



River City
Sewing Machine Centre

PFAFF[®]
Perfection starts here.[™]

BEAUTY IS IN THE DETAILS
PFAFF[®] *expression*[™] line of sewing machines





PURSUE PERFECTION HERE...

Elegant functionality is delivered with poise and precision by the exciting *expression*[™] line from PFAFF®. Discover their depth and harness the artful ability of these sophisticated and robust machines.

Innovative and customizable features allow users the control to fine-tune their process, revealing an artistic path fueled by the desire to push boundaries and master their craft.

Have your expectations exceeded by a progressive instrument that delivers everything you ask and more.



KEY FEATURES



PFAFF® Color Touch Screen

The Graphical User Interface is specially designed to meet your needs. See stitches in real size and get all the sewing information you need directly on the crisp screen. QVGA screen (3.5in, 70 x 53mm) Resolution 320x240.



Large Sewing Space

The PFAFF® *expression*™ 710 and *quilt expression*™ 720 sewing machines are the perfect choice for quilters, home decor sewists, fashion enthusiasts – anyone who creates. The sewing area to the right of the needle is nearly 10" (250 mm), for sewing large amounts of fabric or batting.



Original IDT™ System

Original since 1968. The Integrated Dual Feed from PFAFF®, precisely feeds all types of fabric from the top and bottom for perfect stitching every time.



Automatic Thread Tension

Best tension is set automatically for all sewing techniques based on the selected stitch. Override automatic tension easily for specialty techniques.



37 Needle Positions

For exact placement and movement of your selected stitch. Perfect for straight stitching, topstitching, edge stitching, under stitching, stitching-in-the-ditch or quilting.



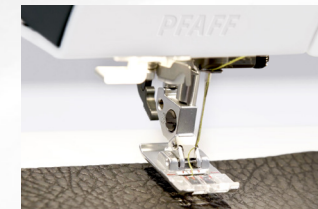
Free-Motion Modes:

Different modes for free-motion quilting, thread painting or darning. Select the best mode for your specific technique. The feed teeth will drop automatically when your preferred method is selected.



LED Light Illuminated Workspace

Designed to give even light across the entire work area. LED technology and light guides provide excellent lighting on your work area. See fabric and stitches in true color and with less shadows.



Built-In Needle Threader

Makes threading easy and reduces eye strain.

INTUITIVE SEWING FUNCTIONS

Stitch Restart

Return to the beginning of a stitch or sequence without having to reset any special adjustments you've made.

Immediate Tie-Off

When pressed the machine will tie-off and stop automatically for a quick and easy finish.

Thread Snips

Automatically cut top and bobbin threads, pulling thread ends to the back side of fabric.

Speed Ranges

Adjust sewing speed and the sewing machine remembers your preferred setting until turned off.

Automatic Presser Foot Lift

Raises the presser foot instantly when the needle is set to stop down and/or at the end of a seam. Press the button once while the foot is up for convenient extra lift.

Needle Up/Down

Set needle to stop up or down in the fabric for pivoting, appliqué and more.

Start/Stop Button

Sew without the foot control. Makes sewing long seams, free-motion and buttonholes easy.

LET YOUR ARTISTRY TAKE FLIGHT

Sophisticated elegance is ensured by over 155 years of commanding German heritage and ingenuity. PFAFF® *expression*™ sewing machines offer refined technology and impressive results. Harness the versatility and precision integral to the masterful sewist and be inspired to take on your next artistic journey. These celebrated machines from PFAFF® embody the union of grace, durability and innovation.

COMMANDING INNOVATION...

PFAFF® *expression*™ 710

247 PFAFF® High Quality Stitches

In 7 categories for easy selection up to 9mm.

3 Sewing Alphabets

Both upper and lower-case letters, for easy programming.

Creative Signature™ Sewing Programs

Tapering on all 9mm Decorative Stitches – Taper the beginning and/or end of any stitch and choose from many different angles for unlimited opportunities.

Mirror Image of Stitches – Flip the stitch side to side and/or end to end for even more possibilities.

Stitch Positioning – Moves the complete stitch right or left to easily align decorative stitches.

Stitch Density – Density can be increased or decreased without affecting stitch length by controlling the distance between the stitch points.

Twin Needle Program – Enter twin needle size to automatically adjust the stitch width. See the twin needle setting on the screen.

8 Sensormatic Buttonholes

The Sensormatic Buttonhole Foot automatically sews perfectly balanced one-step buttonholes every time. Both buttonhole columns are sewn in the same direction for precise stitch quality. 8 buttonhole styles designed for various sewing applications.

Accessory Feet Included

9 different presser feet for all your basic needs.





ELEGANT CONTROL... PFAFF® quilt expression™ 720

Exclusive PFAFF® Stitch Techniques

Experience world class unique and advanced stitch techniques for sophisticated design:

Floating Stitches – Embellishments to your project with stitches that look like they are floating on top of the fabric with no connection stitches in between them, giving a unique hand stitched effect.

Triple, Double and Single Ribbon Stitches – Add dimensional elements to your decorative stitching with beautiful ribbon stitches. Narrow ribbons and trims are woven into these special stitches as you sew.

Stacking Stitches – Sew beautiful decorative stitches. The stacking stitches consist of pairs of stitches that are designed to be sewn on top of each other.

Exclusive Stitch Creator™ Feature

Create new stitches or edit built-in stitches for unlimited creativity.

428 PFAFF® High Quality Stitches

- Up to 52mm wide
- In 9 categories for easy selection
- Exclusive, patented stitch techniques

4 Sewing Alphabets

Both upper and lower-case letters, for easy programming.

