

SINGER®

THE MARKET

There was no home sewing machine market before Singer, because there were no home sewing machines. The first Singer sewing machine sold for \$100, but although many cheaper competitors soon came onto the scene, Singer maintained its leading position by emphasising quality and reliability, and by updating machines frequently to meet the growing needs and increasing sophistication of its customers.

By 1903, Singer's sales exceeded \$1 million, and in 1913 the company had sold three million machines across the world. By its hundredth birthday, that figure had increased to 300 million. In 1966, Singer sold its one billionth sewing machine, and amazingly it took only four years to sell the next billion.

ACHIEVEMENTS

Singer is one of the most widely recognised and respected brands in the world. The company is the world's leading manufacturer and distributor of consumer sewing machines and an international retailer and distributor. The company does business in 150 countries worldwide.

Singer is a company steeped in many years of tradition, and its achievements have come from continuing efforts to supply innovative and reliable products to the many world markets. It could be said that Singer has had the sewing business sewn up since 1851, when it introduced the first domestic sewing machine.

Through Singer's achievements in sewing technology, people all over



with repairing some commercial sewing machines set him to thinking about improving them, and in 1851 the Singer home sewing machine was born.

The first Singer sewing machine was sold for \$100, and it was an immediate hit. The fledgling firm of I. M. Singer & Co received instant orders for 30 more.

In 1855, the Singer sewing machine was awarded first prize at the World's Fair in Paris. The company had an entire pavilion decorated with tapestries and linens sewn on Singer machines. A year later, Singer introduced an instalment purchase plan that made sewing machines affordable for

the world – from the remotest parts of South America to the highlands of India – keep on sewing with Singer.

Because the Singer sewing machine saved time, it enabled women to create not only the things they needed but also the things they desired for themselves, their families and their homes. Sewing with Singer was a pleasure, no longer a chore – a great achievement in anyone's book.

a much wider public. Singer machines reached Australia in October of 1865, only 14 years after their invention and a mere 73 years after the arrival of the First Fleet.

The history of the company since then has been one of almost uninterrupted growth and success. The first Singer Sewing Centre showroom opened in New York in 1927. These centres gave customers the opportunity to see the machines demonstrated and to take lessons from experts.

During World War II, Singer curtailed production of its domestic machines and switched to bombsights, gun triggers and air filters for soldiers fighting in North Africa, but there was no slacking in demand after the war. Constant development of the machines allowed them to keep pace with changing trends, technologies and lifestyles.

HISTORY

When Isaac Merritt Singer set out for Boston in 1850, he did not have sewing on his mind. The blacksmith and inventor hoped to promote a wood carving machine he had invented. But a simple request for help



But Singer sewers are not interested only in the latest and the most advanced machines. The machines that began it all are also still in demand. Collectors eagerly hunt down early models like the Singer Perpendicular Action Sewing Machine and the Singer Family Sewing Machine which both date back to the 1850s. The Featherweight is another sought-after collectible, especially in its limited editions commemorating such events as the 1933-34 World's Fair in Chicago, the 1939-40 Golden Gate Exhibition in San Francisco and the Texas Centennial.

THE PRODUCT

After the invention of the home sewing machine it took Singer only two years to add the lock-stitch machine to the list of his creations. By 1879 he had improved the sewing machine again, eliminating all gears by designing the oscillating shuttle mechanism. The resulting quieter machine, with its increased sewing speed and greater shuttle capacity, launched a new era in sewing machine design.

Another new era also began with a Singer innovation. In 1921, the company introduced the first portable electric sewing machine. The company continued to add to its collection of firsts by launching the first slant needle, the first buttonhole sewing machine, the first electronic home sewing machine and the first automatic, self-winding bobbin.

The innovations never stop because they are a major part of the reason Singer became, and remains, the world leader in sewing machines.

RECENT DEVELOPMENTS

Technology marches on, and Singer strives to create ways of appealing to a new, younger and technology-driven type of sewer while still continuing to satisfy its traditional market base.

