

performance icon™  
sewing machine

MASTER THE BASICS



**Accessories included:**

- 0A, 1A, 2A, 3, 4, 5A, 5M, 6A, 8, 1/4" Quilting Foot, Bi Level Guide Foot for IDT™ System
- Straight Stitch Needle Plate
- Electronic Knee-Lift
- Straight Stitch Left Bobbin Case

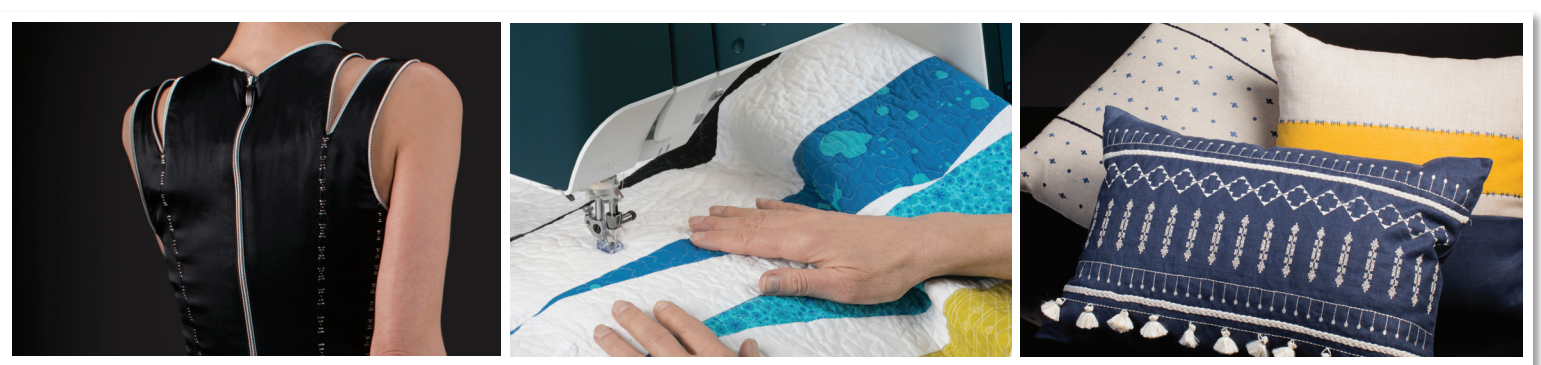
**Top Selling Features**

- 1. Biggest Workspace** 69% increase in area, 12.2in (310mm) width and 5.51in (140mm) height. Increased height under the sewing head to 3in (76.2mm).
- 2. Comprehensive Connectivity with WiFi and mySewnet™** Get connected with WiFi and mySewnet™ enabled apps. We provide automatic updates through WiFi connectivity, cloud storage on mySewnet™, and a blog with news, projects, and tips.
- 3. Enhanced Original IDT™** Integrated Dual Feed technology from PFAFF®, precisely feeds all types of fabric from the top and bottom for perfect stitching every time. On the performance icon™ this has it's own power source for more control and a new built-in sensor will let you know when to activate or deactivate it.
- 4. Unprecedented Lighting Design** Our innovative lighting technology gives you the most even work light on the market for the brightest sewing experience. LED lighting is perfectly positioned at the most beneficial points to eliminate shadows.
- 5. Power, Stability and Precision** Revamped base design reduces vibrations and increased needle piercing force to 150 NWT gives more strength.
- 6. Innovative and Exclusive Stitches** Floating Stitches, Radiant Stitches, Single, Double and Triple Ribbon Stitches, Lace Edge Stitches and Stacking Stitches.

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## SELL UP FEATURES FROM quilt expression™ 720 SEWING MACHINE

### SEWING

- New stitch techniques – Radiant Stitches, and Lace Edge Stitches.
- Over 90 more stitches – Including a wide variety of 9mm decorative stitches and 2 extra sewing fonts.

