

hobbylock™ 2.0

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Remplace hobbylock™ 4764 et 4752

- Date de lancement
 - hobbylock™ 2.0 Sept 2008



hobbylock™ 2.0

Caractéristiques principales

- Couture 4, 3 et 2 fils
- 15 points
- Guides-fils
 - DVD Interactif
 - Guide rapide imprimé
- Bras libre
- Entraînement différentiel
- Longueur de point, largeur de coupe et pression du pied réglable
- Relevée extrême du pied
- Collecteur de déchets
- Sécurité de porte
- Coupe-fil



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Caractéristiques additionnelles à hobbylock™ 4764

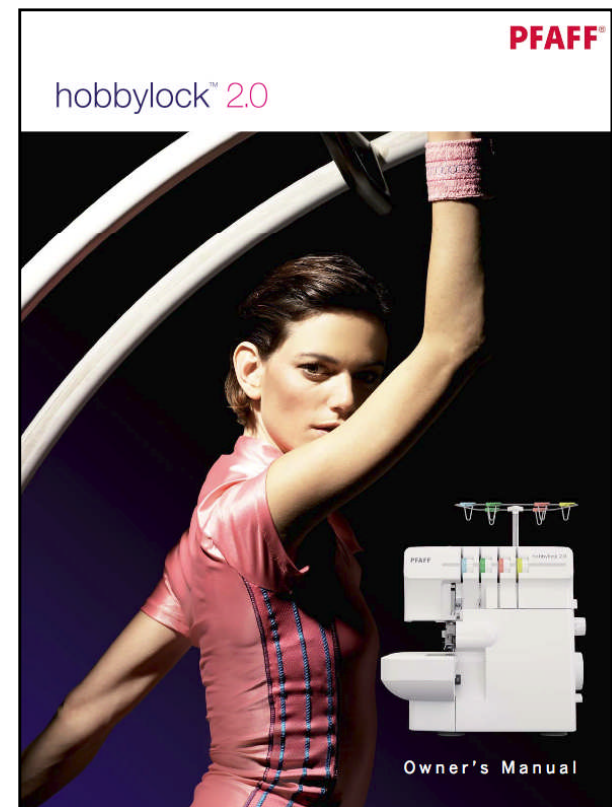
- Bras libre
- Ourlets roulés intégrés
- Coupe-fil
- Poignée rabattable
- Pieds ventouse
- Nouvelle boîte d'emballage
au look PFAFF®



Matériel contenu dans laboîte hobbylock™ 2.0

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- Manuel de l'utilisateur
- DVD interactif
- Guide rapide



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Marketing - hobbylock™ 2.0



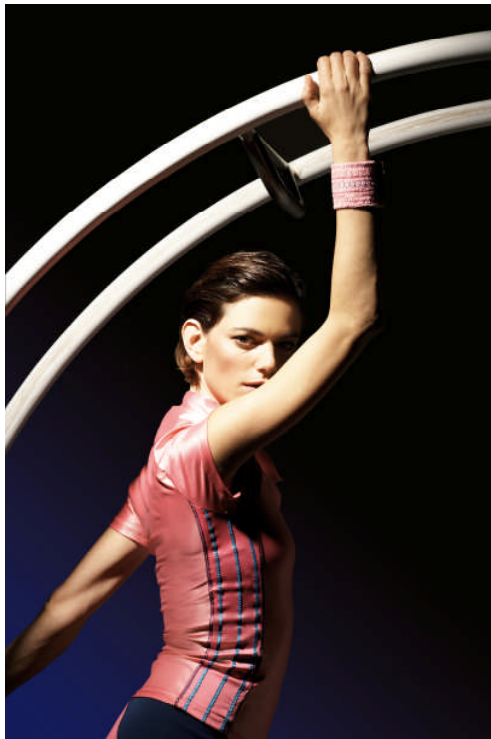
ClientèleCible – hobbylock™ 2.0

Pour les utilisatrices, en source de **perfection** :

- Apport d'une **touche professionnelle** à leur projet
 - Recherche de **gain de temps** en couture, coupe et pour une finition en une seule fois
 - Création d'ouvrages sur du **tissu stretch** et **tissu extensible**.
-

