

Press release “Award winning NEXIO”

Just before real introduction in Europe the new **S7300A single needle lockstitch sewing machine** has won it's first award!

texprocess
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new technology

Brother launches an **epoch-making** product called S-7300A accumulating all our technologies and long experience.

The most innovative point is that the S-7300A is the **world's first** lock stitch sewing machine which adopts **electronic feeding system directly connected with stepping motor**.

S-7300A provides a perfect **solution to the long-lasting sewing problems such as long remaining thread or bird nest** thanks to its electric feeding system and on top of that, by expanding design possibility of finished products by changing the stitch length (max. length 7mm) on the same seam by program control.

This **electronic feeding system prevents the machine from making any noise in case of sewing in reverse** because the motor changes the feeding direction; a comparison between the noise of a gasoline engine car and an electric car is a good equivalent.

NEXIO, a complex word of NEXT and SOCIO, is the brand name of S-7300A conveying our vision to create a newly valued society with our customers.

With an **advanced technology** and in the spirit of “Brother at your side”, we are confident that **S-7300A will bring all of you to the next level of a sewing world** which no one has ever experienced before.

We are more than pleased to welcome you on our Brother Booth in **hall 5.0 stand B70** during the Texprocess 2015, the leading international trade fair for processing textile and flexible materials, taking place from 4th to 7th May, to see this **amazing new concept of sewing technology**.

At the Texprocess 2015 we are exhibiting under our motto **“Innovation & Commitment for a Better Environment and Quality”**.

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