sending your quilt tops to be long-arm quilted - this way you get the work done right, and also support a fellow sewist and her small business.

BUT.....



BUT ALL I WANT IS A MACHINE  
WITH EVERYTHING

## Sometimes only the BEST will do...

### It's true - we get it.

You've just found the ultimate machine. This will be THE machine that you'll never have to replace ever again - because it is **exactly what you want**.

You've had your eye on the new semi-industrial for sometime now. It has all the feature that you LOVE. You've seen it in action and you've been saving up for a while.

You've spent a **whole lifetime making things for everyone** - making do with that little old machine. Now that the kids are gone, you got your time (and the room) back - **isn't it time to get the machine you truly deserve?**

Now that you've met your "sew" mate - you know that your next sewing adventure won't be complete without the machine that has *everything*. You have projects lined up already. And you've made up your mind. This is the one. **You are ready**. Now is the time.

**Here - she's all yours...**

**Meet Your Dream Machine**

There's NO such thing as...

# Combo Sewing / Overlock Machine



**Let's just get this one out of the way:** there is no such animal as a sewing / overlocking in ONE machine. Because they are completely different beasts.

If you're new to sewing with a limited budget, just go with a sewing machine.

A decent model will give you a good overlock-like stitch to finish raw edges (and that's essentially what you need). Even a basic model does zigzag, and there are [methods of finishing edges](#) without an overlocker.

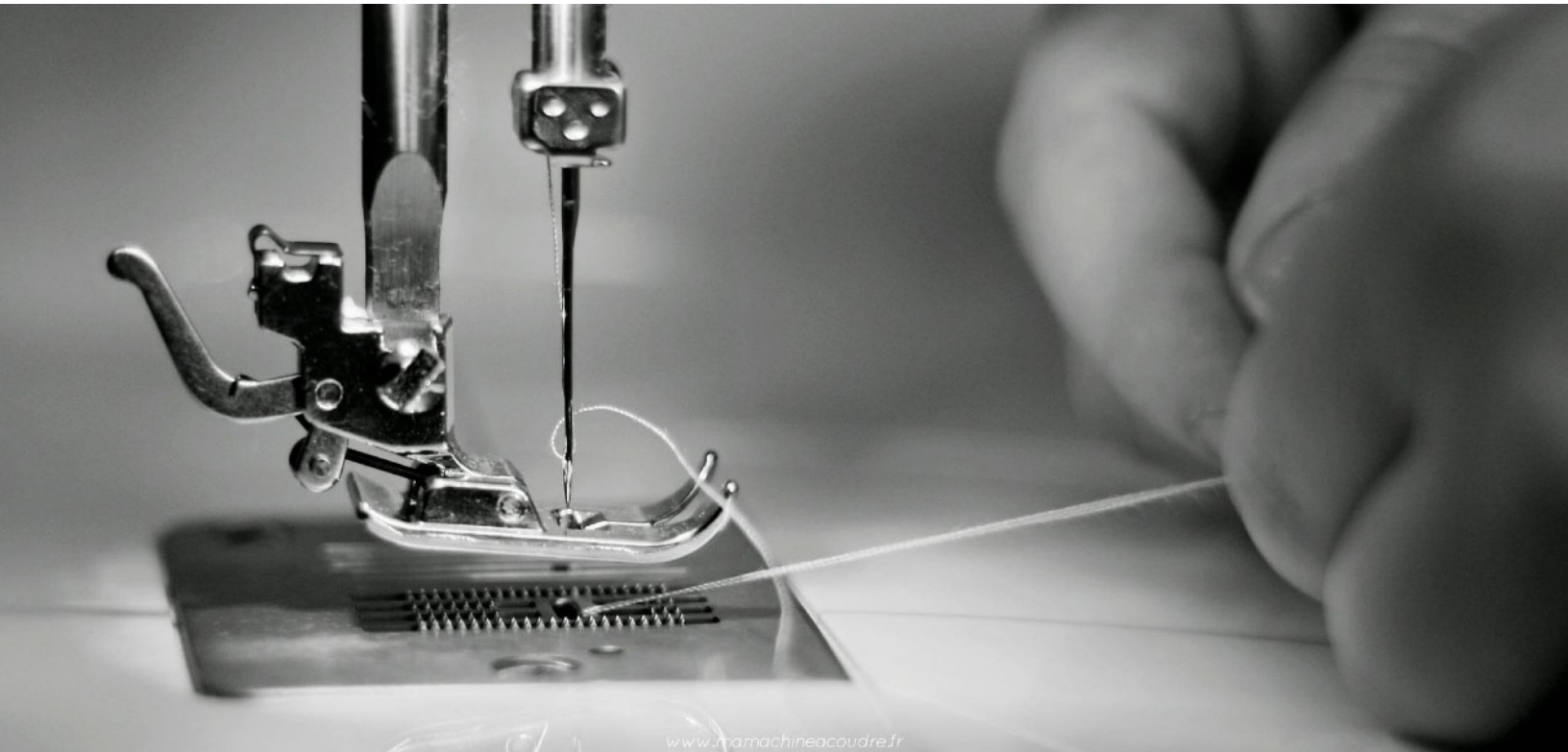
Having said that - it's also a smart idea to have both machines on hand - especially when you're serious about sewing. Because **you can save a lot** by ordering both together.

