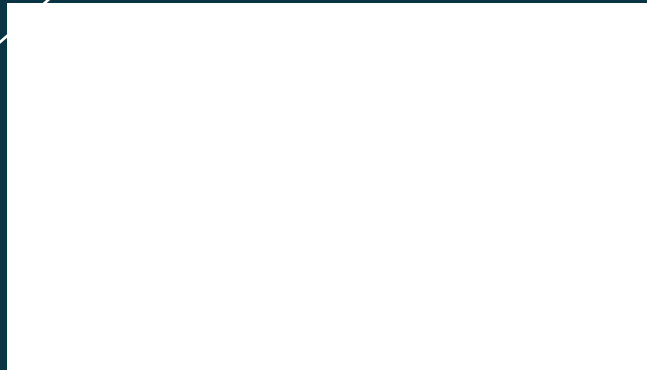


 Husqvarna

VIKING



For more information, please contact:



Husqvarna Viking is distributed in Canada by:

VSM *Canada*

130 McLevin Avenue, Unit #1
Scarborough, Ontario M1B 3R6
Telephone: (416) 759-4486
Fax: (416) 759-5475
E-mail: vwscanada@earthlink.net

www.husqvarnaviking.com/ca/en



Do you have what
we are looking for?

Do you have the qualities we are looking for in a Husqvarna Viking retailer?

- Do you have a burning desire to work for yourself?
- Are you passionate about helping others?
- Do you have drive and initiative?
- Do you want to be an entrepreneur?
- Do you have the time and energy that success demands?
- Do you want to bring talent & commitment "to the table"?
- Do you have the financial means to start your own business?
- Are you able to fully grasp and appreciate the benefits, challenges, possibilities and rewards of an exciting industry and our unique position within it?

If you answered yes to these questions, then you are ready to join the most prestigious name in sewing - Husqvarna Viking.

The home sewing industry is a lot different from when your Grandmother or Mother sewed. It is no longer a necessity but a desire to sew. With sewing machines ranging in price from \$69 to over \$8,000, sewing consumers today are very serious about their hobby.

When you sell Husqvarna Viking sewing machines, you are also selling sergers, embroidery software, notions, after sales products, classes & more. Our sewing machine dealers are successful entrepreneurs who have built their business around the name & quality of Husqvarna Viking. Are you ready for the challenge?



- 1972** The Husqvarna Viking factory pioneered a development that led to the Husqvarna Centennial series, the first lubrication free sewing machine. Also, new open thread guides, and easy to adjust foot pressure. Snap-on feet & micro-adjustment for buttonholes were also added.
- 1979** Model 6680, "the computer sewing machine" became a reality. Husqvarna utilized a micro-computer to electronically guide the formation of stitch patterns.
- 1980** The world's first "writing" sewing machine, the 6690, could sew letters.
- 1994** The Husqvarna Viking Orchidea was introduced offering unlimited creativity. It gave sewers exclusive features, such as One Touch Direct Stitch Selection, Sewing Advisor™, Infodisplay™, Programdisplay™, & more. And it boasted an incredible plus - professional-quality machine embroidery.
- 1998** A completely new sewing experience was introduced. The Husqvarna Viking Designer I included unique features such as Sensor Foot Lift, Sensor Foot Pressure, Selective Thread Cutters, Colour Touch Screen and Built-in Disk Drive.
- 2004** On the 10th anniversary of the first embroidery machine from Husqvarna Viking the Designer SE was introduced. It features the first Interactive Designer Screen, USB connectivity, E! Light and the Exclusive Embroidery Advisor.

Are you ready to join our family?





