

THE BABY LOCK RETAILER EXPERIENCE



Baby Lock and our independent retailer network are committed to sewers like you. Together, we provide the highest quality products and services not available through mass retailers, and we can meet your sewing needs better than anyone else.



Whether you're looking for product information or a recommendation on your next machine, you can count on your Baby Lock retailer to help you choose the sewing machines that best fit your needs. Well-trained on the Baby Lock line, they're your friendly, trusted advisor—someone who will guide you through the features and innovations that make sewing so much fun.



When we have problems with our car, many of us turn to a mechanic. Well, think of your Baby Lock retailer as the expert you rely on for another very important machine— your Baby Lock! They'll always go the extra mile for you.

WHY SHOP SMALL?



By choosing a Baby Lock retailer for your sewing needs, you not only enjoy a more distinctive personal experience, but you're also helping build a community. Stop by your local authorized Baby Lock Retailer and get to know them. They'll be happy to share all the wonderful Baby Lock products that will bring your love of sewing to life.

www.babylock.com



baby lock

FOR THE LOVE OF SEWING

EXTENDED CARE
PROGRAMS

LOVE OF SEWING MEMBERSHIP



Four Years of Unlimited Online Sewing Classes and Comprehensive Machine Support

See your retailer for eligible models.

At Baby Lock, we celebrate the Love of Sewing, but what does that really mean? It's a love of our customers and sewing as a lifestyle.

With a Love of Sewing Membership, owners get four years of unlimited access to sewing tutorials, comprehensive service and unique savings opportunities. Plus, you'll have access to a customer helpline. It's one more way that Baby Lock ensures you are receiving total support for your purchase from local retailers.

This extended care maintenance program gives you four years of peace of mind as you sew, serge, embroider and quilt. Sew worry-free with four years of comprehensive machine service. Your machine will be in the hands of a Baby Lock certified technician and all parts and labor charges are covered.

This includes:

- Replacement Bulbs
- Needle Plates
- Tension Adjustments and Calibration



LOVE OF KNOWLEDGE MEMBERSHIP



Two Years of Unlimited Online Sewing Classes

Available for any machine owner.

Get the most out of your Baby Lock machine with a Love of Knowledge membership. Ideal for owners without a Love of Sewing membership, Love of Knowledge provides unlimited access to hundreds of educational sewing videos led by Baby Lock experts that cover everything from machine set-up to specialty features and new techniques.

Purchase a Love of Knowledge Membership and you'll have an opportunity to learn all about your machine as taught by Baby Lock experts. You'll have access to hundreds of online videos covering features of your machine and a variety of techniques. Watch any video online as often as you want, 24 hours a day, seven days a week.