### MACHINE

- PFAFF® multi-touch tablet-like screen – The screen is  $\approx 68\%$  bigger than before with capacitive touch. Swipe, zoom, pinch and personalize on the brand's largest, most customizable and intuitive 10.1in (257mm) full color display.
- Custom LED lights – Optimized adjustable bright lights illuminate the entire work area with no shadows. Change the strength for greater visibility.
- Telescopic thread stand – Use a wide variety of spools with perfect results.
- WiFi connectivity with *mySewnet*™ – Connect to apps on your phone, get automatic updates to your machine, and receive news, tips, and projects on your machine with the *mySewnet*™ Blog.
- Bobbin – 30% larger bobbin to work uninterrupted for longer.
- Over 50 Built in Tutorials – Use full written instructions, pictures, and animations to see how to accomplish certain projects, sewing techniques, and stitch techniques.
- Larger work area – 69% increase in area, 12.2in (310mm) width and 5.51in (140mm) height. Increased height under the sewing head to 3in (76.2mm).
- Fully automatic needle threader – Never struggle to thread a needle ever again.



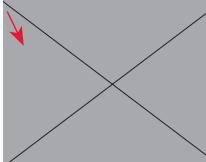
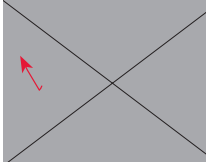





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### PHASE 1

Technique	Sewing	Talk about
<p>DEMO READY</p>  	<p>Set: Insert an INSPIRA™ universal needle size 80.</p> <ul style="list-style-type: none"> <li>• Thread with regular sewing thread in the needle and the same type of thread in the bobbin.</li> <li>• Snap on the 0A foot.</li> <li>• Engage the IDT™ system.</li> </ul>	<ul style="list-style-type: none"> <li>• PFAFF® integrated dual feed or IDT™ system feeds the fabric from the top and the bottom at the same rate for smooth seams and professional results.</li> <li>• The PFAFF® IDT™ system and precision of the PFAFF® performance icon™ sewing machine make it easy to achieve beautiful results.</li> </ul>
<p>INTRODUCTION</p>  	<ul style="list-style-type: none"> <li>• Disengage and engage the IDT™ system so your customer can see how easy it is to do.</li> <li>• Disengage the IDT™ system while on a straight stitch so the IDT™ system sensor alert comes on screen.</li> <li>• Press OK and reengage the IDT™ system.</li> </ul>	<ul style="list-style-type: none"> <li>• The IDT™ system is easy to engage and disengage.</li> <li>• The performance icon™ is equipped with an IDT™ system sensor that will alert you when you try to sew with the IDT™ system not in the recommended position.</li> </ul>
<p>SEW WITHOUT THREAD</p> 	<p>Set: Remove the thread from the needle.</p> <ul style="list-style-type: none"> <li>• Snap off the 0A foot.</li> </ul> <p>Select: The straight stitch, 1.1.1.</p> <ul style="list-style-type: none"> <li>• Increase the stitch length to the maximum, 6.0.</li> </ul> <p>Sew: Forward and reverse.</p>	<ul style="list-style-type: none"> <li>• To see how the IDT™ system works, let's take off the presser foot and sew without thread or fabric.</li> <li>• See how the feed dogs work together, even in reverse.</li> <li>• The performance icon™ has 8 feeding segments, the most in the market.</li> </ul>
<p>REGULAR SEWING</p>  	<p>Fabric: Medium weight woven fabric.</p> <p>Set: Rethread the machine.</p> <ul style="list-style-type: none"> <li>• Snap on the 0A foot.</li> <li>• Select straight stitch to return to default settings.</li> </ul> <p>Sew: Fold the fabric in half.</p> <ul style="list-style-type: none"> <li>• Sew a seam along the folded edge. Open the fabric to show the customer the seam.</li> </ul>	<ul style="list-style-type: none"> <li>• The fully automatic needle threader makes threading quick and easy.</li> <li>• The IDT™ system guarantees absolutely even fabric feeding from both the top and the bottom. You'll have beautiful results every time.</li> </ul>

