

# Brother International Corporation

## New Brother Dealer Sees Significant Growth Despite Economic Climate

For more information, visit [www.brother.com](http://www.brother.com)



“What economic hardships?” joked Rob Richards, principal of Rocky Mountain Sewing and Vacuum. The country’s financial turmoil has not affected Rob Richards, who is ready to launch his third store location after founding his dealership in July 2008. Based outside the greater Denver, Colorado area, Rocky Mountain Sewing and Vacuum has seen tremendous growth since the opening of its first store. A partnership between Quality Sewing in Washington State and Moore’s Sewing Centers in California, Richards is ready to open a third location with plans for a fourth or even fifth location as well.

An industry veteran, Richards worked for the highly successful Quality Sewing and Vacuum stores of Washington for 14 years before opening his chain in Colorado. As an Authorized Brother Innov-is Dealer, Rocky Mountain Sewing and Vacuum attributes its sales growth to building the Brother name in Colorado. “We saw a pent-up demand in this area,” said Richards. “We’ve embarked on several advertising vehicles, including newsletters, direct mail campaigns and print advertising, to publicize our locations and the machines we carry.”

Crediting Brother’s sewing, embroidery and quilting machines as a very user-friendly and technologically savvy line, Richards stated, “The learning curve on Brother machines is a lot less steep than



other manufacturers. Plus, Brother comes out with features so far in advance; it seems that other manufacturers follow what Brother has introduced long after the fact.” Rocky Mountain Sewing and Vacuum customers feel their creativity begins the moment they purchase a Brother machine. The plug-and-play capabilities allow the fun to begin right away.

In addition to offering an expansive line of Brother machines, Rocky Mountain Sewing and Vacuum offers numerous classes and clubs. The popular “Sew Fun” series is a core class offered several times throughout the month to allow customers with varying work schedules to attend. A lecture/demo series, “Sew Fun,” is taught at each location and includes discounted pricing on all machines and accessories for attendees. All Rocky Mountain machine purchasers can attend classes free of charge as well as receive discounted rates on accessories and future purchases.

Other regularly scheduled classes offered at Rocky Mountain include home décor, software, embroidery and quilting. Each of these areas is broken down into core classes as well as unique classes. For instance, “A Stable Foundation: Understanding Stabilizers” is a continuous class offered under the embroidery series, while “Turkey Time” under the quilting series is a seasonal class. Each class is listed on Rocky Mountain’s website with a call to action asking customers to “come ready with problems and questions.” Supply lists for each class can be downloaded off their website as well.

Aside from being a favorite destination for sewing, embroidery and quilting lovers, Rocky Mountain is a great community member, seeking charitable opportunities to help the Denver community. Girl Scouts can receive their sewing badges at any store location, and customers frequently drop off extra fabric, which is brought to local church organizations seeking fabric donations. Future plans include taking part in Project Linus, an organization dedicated to providing blankets and afghans to seriously ill or traumatized children through the help of “blanketeers” across the country.

Classes, clubs, aggressive advertising and philanthropic efforts have allowed Rocky Mountain Sewing and Vacuum to see great success since its founding. Richards credits the Brother line for being a popular manufacturer, driving customers to purchase machines, especially the brand-new Quattro™ 6000D. Calling the machine “awesome,” Richards stated that customers receive a lasting impression from



the InnovEye™ feature, a camera built into the machine that projects the needle area onto the HD LCD display by Sharp Corporation for greater accuracy while stitching. On top of the popularity of the Quattro™ 6000D, customers are requesting the “Project Runway” machine from Brother, which has been highly successful in attracting

younger sewing and embroidery enthusiasts to the industry.

With several retail stores closing throughout the country, Rocky Mountain Sewing and Vacuum continues to see growth in its sales. Backed by Brother International Corporation and its successful line of sewing, embroidery, quilting and crafting products, Rob Richards found the right ingredients, which have made his dealerships a go-to destination for thousands of Colorado residents. “I haven’t experienced any effects from the economy,” said Richards. “Not that I want to ‘jinx’ myself, but we’re achieving phenomenal growth.”