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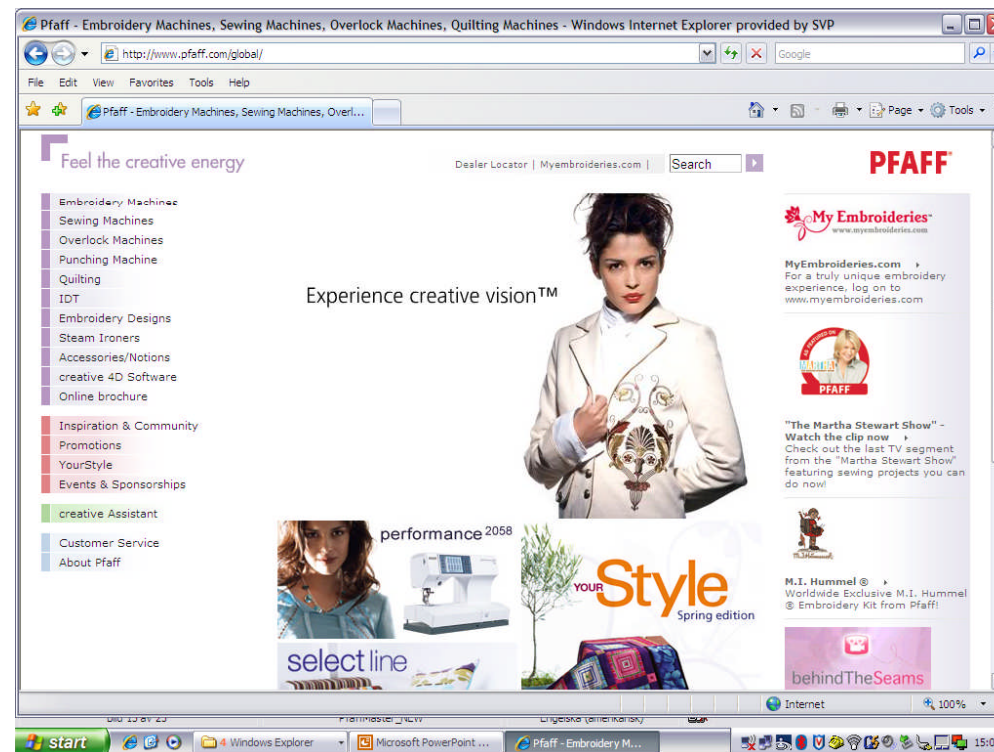
MatérielMarketing hobbylock™ 2.0



- Guide interactif
 - Projets d'ouvrages de couture
 - Dépliants
 - Posters
 - Publicité
 - Fiche produit
 - Clip vidéo de lancement (10 Sept)
 - Présentation du produit sur le site Internet (Sept)
 - Newsletter (10 Sept)
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Présentation Produit hobbylock™ 2.0

- Présentation Produit disponible sur www.pfaff.com



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Guide interactif hobbylock™ 2.0

- Disponible sur www.pfaff.com
- DVD livré avec la machine



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Ouvrageshobbylock™ 2.0



hobbylock™ 2.0
Lycra top

Instructions disponibles sur
www.pfaff.com



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Dépliant hobbylock[™] 2.0


Ce poster est disponible
prochainement.

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Ficheproduit hobbylock™ 2.0

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"Sew like a pro"
hobbylock™ 2.0



- **Extra presser foot height**
Room for several layers or heavy fabrics.
- **Waste tray**
Catches fabric trimmings.
- **Safety lockout**
When the front cover is open the machine will not sew.
- **Thread cutter**
Conveniently placed for quick cutting of threads.
- **Universal Standard presser foot**
Can be used with all built-in stitches.
- **Electronic speed control**
Stitch-by-stitch control with full piercing power at all speeds.
- **Sew 1,300 stitches per minute** - sew faster, save time.
- **Built-in extended carrying handle**
Move the machine without tangling the threads.
- **Moveable upper cutter**
Disengage the cutter for special techniques.

- 4, 3, 2 thread sewing
- 15 stitches
- Lay-in tension and colour-coded thread paths
- Threading Guides
- Free arm
- Differential feed
- Adjustable stitch length, cutting width and presser foot pressure