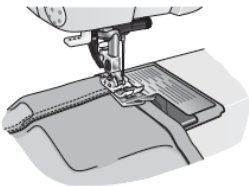
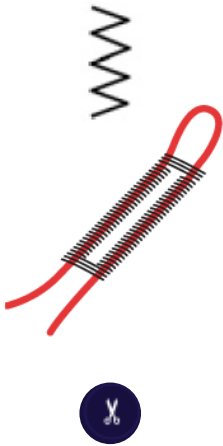


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### PHASE 1

Technique	Sewing	Talk about
SILKY FABRICS	<p>Set: Disengage the IDT™ system.</p> <p>Fabric: Lightweight stretch, tricot.</p> <p>Sew: One layer of tricot, into the stretch, without the IDT™ system.</p> <p>Set: Engage the IDT™ system.</p> <p>Sew: One layer of tricot, into the stretch, with the IDT™ system engaged.</p>	<ul style="list-style-type: none"> <li>• Have you ever struggled sewing silky fabrics? Without the IDT™ system, fabrics like tricot can pucker.</li> <li>• Engage the IDT™ system and the work is done.</li> <li>• No matter what fabric you use, the IDT™ system makes your sewing simple and fun!</li> </ul>
JEANS HEM  	<p>Fabric: Denim square folded in half, right sides together.</p> <p>Select: The straight stitch, 1.1.1.</p> <p>Sew: A 5/8" (15mm) seam.</p> <ul style="list-style-type: none"> <li>• Fold the seam to one side and topstitch to simulate a seam on a pair of jeans.</li> <li>• Fold up the "jeans hem".</li> <li>• Sew the hem.</li> </ul> <p>Note: Keep a new, sharp needle in the machine to help with this technique.</p>	<ul style="list-style-type: none"> <li>• Sew over heavy denim or through lightweight tricot and any other fabric smoothly and effortlessly.</li> <li>• Pulsating piercing power handles heavy duty projects.</li> <li>• Electronic power drives needle penetration even at slow speed.</li> </ul>
CORD  	<p>Set: Pull about 8-10 strands of thread from the needle.</p> <p>Select: The zigzag stitch, 1.1.5, default settings.</p> <p>Sew: Place the loose threads under the presser foot. Hold onto the front and back until the first few stitches are sewn and the threads are under the IDT™ system.</p> <ul style="list-style-type: none"> <li>• Let go of the back of the threads.</li> <li>• Bring the threads up into the slot in the front of the foot and use that as a guide.</li> <li>• Continue sewing, guiding from the front.</li> <li>• Touch the cut function button.</li> </ul>	<ul style="list-style-type: none"> <li>• Create your own decorative cord for corded buttonholes.</li> <li>• When sewing directly over threads, the IDT™ system feeds the thread from the top. There is no jamming and feeding is smooth and even.</li> <li>• Can your sewing machine do that?</li> <li>• Your PFAFF® performance icon™ sewing machine handles every sewing project with ease.</li> <li>• The cut function cuts the threads and pull them to the back for a beautiful finish.</li> </ul>