Side-Motion Sewing

Add beautiful decorative accents to your project with stitches and monograms up to 52mm wide.

Accessory Feet Included

11 different presser feet for all your basic needs.

Straight Stitch Plate and Sensor

The perfect help for straight stitch sewing with any straight stitch accessory. Attach the Straight Stitch Plate and the machine sensor alerts you if you select any stitch other than a centered straight stitch. No need to worry about damaging needles anymore.

Electronic Knee-Lift

Raises the presser foot with an easy movement, allowing you to keep your hands on your project.

10 Sensormatic Buttonholes

The Sensormatic Buttonhole Foot automatically sews perfectly balanced one-step buttonholes every time. Both buttonhole columns are sewn in the same direction for precise stitch quality. 10 buttonhole styles designed for various sewing applications.

Creative Signature™ Sewing Programs

Tapering on all 9mm Decorative Stitches – Taper the beginning and/or end of any stitch and choose from many different angles for unlimited opportunities.

Patchwork Program – Use patchwork program to remember the seam length to repeat over and over. This can be used with both utility and decorative stitches.

Single Stitch Program – Set exact number of stitches or sequence repeats you wish to sew.

Mirror Image of Stitches – Flip the stitch side to side and/or end to end for even more possibilities.

Stitch Positioning – Moves complete stitch right or left to easily align decorative stitches.

Stitch Density – Density can be increased or decreased without affecting stitch length by controlling the distance between the stitch points.

Twin Needle Program – Enter twin needle size to automatically adjust the stitch width. See the twin needle stitch on the screen.

COMPREHENSIVE FEATURES



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	expression™ 710	quilt expression™ 720	
+	+	PFAFF® Color Touch Screen: See stitches in real size and get all the sewing information you need directly on the color touch screen.	
+	+	Large Sewing Space: The sewing area to the right of the needle is nearly 10" (250 mm), for sewing large amounts of fabric or batting.	
+	+	The Original IDT™ System: Integrated dual feed only from PFAFF®, precisely feeds all types of fabric from the top and bottom for perfect stitching every time.	
	+	Exclusive PFAFF® Stitch Techniques: Floating stitches, ribbon stitches (triple, double and single) and stacking stitches.	
	+	Exclusive Stitch Creator™ Feature: Create new 9mm stitches or edit built-in stitches for unlimited creativity.	
	+	Single Stitch Program: Set exact number of stitches or sequence repeats you wish to sew.	
	+	Patchwork Program: Use Patchwork program to remember the seam length to repeat over and over.	
+	+	Sewing Functions: Includes Automatic Presser Foot Lift, Needle Up/Down, Start/Stop button, Stitch Restart, Immediate Tie-Off, Thread Snips and Speed Ranges.	
+	+	Electronic Self-adjusting Thread Tension: Best tension is set automatically for all sewing techniques and fabrics. Override automatic tension easily for specialty techniques.	
247	428	Built-In Decorative and Utility Stitches: Be astonished by the fascinating selection of PFAFF® high-quality stitches – unique embellishments, stitched perfectly up to 9mm.	
	+	Side-Motion Sewing: Add beautiful decorative accents to your project with stitches and monograms up to 52mm wide.	
+	+	Creative signature™ Sewing Programs: Tapering on all 9mm Decorative Stitches, Mirror Image of Stitches, Stitch Positioning, Stitch Density and Twin Needle Program.	
+	+	Sensormatic Buttonholes: The Sensormatic Buttonhole Foot automatically sews perfectly balanced one-step buttonholes every time.	
+	+	37 Needle Positions: For exact placement of your straight stitch. Perfect for top stitching, edge stitching, under stitching, stitching-in-the-ditch or quilting.	
+	+	Free-Motion Modes: Three modes for free-motion quilting, thread painting or darning. Select the best mode for your specific technique.	
+	+	Personal Menu: Save your customized stitches and sequences in a folder to sew them again whenever you wish.	
+	+	Quick Help System: Touch the quick help icon for instant information.	
9	10	Accessory Feet: Several included presser feet for all your basic needs.	
+	+	Straight Stitch Plate: The perfect help for straight stitch sewing with any straight stitch accessory.	
	+	Straight Stitch Sensor: Attach the Straight Stitch Plate and the machine sensor alerts you if you select any stitch other than a straight stitch.	
+	+	Built-in Needle Threader: Makes threading easy and reduces eye strain.	
+	+	LED Light Illuminated Workspace: Designed to give even light across the entire work area. LED technology and light guides provide excellent lighting on your work area.	
+	+	Bobbin Thread Sensor: Alerts you when bobbin thread is low.	
	+	Electronic Knee-Lift: Raises the presser foot with an easy movement, allowing you to keep your hands on your project.	
+	+	Jam Proof Rotary Hook: No threads caught in bobbin area.	
+	+	Bobbin Winding from the Needle: For time saving and convenient bobbin winding.	
+	+	Updateable: Download the latest program version from the Internet; update quickly with a USB stick.	
+	+	Languages: Choose from 12 languages in the Settings menu.	
+	+	Stylus Holder Built-In: Keeps your stylus at your fingertips.	
+	+	Hard Cover: Dust free storage for your machine.	
+	+	Inch/Cm Ruler on the Base Plate: Convenient measuring right there on your sewing machine.	
3	4	Built-In Sewing Fonts: Choose from a selection of sewing alphabets, with both upper and lower case letters, for easy programming.	
Length	Length/ Width	Balance: Feed balance can be easily edited by length and/or width when using special fabrics and threads.	

