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Innovation

is the Key to Success for
HUSQVARNA VIKING®



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HUSQVARNA VIKING® : Sewing into the 21st Century

Is it any wonder that interest in HUSQVARNA VIKING® is spiking from coast to coast? Today's dealers – the seasoned and new – are eager to capitalize on consumer interest, and eager to offer the most innovative tools available to give their customers a superior sewing experience. HUSQVARNA VIKING® is the brand that this ever-dynamic dealer circle is consistently counting on for the expertise to reach their goals.

Cover Story

Built on the three pillars of convenience, capability and innovation, HUSQVARNA VIKING® steers its efforts in one strategic direction: empower savvy sewers to focus on the joy of sewing through time-saving innovations. Thanks to cutting-edge technology like the *deLuxe™* Stitch System, new educational programs providing dealers with rigorous training, and a range of dealer networking opportunities that build a second-to-none support system, HUSQVARNA VIKING® is poised to accelerate growth in the sewing industry.

Product Innovation

This month, HUSQVARNA VIKING® debuted its top of the line DESIGNER DIAMOND *deLuxe™* sewing and embroidery machine, which boasts the innovative *deLuxe™* Stitch System to help sewers achieve professional results with less effort. This first to market, fully automatic, exclusive innovation portions the optimum amount of thread for every stitch, helping sewers achieve stunning stitch results on both sides of the fabric. The built-in system is designed to give sewers high-quality results, regardless of fabric or thread type, with fewer manual adjustments. The DESIGNER

DIAMOND *deLuxe™* machine includes many other innovative time-saving technologies, such as the EXCLUSIVE SENSOR SYSTEM™ feature, the Step Saver Operating System and the exclusive SEWING ADVISOR® and EMBROIDERY ADVISOR™ fea-

tures; which promote convenience while delivering increased capabilities.

Glynn Thrift of the A-1 Sewing Machine and Vacuum Center in Gainesville, FL, became an exclusive dealer with HUSQVARNA VIKING® 18 years ago when he saw the brand surpassing its competitors in product innovation.

“I wanted to partner with HUSQVARNA VIKING® in order to keep my own business ahead of the technological curve,” said Mr. Thrift. “HUSQVARNA VIKING® consistently delivers innovative products, which both attract and retain consumers for one simple reason: unique features foster the ability to create, and sewing is all about the creative expression of the individual.”

Launched last year, the HUSQVARNA VIKING®

5D™ Embroidery Software made a new level of creativity and personalization in embroidery available to the sewing community, giving embroiderers complete control over the design digitizing process. This product has already exceeded 2011 sales expectations. A free update to the software, available in May, will include even more robust enhancements.

In addition, the DESIGNER RUBY™ sewing and embroidery machine offers a vibrant, interactive, full-color

touch screen to better customize embroideries in order to create one-of-a-kind garments, quilts and home décor. As well as honing its core portfolio, the brand offers products that broaden consumer reach with relatively lower price points through its endorsed brand, H | CLASS™ by HUSQVARNA VIKING®. H | CLASS™ products include the E10 and E20 sewing machines, the 600E sewing and embroidery machine, perfect for first-time embroiderers, and the recently launched 200S overlock machine.

In 2010, the HUSQVARNA VIKING® Sapphire™ 835 and the Designer Topaz™ 20 and 30 sewing machines all received CONSUMERS DIGEST BEST

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Designer Ruby™

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BUY ratings for outstanding capability and convenience. To promote their extensive product portfolio as well as this endorsement, HUSQVARNA VIKING® has increased its marketing efforts over the past year to include print advertising in major sewing and embroidery publications, online newsletters, and point-of-sale materials, to help dealers leverage these award-winning products in their stores. The brand's sustained appreciation for its consumers' needs and its ability to produce innovative features to meet those needs, has led to continued and consistent growth.

Education Innovation

In addition to product development innovation, HUSQVARNA VIKING® is an education innovator. Its New Dealer Program is designed to equip new dealers with tools to ensure their success



A free update to the 5D™ Embroidery System will be available in May.

from day one. New dealers undergo a five-day orientation during which they receive expert advice and guidance on best practices to start and run a successful small business. From hiring and inspiring employees to teaching best demo-to-sell practices and supporting dealers at their grand opening to ensure successful selling, the HUSQVARNA VIKING® education team prepares dealers on a myriad of fronts to jumpstart their successful businesses.

