

**NEW WEBSITE** - After many years using the same, local web site company we finally came to the conclusion that we had outgrown them. Great people and was once perfect for us

So we decided to change to one of the more popular and widely supported E-Commerce platforms. We have over 2,000 products so it has taken many, many months of work and new skills had to be learned along the way - but now it's done

**Here is just some of what's new**

- There's more of everything. More information. More videos. More products and a SPECIALS page in the store for stock clearance items at knock-down prices.
- It's mobile friendly, which makes viewing the site much easier on a phone or tablet. Everything on each page re-adjusts its position and scales to size automatically depending upon the size of mobile screen you are using.
- Once you have logged in the system knows who you so you don't have to enter your details over and over again.
- You can view all of your old orders, enquiries, wish list and more. To save time you can even convert an old order into a new order then modify it by deleting or adding items.

**FREE NEWSLETTER**

 **Without doubt - The most popular product in 2015/2016 has been. . . .**

More and more embroiderers are finding that Mighty Hoop can handle jobs with ease that they have struggled with for years. Here are the benefits that embroiderers tell us they can't live without:

- Workplace injury is always a concern for any employer (and employee) and repetitive strain The upper and lower parts of Mighty Hoop lock together automatically using powerful magnets. There's quite literally no effort or strain required. . . . but a word of warning : Mighty Hoop's super magnets are really strong so you must keep your fingers clear of the gripping surfaces as the two halves come together.
- There is no inner or outer hoop so there's no shearing action during hooping, which we all know can easily leave those annoying hoop marks on fabric. Mighty Hoop's upper and lower surfaces have a special gripping tape which holds the fabric firmly without marking it at all.
- Mighty Hoops grip the fabric with equal strength all around the edges—even on large rectangular hoops

Due to the very high (and growing) costs of printing and distributing our newsletter we must now limit the printed version only to those of our customers who have active accounts with Embroidery Source.



We know that many of you appreciate and look forward to our articles, tips and tricks for embroidery and other garment decoration techniques . . . . so for those who are not currently active customers and who would like to continue to receive our free newsletter . . . . all you have to do is visit our web site and sign up for our email version of the newsletter.

You get the same products, same news & articles — just delivered electronically instead of by snail mail.

Don't miss out on your free newsletter—Sign up today at [www.embroiderysource.com.au](http://www.embroiderysource.com.au)

**Best value Dye Sublimation printer deal you'll find anywhere**



The Au\$ has continued its relentless slide against other major currencies and everything imported is going up in price.

It seems like almost every day we receive a notification from one supplier or another of price increases. In some cases it's not the first and only increase this year.

**The bad news is that new stock of Virtuoso dye sublimation printers just arrived have increased by over \$300**

The good news is that we have a very limited number of new Virtuoso A3 machines purchased before the price rise.

You can find them on our web site. Go to [www.embroiderysource.com.au](http://www.embroiderysource.com.au) then click on the Web Store menu and choose Specials.

But please member - we have only a few left at this price. Once they are gone you will not be able to buy a Virtuoso A3 dye sub (complete with ink and paper) at this price ever again.

**They are a bargain! Will you miss out or will you be one of the lucky few ?**

# NEWS AND VIEWS

**In this issue?**

New Embroidery Source website

**How our Barudan 7 year warranty saved one customer \$\$\$\$**

Virtuoso dye sublimation printers at unbeatable prices (strictly limited stock)

**Glow in the dark thread**

We're moving towards an email newsletter - but you'll need to sign up for your free copy?

**New 24" wide dye sub printer from sawgrass.**

NEW create garment prints with your laser printer

**Dye sub blanks**

\$20k tax write off before June 30th

**Flame resistant thread**

**Mighty Hoops - flying off she shelves since our last newsletter.**

In fact, some of our customers were so impressed by how easy they are to use that they have changed over to Mighty Hoops for all of their non-cap work.

We have hooped products easily that simply cannot be held in a standard embroidery hoop

**Advantages:**

- Strong grip along all edges
- Don't leave marks on fabric
- Great for thick fabrics too
- Never pop open during embroidery

## You Work Hard To Make A Profit So Why Would You Pay More Tax Than You Legally Need To?

**The under \$20,000 immediate tax write-off is applicable for businesses with a turnover of under \$2 Million.**

So if you're planning on purchasing any new or used equipment in the near future then now would be a great time to do it. The savings can be substantial... ..but you have only until June 30th to get the tax saving in this financial year.

**That means . . . .**

You will get an immediate tax write off for business assets purchased for **Under \$20,000 + GST prior to 30 June 2016...**

**Example:**

- You purchase a piece of equipment for \$19,999+GST.
- The company Tax Rate = 30.0%

Your taxable income would be reduced by \$19,999 and so your tax payable for the year ending June 30th 2016 would be reduced by \$5,999.70

*Wouldn't that \$5,999.70 be better in your bank account than in the tax office's?*

**When true value stands out from the crowd**

Just 4 weeks ago we received a panic call one Friday morning. A breakdown on a customer's Barudan 4 head machine, 2 hours from Melbourne. It wasn't a simple, over-the-phone repair either. A major circuit board had failed.

Our customer was in trouble with a large order to finish for an important customer and machine operators booked to work over the weekend.

A quick check of our data-base and we found that the machine had just 3 days left of its 7th and final year of extended warranty.

Steve Walsh drove to the customer's factory, replaced the circuit board. Machine up and running and Walshy back in Melbourne by mid afternoon

**Expensive circuit board . . . . FREE OF CHARGE.**

**NEW product**

After so many enquiries from customers who work with safety wear, Vinod has been on the hunt again and has finally tracked down a great new product



**Technical info:**

Poly Fire Flame resistant embroidery thread

- Tested according to EN ISO 15025/EN Index 3 EN ISO 6941
- Material: 100% polyester
- Strength: Nm 77/2; dtex 128/2
- Colour range: 20 colours
- With Oeko-Tex Certificate
- Mini-king cones of 1,000mtrs
- Made in Italy
- Retains flame resistance even after washing.

Order from our web store today

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If you haven't already spoken to your accountant, drop everything and give him or her a call. It could be the best value phone call you make today.

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