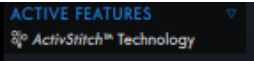

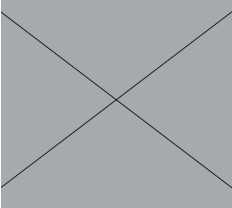



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PHASE 1

Technique	Sewing	Talk about
<p>ActivStitch™ TECHNOLOGY FEATURE</p>  	<p>Select: The zigzag stitch, 1.1.5, default settings.</p> <p>Show: ActivStitch™ Technology sample</p> <ul style="list-style-type: none"> <li>Point out the icon in Active Features that indicates thread metering is active.</li> <li>In the Temporary Sewing Settings menu, deactivate ActivStitch™ Technology. Touch OK to close.</li> <li>Point out that the icon changed to show thread tension is active.</li> <li>Go to the Temporary Sewing Settings menu and select ActivStitch™ Technology again.</li> <li>Open Stitch Edit to show where fine adjustments can be made.</li> </ul>	<ul style="list-style-type: none"> <li>The ActivStitch™ Technology feature regulates the amount of thread needed to achieve perfect balance between the needle and bobbin threads. Sensors automatically and continuously measure fabric thickness to deliver the optimum amount of thread for each stitch.</li> <li>You may use thread tension for some techniques.</li> <li>When you select twin needle or some speciality stitches, thread tension is needed. It is set automatically.</li> </ul>
<p>PROFESSIONAL BUTTONHOLES (SENSORMATIC)</p>  	<p>Show: Sensormatic buttonhole sample.</p> <p>Fabric: Medium weight woven fabric and stabilizer.</p> <p>Select: Stitch 1.3.1, the standard buttonhole.</p> <p>Set: Disengage the IDT™ system. Snap on the Sensormatic buttonhole foot 5A and plug it into the port.</p> <p>Measure: Place your button against the button ruler on the lid.</p> <ul style="list-style-type: none"> <li>Use the + or – icons for slit length to set the buttonhole size.</li> <li>Set the sensormatic wheel by matching the red arrow with the notch in the front of the foot.</li> </ul> <p>Sew: Fold fabric in half with stabilizer between the layers.</p> <ul style="list-style-type: none"> <li>Place the fabric under the presser foot. Remember the buttonhole sews back first.</li> <li>Sew the buttonhole.</li> </ul>	<ul style="list-style-type: none"> <li>The PFAFF® Sensormatic buttonhole foot creates perfect, even buttonholes every time.</li> <li>Both columns are sewn in the same direction for precise stitch quality and professional results.</li> <li>Choose the buttonhole size and sew. Repeat the same buttonhole over and over.</li> <li>Buttonhole density and width are automatically set but can be changed.</li> <li>Change the density for various types and weights of fabric and/or thread.</li> <li>Your PFAFF® performance icon™ sewing machine has 9 buttonhole styles plus standard and decorative eyelets.</li> <li>When the buttonhole is complete, the threads are cut automatically and pulled to the back.</li> </ul>




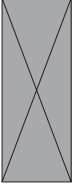



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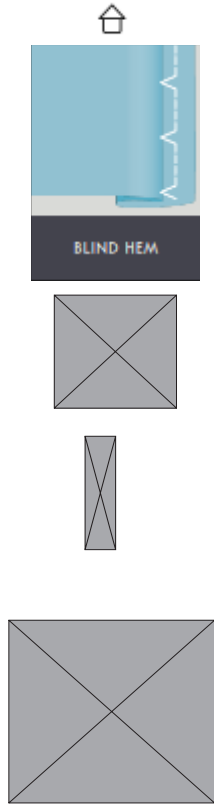
Technique	Sewing	Talk about
<p><b>MULTIPLE NEEDLE POSITIONS</b></p> 	<p>Fabric: Medium weight woven fabric.            Select: Straight stitch 1.1.1.</p> <p>Set: Snap on the 0A foot. Engage the IDT™ system.</p> <p>Sew: With a single layer of fabric, sew about 1".</p> <ul style="list-style-type: none"> <li>• Touch the Stitch positioning + six times to 1.5. Sew 1".</li> <li>• Touch the Stitch Positioning + six more times to 3.0. Sew 1".</li> <li>• Touch mirroring side-to-side. Sew 1".</li> <li>• Touch the cut function button to cut the threads.</li> </ul>	<ul style="list-style-type: none"> <li>• Absolutely precise sewing is easy with your PFAFF® <i>performance icon</i>™ sewing machine.</li> <li>• 37 needle positions make it easy to sew precise seams and perfect topstitching, creating piping or inserting a zipper.</li> <li>• With mirroring side-to-side, you can move the needle to the exact same position on the opposite side of the needle.</li> <li>• Fine tune the seam for perfect positioning when creating a blindhem.</li> </ul>
<p><b>APPLIQUÉ</b></p>  	<p>Fabric: 2" square of print quilter's cotton, 6" square of medium weight woven fabric and stabilizer.</p> <p>Select: Stitch 2.1.6, blanket or pin stitch.</p> <p>Set: Snap on the 1A foot. Engage the IDT™ system.</p> <p>Sew: Lay the print square in the center of the medium woven fabric with stabilizer underneath.</p> <ul style="list-style-type: none"> <li>• Align the red mark in the center of the 1A Foot with the edge of the print fabric. The right swing of the needle will be just outside the raw edge of the appliqué fabric.</li> <li>• Activate needle down.</li> <li>• Sew down one side of the square.</li> <li>• As you near the corner, touch stitch restart so it completes the stitch and stops with the needle down. Repeat until you reach the corner pivot point.</li> <li>• Pivot. Sew the remaining three sides.</li> <li>• Touch the cut function button.</li> <li>• Deactivate needle down.</li> </ul>	<ul style="list-style-type: none"> <li>• Do you like to appliqué? It is easier than ever with your PFAFF® <i>performance icon</i>™ sewing machine.</li> <li>• The markings on the foot help you align your fabric perfectly.</li> <li>• Stitch restart completes the stitch and stops so you'll have beautiful complete stitches even at the corners.</li> <li>• The presser foot lifts to the exact height for an easy, smooth pivot. It's like having an extra pair of hands.</li> <li>• The cut function button pull both threads to the back so you have less trimming.</li> </ul>



