

SELLING THE QUANTUM® XL-6000 AGAINST BROTHER INNOV-IS 4000D

When selling the Quantum® XL-6000 against Brother Innov-is 4000D, first qualify the consumer. Ask what they liked and did not like about the machine, so you know how to focus the demonstration. This cheat sheet is designed to illustrate some key competitive advantages you have on several features promoted by Brother and their dealer base.

BROTHER INNOV-IS 4000D (MSRP \$7999)* QUANTUM® XL-6000 (MSRP \$5000)

Revolutionary

Automatic Needle Threading System

True Automatic Threading has been available on SINGER® machines since 2001.

➔ *In addition, SINGER® offers Auto Thread Exchanger™, Endless Bobbin™, and Wind-in-Place Bobbin System™.*

Border Function

Continuous Hoop has been available from SINGER® since 2001.

➔ *Singer's Continuous Hoop Attachment does not require consumer to re-hoop. Included with machine.*

One-Step Automatic Buttonhole

SINGER® has One-Step Automatic Buttonhole.

➔ *However, SINGER® has Exclusive Buttonhole Underplate to hold uneven layers of fabrics (or several layers) securely. Effectively, this is like a 'mini embroidery hoop' in which the machine feeds the attachment rather than the fabric.*

Oversized Designs Created
Using Templates

(must still hoop in exact position)

➔ *SINGER® has the Multi-hoop system, which provides for creating embroideries larger than the largest hoop. Multi-hooping works on the same concept as GPS (Global Positioning System). By identifying 3 points on the fabric, the Quantum® XL-6000 is able to triangulate the position of the fabric in the hoop and adjust the embroidery accordingly. This allows for hooping fabric incorrectly, but sewing a perfectly embroidered multi-hoop embroidery creation every time. Although the technology is advanced, the operation is simple.*

Power Fail

Available on SINGER® machines since 1997.

Ergonomic Thumb Screw

SINGER® machine offers easy-access to hoop screw.

➔ *Screw doesn't require excessive tightening because of rubber ring on inner hoop, which hold fabrics securely in place.*

Thread Cutter Button

SINGER® has Thread Cutting Lever since 1991, Thread Cutting Button since 1994.

Designs on Memory Stick or by accessing
additional memory devices, available for
separate purchase.

Designs on SmartMedia. Can access additional designs via Conversion Software and cable, which come with machine and are able to read most popular home embroidery formats.

CONCLUSION:

The Quantum® XL-6000 represents a sophisticated combination of advanced technology and creative power. It is also a significantly better value than other comparable machines on the market.

Why would a consumer want to pay more for the other brand?

Represents SINGER® Competitive Advantage

*Similar to Babylock Ellegante manufactured by Brother.

