



# Janome Australia announces new website launch

## FOR IMMEDIATE RELEASE

**JANOME AUSTRALIA TUESDAY JANUARY 16, 2018:** Janome Australia is proud to announce the launch of a new, redesigned version of their website - [www.janome.com.au](http://www.janome.com.au). The new website went live on 16 January, 2018, and offers users a fresh and more attractive design with improved functionality and enhanced content.

Created with the user experience in mind, the site includes many new features to help users quickly and easily navigate the site to find products and information. The new *Help Me Find A Machine* search function enables users to narrow down Janome's sewing machine portfolio by selecting their sewing needs and habits.

Visitors who are looking for information on sewing projects or how-to are invited to visit the NEW Inspirational section on the site. This new Inspiration section will house Janome's social media feed and growing blog, and will continue to include popular topics centred around sewing, sewing machine features, tips and techniques, projects, product highlights, events, etc.

In addition, the website is fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.

"We are excited about our new website launch and the diversity of information it provides for Janome's customers, partners and media," said Jojo Yamada, Managing Director of Janome



Australia. “This is part of our ongoing effort to enhance the quality and availability of information, as we continue to grow our digital market presence.”

“We will be communicating regularly through our website and key social media channels and our plan is to continue adding more video content and product information to provide our customers all of the information they need to evaluate our products,” added Mr Yamada.

Janome’s new website will be updated on a regular basis with news of product launches, business activity, corporate milestones, events and press releases. Visitors are encouraged to explore the website and sign up for their newsletters at [www.janome.com.au/subscribe](http://www.janome.com.au/subscribe).

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## About Janome

Originating from Japan with a world-renowned reputation for excellence, Janome have been designing and manufacturing sewing machines for more than 90 years.

The name “Janome” was adopted in 1935 and it means “Snake Eyes” in Japanese as the bobbin that was used back then was an unprecedented round metal bobbin system resembling a snake’s eyes. Since those early days, Janome has established itself as a leader in the sewing machine industry, with a focus on continuous product improvement and innovation. Today, Janome employs over 3,500 people, and have operations in over 100 countries worldwide.