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Technique	Sewing	Talk about
<p><b>EASY BLINDHEM</b></p> 	<p>Fabric: Medium weight woven wool. Select: Home icon below the screen.</p> <ul style="list-style-type: none"> <li>• Touch Open Help Center.</li> <li>• Select Techniques and Tutorials.</li> <li>• Select Garment Techniques.</li> <li>• Select Hems &amp; Waistlines.</li> <li>• Select Blind Hem.</li> </ul> <p>Set: Snap on the 3 foot, the Blindhem foot. Engage the IDT™ system.</p> <p>Sew:</p> <ul style="list-style-type: none"> <li>• Go through the tutorial on screen and load the stitch from the tutorial.</li> <li>• Watch the interactive tutorial and fold up the hem on a piece of wool.</li> <li>• Adjust the red guide as needed so you catch just a thread from the fold with the left swing of the needle or adjust the stitch position.</li> <li>• Sew the blindhem with the fold riding along the red guide of the foot.</li> </ul>	<ul style="list-style-type: none"> <li>• Your PFAFF® <i>performance icon</i>™ sewing machine has over 50 interactive tutorials with written instructions and animations.</li> <li>• The Help Center has everything you need to know including tutorials and your User's Guide.</li> <li>• Your PFAFF® <i>performance icon</i>™ sewing machine has two blindhem stitches - one for woven fabrics and one for stretch fabrics.</li> <li>• There are other hemming stitches for use on fabrics that ravel plus overlock hem stitches.</li> <li>• Stitch length, stitch width and thread metering are automatically set but can be changed.</li> <li>• The Blindhem foot can be fine tuned for perfect invisible hems on many different fabrics.</li> <li>• The blindhem is great for garments and home decor.</li> <li>• Would you like to see more?</li> </ul>

Continue to demonstrate using the techniques in Phase 2.

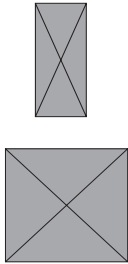
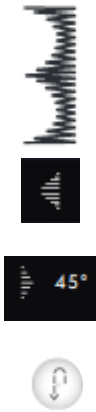