X XXX €

Clipde lancement hobbylock™ 2.0

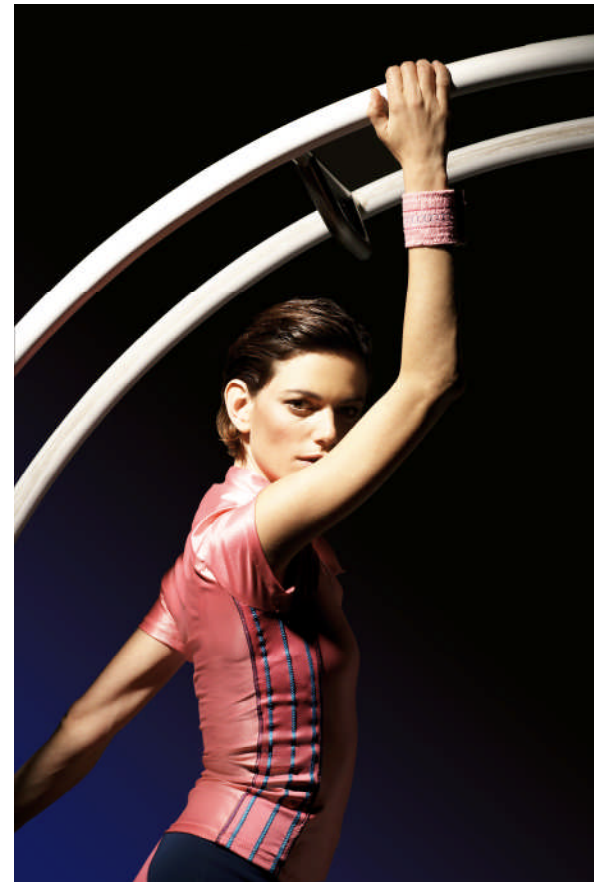
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✦ Une **source d'inspiration** dans vos magasins et lors d'évènements



Matérielle de formation hobbylock™ 2.0

- “Maîtrisez les bases”
- Caractéristiques et avantages
- Valorisez la gamme Pfaff

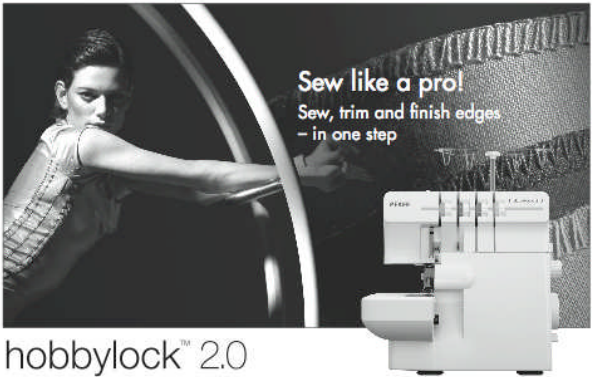


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Maîtriser les bases

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MASTER THE BASICS




Sew like a pro!
Sew, trim and finish edges
– in one step

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TOP FEATURES


- **4, 3, 2 thread sewing** – many options for utility and decorative sewing.
- **15 stitches** – trim, stitch, overcast and decorate projects in half the time.
 - **4-thread overlock** – reinforced overlock stitch for perfect sewing, trimming and finishing.
 - **3-thread overlock** – wide and narrow overlock seams and decorative techniques.
 - **2-thread overlock** – rolled edge and flatlock, wide and narrow.
 - **Built-in rolled edge** – sew 2- or 3-thread rolled hems quickly without changing the presser foot or the stitch plate.
- **Lay-in tension and color coded thread paths** – for quick, convenient threading.
- **Tension release** – threads pull easily when presser foot is up.
- **Threading Guides** – detailed interactive DVD and printed quick guide for threading all stitches.
- **Free arm** – makes sewing cuffs, sleeves and other small areas easy.
- **Differential feed** – adjustable for perfectly even seams, no stretching of the seam or puckering of fine fabrics.
- **Adjustable stitch length, cutting width and presser foot pressure** – choose optimal settings for different fabrics and techniques.
- **Extra presser foot height** – room for several layers or heavy fabrics.
- **Waste tray** – catches fabric trimmings.
- **Safety lockout** – when the front cover is open the machine will not sew.

Caractéristiques et Avantages



Features and Benefits PFAFF® hobbylock™ 2.0 Sew like a pro!

- **4, 3, 2 thread sewing** – many options for utility and decorative sewing.
- **15 stitches** – trim, stitch, overcast and decorate projects in half the time.
 - **4-thread overlock** – reinforced overlock stitch for perfect sewing, trimming and finishing.
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- **Adjustable stitch length, cutting width and presser foot pressure** – choose optimal settings for different fabrics and techniques.
- **Extra presser foot height** – room for several layers or heavy fabrics.
- **Waste tray** – catches fabric trimmings.
- **Safety lockout** – when the front cover is open the machine will not sew.
- **Thread cutter** – conveniently placed for quick cutting of threads.
- **Universal Standard presser foot** – can be used with all built-in stitches.
- **Snap-on presser feet** – easy to change to optional feet for specialty techniques.
- **Electronic speed control** – stitch-by-stitch control with full piercing power at all speeds.
- **Sews 1300 stitches per minute** – sew faster save time.
- **Built-in extended carrying handle** – move the machine without tangling the threads.
- **Moveable upper cutter** – disengage the cutter for special techniques.



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Valoriser la gamme PFAFF®line

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Selling up the product line

Profitez des
nouveaux
accessoires !