**Want Both...?**

**Grab a Combo Deal**

And remember.....

# Not All Threads & Needles Are Created Equal



Now that you've spent good money on a decent machine, **don't skim on quality** when it comes to thread and needles.

## **Cheap thread is the No.1 culprit of sewing machine issues.**

Because it gives out excessive lint and can gunk up your machine, cause skipped stitches, and keeps breaking so you'd have to re-thread all the time - definitely not worth saving a few bucks!

## **Needles are similar.**

Always stick to decent brands and have lots of variety and spare ones on hand, because blunt needles can damage your fabric, bent needles can snap off and turn into a flying dagger! That's why it is best to **change needle for every 8 to 10 hours** of solid sewing.

Or simply use a fresh needle when you start a new project.

**What Thread & Needle to use?**

**View Thread & Needle**

# What's Included with Your New Sewing Machine?



Firstly - ALL brand new machines come with a foot pedal and power cord.

If you buy your machine with a reputable Australian seller, then you know for sure the machines they sell are **fully compliant to Australian Safety Standard**. Look closely at the description to see if there's a photo showing the Australian plug - if there is one, you *know* you're in safe hands.

Next, pay attention to sewing machine inclusions from the manufacturer.

Some basic models may not come with much - you might get one or two presser feet, a couple of bobbins, and a few needles. Better machines generally come with more factory inclusions.

**Want More?**

**View Package Deals**



# Bonus Extras

- what are their TRUE worth...?

While you might see "free bonus" type of accessories and feet being offered with machine purchases, **make sure these parts come from a reputable** source - whether they are "branded" or not. If it's FREE - can you trust the quality?

Instead of throwing in random freebies, we do "Package Deals" where extras are included, though *never* given away for free.

Because **reliable quality always has a cost** - and **we don't compromise on quality** when it comes to delivering **peace of mind to you**. Ours are **made by the same people** that make parts for your machine manufacturers, and we make sure the origin is transparent.

Think about it - there's **NO such thing as truly "free"** of cost - especially when it could mean sacrificing quality in manufacturing in order to make something FREE. **It's a risk** you may not want to take - as I've discovered behind the scene.

**That's Because....**

**Not All Feet Are Made Equal**



# Truth About Brands

## Japanese vs. European

The sewing machine world is surprisingly similar to the car industry - largely made up of Japanese & European Makes and Models.

The main difference relates to sourcing **spare parts** and **accessories**.

Generally, parts for European Makes are harder to source and cost more compare to Japanese Makes - which are often widely available with **more affordable options** in universal parts. See? Not so different to cars :-)

## Notable Brands

Notable Japanese Makes are **Janome** (who also owns **Elna** & **New Home**), **Brother Group** (they also makes a lot of **BabyLock** machines & printers / copiers etc), and **Toyota Group** (better known for making cars) that owns **Juki** and **Necchi** (which was originally Italian).

Best known European Make is **Bernina**, followed by **Husqvarna Viking** and **Pfaff** (both owned by SVP Group - a multi-national corporation that also owns **White** and **Singer**).

So what about **Singer**? Is it a European or Japanese Make?

Today's **Singer** are mostly made in China, by the **Feiyue Group**. The current models are physically identical to Japanese Makes, which means parts and accessories are easier to come by compared to vintage **Singers**.

Here's a more complete list in [Wiki](#) - many brands listed no longer exist today.

You might not know this - but...

## Where Is Your Machine Made?



**Fact:** Country of Origin is important, but Factory Ownership matters even more.

None of the notable brands are made in the "West" these days - apart from Bernina, which are still made in Switzerland, with prestigious prices to match.

For the rest of the world, BEST machines are **still made in Japan**, with Taiwan as the next best option.

**Did you know...**

Janome is **one of only two** remaining sewing machine brands in the world that are still owned by the original founding family?

While the original treadle machine (that we all love) was made famous by Singer, the Singer Corporation today is no longer under the original inventor.

It is now part of SVP Worldwide - a multi-national which also owns the Pfaff and Husqvarna Viking brands. They compete for chain store shelf space & price point with other brands like Brother.