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### PHASE 2

Technique	Sewing	Talk about
<p><b>SEAM AND OVERCAST STITCHES</b></p> 	<p>Fabric: Sweatshirt fleece with an inside curve cut across one edge and one piece of ribbing, folded in half.</p> <p>Select: Stitch 1.2.1, closed overcast stitch.</p> <p>Set: Snap on the 3 foot, the Blindhem foot. Engage the IDT™ system.</p> <p>Sew: Lay the ribbing onto the curved edge, stretching it slightly and matching the raw edges.</p> <ul style="list-style-type: none"> <li>Sew along the curved edge, with the right swing of the needle off the edge of the fabric.</li> </ul>	<ul style="list-style-type: none"> <li>The overcast stitches sew a seam and finish edges in one easy step.</li> <li>Stitch length, stitch width and thread metering are set automatically.</li> <li>Use the same stitch for seams on stretch fabrics.</li> <li>Use the needle up/down and the automatic presser foot lift to help sew around curves.</li> </ul>
<p><b>BUILT-IN DECORATIVE STITCHES TAPERING</b></p> 	<p>Show: Decorative stitch placemat and Tapering sample.</p> <p>Fabric: Medium weight woven fabric with stabilizer.</p> <p>Select: Stitch 4.1.10, a scallop edge.</p> <p>Set: Touch the Tapering icon.</p> <ul style="list-style-type: none"> <li>Choose 45° in the Multi menu for tapering the beginning and end at the same time.</li> <li>Snap on the 2A foot. Disengage the IDT™ system.</li> <li>Sew.</li> <li>Touch the reverse button to activate the end taper.</li> </ul>	<ul style="list-style-type: none"> <li>PFAFF® sewing machines have the most beautiful 9mm stitches in home sewing.</li> <li>Use tapering with any 9mm stitches to create beautiful frames and decorative effects.</li> <li>Look how many angles are available.</li> <li>45° angles create beautiful frames with decorative stitches.</li> <li>What is the first thing you are going to make with your new PFAFF® performance icon™ sewing machine?</li> </ul>



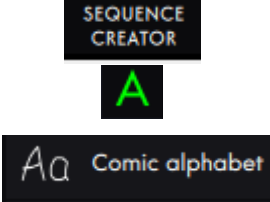
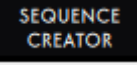



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### PHASE 2

Technique	Sewing	Talk about
<p>ALPHABETS</p> 	<p>Show: A sample with stitched lettering.</p> <p>Fabric: Medium weight woven fabric with stabilizer.</p> <p>Select: Sequence Creator</p> <ul style="list-style-type: none"> <li>• Select Load Font</li> <li>• Choose the Comic Alphabet.</li> <li>• Program the customer's name.</li> <li>• Touch OK</li> </ul> <p>Set: Disengage the IDT™ system. Snap on the 2A foot.</p> <p>Sew: Sew out the name.</p> <ul style="list-style-type: none"> <li>• To sew the name one time, touch stitch restart after you begin sewing.</li> </ul>	<ul style="list-style-type: none"> <li>• Add lettering to a cuff or a collar or create a quilt label.</li> <li>• There are so many options with the 6 built-in sewing fonts.</li> <li>• Use large letters for monograms.</li> <li>• Personalize anything!</li> </ul>
<p>STITCH SEQUENCING</p>  	<p>Show: A sample with a decorative stitch sequence.</p> <p>Fabric: Medium weight woven fabric with stabilizer.</p> <p>Select: Sequence Creator</p> <ul style="list-style-type: none"> <li>• Select stitch 5.1.19.</li> <li>• Touch Mirroring end to end.</li> <li>• Select Stitch 5.1.6.</li> <li>• Select 5.1.19 again.</li> <li>• Scroll up. Select 5.1.6 again.</li> </ul> <p>Set: Disengage the IDT™ system. Snap on the 2A foot.</p> <p>Sew: Sew the sequence.</p>	<ul style="list-style-type: none"> <li>• Create your own patterns by combining stitches.</li> <li>• Use mirroring side to side and/or end to end to customize the stitches for special effects.</li> <li>• Sew out directly from the Sequencing mode – a real step-saver.</li> <li>• Imagine all that you could do!</li> </ul>




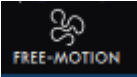
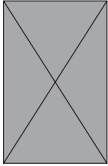