Husqvarna Viking History

- 1689** Husqvarna was founded as a Royal Arms factory.
- 1872** The Board of Directors decided on February 5, 1872 to start manufacturing sewing machines. The first model was given the name "Nordsjernan" (The Northern Star).
- 1883** The Freja model was an immediate success. It was capable of sewing stitches in a neat line - something earlier models could not do. The Freja model was manufactured until 1925.
- 1903** Introduction of the oscillating bobbin - "the sewing machine for families and craftsmen." This dominated the world market for more than 50 years.
- 1934** The 30's were characterized by functionality, which contrasted strongly to the earlier ornate styling. The style became more strict with the first Husqvarna electric sewing machine.
- 1947** The first free-arm machine was introduced: the Husqvarna Zig-Zag. The free arm offered more flexibility, while the zig-zag stitch offered many new sewing possibilities.
- 1953** The class 20 was introduced. Exclusive features such as a gearshift transmission, a jam-proof hook that needed no oil, and one-piece, cast iron construction helped make this model a tremendous success.
- 1960** The biggest innovation yet brought the model 2000, an easy-to-use machine, with color coded settings and automatic feed for elastic stitches.



Our goal is to spread the joy of sewing all over the world!

Husqvarna Viking is a prestigious name in sewing, both as a Swedish producer of high-quality sewing machines, and as a worldwide organization marketing a complete line of sewing machines and sergers for home use. Founded as a Royal Arms factory in 1689, Husqvarna Viking has been making sewing machines since 1872.

The mission of Husqvarna Viking is to provide sewers all over the world with inspiration and a wide range of tools to make sewing easy and fun. We want our consumers to associate our brand with innovative, high quality and user-friendly products. Our consumers are members of the Husqvarna Viking family!

Everything we do conveys the joy of sewing - our products, stores, classes and clubs, marketing material, and web site.

Husqvarna Viking Mission Statement

- To develop, produce, market & sell household sewing machines and related products, which enhance the joy of creative sewing.
- To grow our business by creating demand for more creative uses of sewing.
- To be a consumer-driven company, securing growth, profitability, and success by providing superior satisfaction to the consumer and our Dealer-Partner by continuously adding value to the Husqvarna Viking brand.
- To provide valued employees growth opportunities in an environment of which they can be proud.
- To be recognized as the leading premium sewing machine company in the world.

Home Sewing Industry Overview

There are over 300,000 units sold in Canada annually. The market continues to grow. There are different channels of distribution in Canada for home sewing machines, including the following:

- Special independent retailer
- Mass merchandiser
- Warehouse membership club
- Other retailers including grocery, hardware, and drug stores

The home sewing industry has evolved. Consumers no longer need to sew but sew for the sheer joy of it. It is a leisure activity that has great growth potential. When you become a Husqvarna Viking authorized dealer, you have the opportunity to sell classes, notions and other after sales products. The sales potential is huge!

We have what you need to sell Husqvarna Viking products

We provide the following tools to help you sell!

- Highly skilled District Managers & Education Consultants
- Consumer Financing Program
- Marketing Activities
- National Consumer Promotions
- Business and Sales Training
- Product Training
- Consumer Education Events
- Technical Service Training
- Co-op Advertising Program
- Annual International Convention
- Competitive Warranty Program
- Semi-annual Dealer Meetings
- World-wide Brand Recognition



Why sell Husqvarna Viking products?

- Swedish quality
- Superior design
- Technically advanced products
- User-friendly
- Exclusive features
- Complete range of products to suit all consumer segments
- Continuously updating products based on consumer views

Why VSM Canada?

VSM Canada Inc. is the distributor of Husqvarna Viking products in Canada and our Company Values provide us with the direction to help you succeed. Our success means our success. Our values ensure that we are always striving to be the best and to spread the "joy of sewing".

TRUSTWORTHY

We can be relied upon to be responsible, to do the right thing and to keep our promise.

RESPECT

We will listen to and respect the talents, knowledge and experiences of our customers and colleagues.

PERFORMANCE EXCELLENCE

We are committed to a high level of achievement in everything we do.

GOAL DRIVEN

We are motivated and driven to reach our set objectives.

INNOVATION

We will seek & implement creative ideas & solutions.

QUALITY OBSESSION

We have a passion to deliver the highest level of quality experience in our products and interactions.