**The Truth is** - Most sewing machine companies today no longer take care of their own manufacturing.

Because many brands are owned by multi-nationals - who get machines made in Vietnam, China & Brazil.

**Janome is one of the exceptions.**

They still insist on making machines from their own three factories (in Japan, Taiwan, & Thailand) where they **keep their trade secret & quality integrity** intact - instead of "farming out" the manufacturing to anonymous factories like most other brands.

Every 2nd sewing machine sold in Australia is a Janome. That makes Janome **the most popular brand loved by Aussies.**

Full Disclosure: I know more about Janome because I stock them at my store. I do this because Janome provides the BEST service in Australia with the least amount of warranty issues. My opinion is based on positive real-life experience, which I hope you can enjoy too.



A few things to know....

# About Your Warranty



**Sewing machine companies don't deal directly with the public.** Instead, they expect your original sellers to look after you for any warranty claims. So keep your purchase record and **remember who you bought the machine from** - they are your first point of contact.

**Your warranty right is covered within Australian Consumer Laws,** and your seller **WILL** be required to look after you - regardless whether you register your details on the manufacturer's website or not.

Because warranty registration is simply for data collection - so that the sewing machine companies know who their consumers are. That's all.

**A responsible seller will always keep your full sales record,** and they will be happy to help you directly - just contact them whenever you need.

**The length of warranty vary between brands.**

You can generally expect a one or two year of full coverage for manufacturing issues, and up to 5 years for "electronics" which basically means computer components like a motherboard (which isn't applicable in all models. Mechanical model won't have such thing, for example).

**Remember to keep your box and inner packaging,** in case your machine needs to be sent away to "see a doctor". It's essential to protect your machine in transit and nothing beats the original packaging.

In the same way that you'd service your car, make sure your machine is regularly serviced, too.

Regular services aren't part of warranty and you're free to choose a trustworthy mechanic near you.

**Look After Your Machine.... And let it look after YOU!**

# Where to Buy?

More to the point - WHO to buy from...?



Now that you've probably decided what model you'd like to buy. **But where to buy from?**

Sure, if there's a chain store near you, it might seem easy to pop in and grab one. Though you'd probably discover two things (1) they don't have what you want (2) the staff know less about sewing than you do.

How's the shopping experience so far? How well do you think they'd look after you should you need help down the track?

**Instead, find an independent sewing specialty store** - either online or physical. Because when you support a small business, they support you.

These days it's easy to shop around and compare prices online - things have become **a lot more transparent**, and that's good news for you.

Though it's always a great idea to call or email a few sellers beforehand, to see who **you feel most comfortable** with.

Your sewing machine from a **reputable company** is bound to last you a long time - and same goes for your relationship with the person you buy from.

A caring business with expertise will to **take good care of YOU and your sewing needs** for years to come. Say hello today :-)

**Want to know who we are...?**

**About Us**



# Hello, I'm Shelley

I confess that I'm a **fabric** addict. I love nothing more than geeking out over the ins-and-outs of **sewing machines** - and all the bits that come with it. **Presser Feet** are my specialty :-)

I've been sharing my passion of sewing all my life - with a career in fashion design and patchwork teaching. Now **I serve fellow sewist** everywhere. We deliver curated sewing goodies to your door and help **celebrate your joy** in the simple act of making something by hand.

Because **We're Here for YOU** and your sewing needs.

- Here's a quick tour Behind the Scene at Sew Much Easier:  
[www.sewmucheasier.com/behind-the-scene-tour](http://www.sewmucheasier.com/behind-the-scene-tour)
- Here's a story about how sewing help get my life back:  
[www.sewmucheasier.com/good-bye-career-hello-life](http://www.sewmucheasier.com/good-bye-career-hello-life)
- If you're ready to treat yourself with some sewing goodies, take a look here:  
[www.sewmucheasier.com/products](http://www.sewmucheasier.com/products)

Or, simply pick up the phone and call **1300 88 11 59** (we're in Australia).

Let's be friends, and **Happy Sewing!**

*Shelley*

XOXOX



# Thank You.

At **Sew Much Easier**, we have ONE intention - **to help you SEW... much easier!**

We stock only a handful of curated sewing goodies - hand picked and tested ourselves - before we decide whether or not they make it on the website. Because we're only interested in handing over what YOU would be happy with. **I'm here to make YOUR day :-)**

**So, How can I Help You Sew Easier Today?**

## CONNECT WITH ME



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phone (Australia)  
1300 88 11 59



email  
[hello@sewmucheasier.com](mailto:hello@sewmucheasier.com)



website  
[sewmucheasier.com](http://sewmucheasier.com)