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<p><b>HEIRLOOM</b></p>  	<p>Show: Petite Heirloom Neckroll Pillow. Fabric: Starched linen with stabilizer. Select: Stitch 3.2.5, Entredeaux stitch. Set: Snap on the 1A foot. Engage the IDT™ system.</p> <ul style="list-style-type: none"> <li>• Insert a wing needle.</li> <li>• Thread with 50 weight cotton thread on top and in the bobbin.</li> </ul> <p>Sew: Sew the stitch.</p>	<ul style="list-style-type: none"> <li>• Create the look of hemstitching with a wing needle.</li> <li>• Choose from a variety of built-in stitches specifically for heirloom techniques.</li> <li>• Wouldn't you love to use these stitches to create texture or attach lace and trim?</li> <li>• The PFAFF® IDT™ system feeds the finest fabrics smoothly and evenly for truly professional results.</li> </ul>
<p><b>FREE-MOTION SEWING</b></p>   	<p>Show: Quilt sampler with free-motion quilting. Fabric: A piece of cotton batting between two pieces of quilter's cotton fabric. Select: 1.1.1 the Straight Stitch. Set: Disengage the IDT™ system. Snap on the sensormatic free-motion foot, 6A.</p> <ul style="list-style-type: none"> <li>• Touch the Free-motion options icon and select the Sensormatic free-motion setting.</li> </ul> <p>Sew: Stipple in free-motion.</p> <ul style="list-style-type: none"> <li>• Let your customer stipple on the same piece of fabric.</li> <li>• Show the straight stitch needle plate included with the PFAFF® performance icon™ sewing machine.</li> </ul> <p>Show: The optional Dynamic spring foot 6D for Dynamic spring foot free-motion.</p>	<ul style="list-style-type: none"> <li>• Free-motion is easy with your PFAFF® performance icon™ sewing machine.</li> <li>• Stipple quilting and thread painting are easy.</li> <li>• Choose from three free-motion options.</li> <li>• Using sensormatic free-motion, the foot floats over the fabric.</li> <li>• The feed dogs drop automatically.</li> <li>• Try it! It's that easy!</li> <li>• All your quilting will be precise and beautiful.</li> <li>• Attach the straight stitch needle plate for even more precise stitching.</li> <li>• The Dynamic Spring Foot measures the fabric thickness. It raises and lowers with each stitch to hold the fabric to the needle plate.</li> </ul>



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PHASE 2

Technique	Sewing	Talk about
<p><b>Stitch Creator™ FEATURE</b></p>	<p>Show: Sample of stitches from Stitch Creator™ feature.</p> <p>Fabric: Medium weight woven fabric with stabilizer.</p> <p>Set: Disengage the IDT™ system. Snap on the 2A foot.</p> <p>Select: Stitch Creator™ feature.</p> <ul style="list-style-type: none"> <li>• Stitches 5.1.19 and 5.1.6.</li> </ul> <p>Create: Deactivate Multi-select.</p> <ul style="list-style-type: none"> <li>• Touch a stitch above the bottom leaf.</li> <li>• Select Edit.</li> <li>• Delete the stitch(es) as desired.</li> <li>• Touch a stitch above the top leaf.</li> <li>• Delete a couple of stitches to make the leaf move into the flower.</li> <li>• Add stitches back into the pattern.</li> <li>• Touch OK.</li> </ul> <p>Sew: Sew the new stitch.</p> <p>Create: Long touch for Smart Toolbox.</p> <ul style="list-style-type: none"> <li>• Select Edit in Stitch Creator™</li> <li>• Touch Select All.</li> <li>• Touch triple stitch.</li> <li>• Touch OK.</li> </ul> <p>Sew: Sew the new stitch.</p>	<ul style="list-style-type: none"> <li>• Edit existing stitches or create new ones.</li> <li>• Add or delete stitch points to create new stitches.</li> <li>• With triple stitch, each stitch sews over itself three times, creating beautiful effects.</li> <li>• What stitches would you like to create?</li> <li>• Would you like to see more?</li> </ul>