The latest Singer release, Izek, is a joint venture with electronic games company Nintendo. Izek incorporates a sewing machine, Game Boy system, connecting wire and special cartridge to automatically stitch patterns, buttonholes and letters. The machine makes sewing not only fun but easy by automating complex tasks. It is designed especially to appeal to beginning and intermediate sewers, including a very important group of customers – teens and pre-teens who have an interest in sewing and are already familiar with the fun of using a Game Boy.

The Game Boy provides the memory necessary to store the functions and patterns for the Izek. This revolutionary machine has 150 different stitch functions as well as lettering, numbers, symbols and five buttonhole styles.

In 2002, Singer will be introducing the amazing XL5000. This incredible machine with its unique endless bobbin, automatic threading system and auto thread changer links to a computer and is the state of the art machine for the future. It will

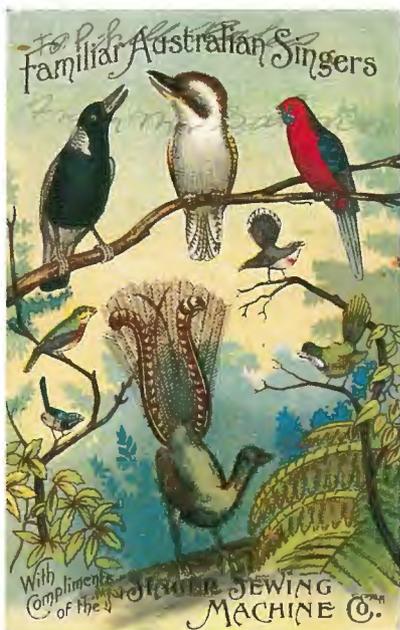
redefine the sewing experience.

Also, Singer has an ironing press range which, in this era of hectic living, cuts ironing time in half and produces a professional finish.

PROMOTION

The time saved with Singer sewing machines afforded women more time for leisure sewing. With a careful eye on the market, even at this very early stage, Singer quickly capitalised on this with marketing campaigns showing the luxurious fashions that were within the reach of anyone with a Singer sewing machine.

Singer also advertised the company name on calendars, bookmarks, rulers and even ladies' fans; created a special series of Singer trading cards; and promoted the company theme song, The Merry



Singer. As a result of these strategies, Singer soon became a household name, a distinction it still holds today.

Singer has not forgotten its history; to promote the company's 150th birthday, Singer Australia has launched a competition to find the oldest Singer sewing machine in Australia. Entrants will have the age of their machine checked from serial number records. The last time this type of competition was run, in 1951 to celebrate the brand's centenary, there were a staggering 38,322 entries.

BRAND VALUES

Isaac Merritt Singer's quest to design a machine that would benefit women, and through them their families, has revolutionised the world. By turning sewing from a chore to a pleasure, he not only freed his customers from drudgery but also gave them the time and the tools to be both productive and creative.

THINGS YOU DIDN'T KNOW ABOUT SINGER

- The face on the Statue of Liberty is that of Isaac Singer's daughter.
- The Singer was the first domestic sewing machine, invented in 1851 when Isaac Merritt Singer, a blacksmith, was asked to improve a commercial machine.
- Because its sewing machines were expensive, Singer introduced a hire purchase plan as long ago as 1856.
- In the early days of Singer in Australia, the machines were sold door to door. Payments were made on an instalment basis, and were also collected on a personal call basis. This resulted in many referrals as happy customers sent the salesmen to see their friends.
- The original frame of the Old Singer Treadle (without moving parts) is still being produced, exclusively for the furniture/homewares market. These bases are usually converted into nostalgic hall, sofa or verandah tables.
- Singer invented the portable electric sewing machine in 1921.
- Singer (Australia) still supplies some third world countries, including some Pacific islands, with the original style treadle machines because they lack electricity.

