

Brother International Corporation Introduces BES Embroidery Lettering Software

Simple 'Type and Stitch' Lettering, Customization and Monogramming

BRIDGEWATER, N.J. – Personalization with lettering and monogramming has become increasingly popular at high-end retailers, Brother International Corporation has introduced one of the most innovative, user-friendly embroidery lettering and monogramming software programs on the market, BES Embroidery Lettering Software. This free-standing software, under Brother International Corporation's Pacesetter® brand, is for beginners and experienced embroiderers alike, offering unlimited lettering potential, customization and creativity in an easy-to-use format.

Unlike other lettering software programs on the market, BES® Embroidery Lettering Software incorporates many features and functions into one all-inclusive package for the ultimate design potential. There are many enhanced features that come standard in the program so users won't have to pay more for additional software or design packages. All of the included functions are accessible on a user-friendly workspace that is similar to most PC user experiences, where all functionality is available at one's fingertips via graphic icons and tabs, not buried behind menus. To make editing easier, users can have multiple windows open at the same time for easy multi-tasking and the ability to copy and paste items from multiple design files. The convenient on-screen typing feature creates instant lettering by just clicking on the work area and typing.

User-friendly Framework:



Other outstanding features include text customization where five text styles: normal (straight line), text on a path, vertical, circle, and of course monogram can be utilized with the more than 156 pre-digitized fonts, such as block letters, beautiful connecting script, decorative fonts, blended letters, and high quality 4 and 5mm fonts. Lettering can then be taken to the next level by incorporating the 14 standard fills and 197 carved fills to add interest and texture to lettering creations. Steil text, running stitch fonts, and motif stitch styles round out the customization options even further.

Exceptional editing capabilities have never been so straightforward. Functions such as sizing, kerning, rotation, and shaping are intuitive enough for the novice or advanced software user. Individual lettering or design components can be easily aligned vertically, horizontally and centered. This is perfect for poems and phrases where different font styles and sizes have been combined. The automatic resizing function

Five Text Styles:



Monogram Styles and Frames:



Included in BES® Lettering are more than 156 pre-digitized fonts and over 227 resizable decorative designs including 100 built-in borders, frame patterns and accents so the opportunity for customized lettering design is virtually unlimited. For those that crave added dimension, the appliqué function can be used for lettering styles as well as built-in decorative patterns to compliment basic lettering. Built into BES® Lettering are 11 monogram font styles and 7 decorative monogram frames in both classic and contemporary letter arrangements. In addition, a large number of standard font styles can be transformed into monograms, making them perfect for dress shirt pockets and cuffs.

Built-in Fonts, Including:



called Fit Hoop will resize your lettering and design to perfectly fit within a chosen hoop sewing area. The outstanding feature is the aspect ratio of the resized design will be maintained.

“BES® Embroidery Lettering Software elevates the creative experience for embroiderers allowing them to easily add monogramming and lettering to any project. Personalized creations using BES® make great gift items,” said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance division. “BES® Embroidery Lettering Software is a stand-alone program compatible with the most popular brands of embroidery machines and software including: .pes, .sew, .brf, .pesv8, .pesv6, .hus, .pcs, .shv, .vip, .vp3, .dst, .xxx, and .exp.” Shulman advises.

BES® Embroidery Lettering Software will be distributed this month and sell for approximately \$399* at Authorized Brother Innov-is Dealer locations. For more information, visit www.beslettering.com.