



WORLDWIDE LAUNCH OF **JANOME** **MEMORY CRAFT 9480QCP**

FOR IMMEDIATE RELEASE

JANOME AUSTRALIA TUESDAY AUGUST 15, 2023:

JANOME Corporation today released a new addition to the Horizon family, the Memory Craft 9480QCP.

This is the second machine in the line-up that is equipped with Janome's highly advanced A.S.R (Accurate Stitch Regulator). By selecting a desired stitch length on the screen, the MC9480QCP will maintain a consistent stitch length during free motion quilting, making it effortless to achieve a professional finish.

Janome's stitch regulator also features a patented foot for Rulerwork, which further reduces the complexity of ruler based stitching. The foot when used in conjunction with ASR allows user to simply focus on keeping the ruler foot against the ruler, while the machine regulates the speed and stitch length.

MC9480QCP is a big step up from its predecessor with a more streamlined and ergonomic design, new High Definition 5" colour touchscreen, improved GUI, new feed dog design with sharper feed teeth that are spaced tighter together, superior needle threader v2, AcuSpark 2 and more. Fans of Janome will also notice that the Start/Stop button backlight has now changed to Blue to better accommodate people with colour vision impairment.



Sean Seki, Managing Director, Janome Australia said, “We are confident that this new top-of-the-line model for the Horizon series will win the hearts of many dedicated home sewists. The technology we use is robust and reliable; it will redefine the sewing experience for users, allowing them to be more creative, productive and precise.”

Targeted at home sewers seeking the finest level of quilting experience, the new 11-inch beauty will be available from 15th August, 2023 in Australia.

Contact a Janome retailer to learn more about the new product or to book a time to preview the machine in person. Visit www.janome.com.au for further information and to locate your local stockist.

About Janome

Originating from Japan with a world-renowned reputation for excellence, Janome has been designing and manufacturing sewing machines for a hundred years. The name “Janome” was adopted in 1935 and means “Snake Eyes” in Japanese: 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 exciting innovation. Today, Janome employs over 3,500 people, and has operations in over 100 countries worldwide.