The education team also offers **Best in Industry Sales and Product Training** to ensure dealers are following optimal demo-to-sell practices. With decades of experience, sales experts from the sewing industry impart their knowledge regarding key factors in preparing employees to quickly start generating cash from the sales floor. They address and explain the appropriate questions sales people should ask consumers to overcome objections, build confidence in the product and make the sale. Through new and improved educational materials, SVP also equips its dealers with the skills to train staff to

be confident to demo and successful in the practice.

HUSQVARNA VIKING® also focuses heavily on **Consumer Engagement** to help build consumer loyalty through various store events. Understanding the importance of connecting consumers with the machines, the education team hosts consumer engagement events and empowers dealers to reach consumers by teaching them how to host their own successful events.

Strategically designed to connect sewers to the hobby and help them grow in their skills and interest, in-store events such as trunk shows give sewers the opportunity to explore what they can create with the machine. Hands-on projects, try-before-you-buy and make-it-take-it activities have proven highly successful in increasing sales. In the first quarter of 2011, Husqvarna Viking® conducted nearly 100 consumer events, with a yearly goal of 300, to ultimately inspire consumers and give them the capability to enhance their craft.

HUSQVARNA VIKING® also provides marketing calendars and product information to dealers well in advance of launch dates to successfully saturate local markets. The commitment of HUSQVARNA VIKING® to these educational priorities is reflected in the recent move to appoint a Vice President to oversee the education team. Additionally, SVP Worldwide created three new positions—a Consumer Engagement Manager and two new Event Specialists — to support the company's critical education component. Along with these new hires, overall restructuring has ensured five Key Education Managers oversee each of the areas mentioned above. "The brand's focus on innovation extends well beyond product development to all areas of the business, including how to most effectively reach and work with our dealers and customers," said Greg Miller, Vice President of North America

"SVP is a great collaborator that recognizes dealers have a strong business sense, and enjoys partnering with us to produce success."

Glynn Thrift
Husqvarna Viking® dealer

Dealer Business for SVP Worldwide. "We are eager to continue expanding all of our education programs and look forward to even greater success in the future."

Relationship Innovation

HUSQVARNA VIKING® also implements new ways to build relationships with its dealers at conventions, trade shows and other gatherings. As further validation of its brand strength, the brand collected record-breaking

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new dealer applications and exceeded sales goals at the 2011 Vacuum and Sewing Dealers Trade Association Convention. “HUSQVARNA VIKING® enjoyed a really strong presence at VDTA this year, thanks to great visuals and hands-on experience with a variety of machines” said VDTA attendee Jimmy Moore of El Cajon Sewing & Vac in El Cajon, CA. “It was a terrific opportunity to learn, thanks to the attentive team members who weren’t satisfied until every last question we had was answered.”

HUSQVARNA VIKING® anticipates similar success at its 25th Annual International Dealer Convention on May 16-20 in Reno, NV. Four days of classes and events are designed to help dealers become “Madly Successful” HUSQVARNA VIKING® dealers—the theme of this year’s convention. Both dealers and staff have the opportunity to experience hundreds of sewing and embroidery machines and to attend a variety of classes, from hands-on selling techniques to reaching new customers through the Internet.

Opportunities to develop a critical, intimate understanding of the products — as well to network with other dealers and share product ideas with the Research and Development team — attract a large number of dealers to the convention each year. The HUSQVARNA VIKING®

dealer network is well-known for its loyalty and collaborative focus on learning from each other in an effort to drive sales and profits. Dealers often cite SVP Worldwide management’s active solicitation of dealer opinions, thoughts and needs regarding product development and price as integral to the successful relationship between brand and dealer.

As Mr. Thrift says, “SVP is a great collaborator that recognizes dealers have a strong business sense, and enjoys partnering with us to produce success.” In fact, the H | CLASS™ 200S overlock machine by HUSQVARNA VIKING® was launched after a group of dealers made a business case to incorporate it into the line, illustrating the impact dealers can have on the process.

As this century unfolds and with CEO Katrina Helmkamp in command, SVP Worldwide continues to grow HUSQVARNA VIKING® into a brand that is synonymous with time-saving innovation and the joy of sewing. Its long-term strategic plan will help increase investments behind product development, promote education and marketing efforts, and cultivate flourishing dealer partnerships. So stay tuned! And if you are interested in becoming part of the HUSQVARNA VIKING® family, please call 800-645-6755. □