Start/stop button
Raise and lower the presser foot
Automatic thread cutter
Reverse sewing

B 780

BERNINA

Total Stitch Control

The **BERNINA 9 Hook** allows you to sew **precise stitches** at **faster speeds** yet **quieter** than ever before. The extra large bobbin can hold **80 percent more thread** than standard bobbins so you can sew with fewer interruptions.

Easy navigation on a centrally located
colour touch screen

BERNINA

BERNINA Stitch Regulator (BSR) functionality

Extra-Long Free Arm

The BERNINA 7 Series includes a meticulously-engineered extra-long free arm with 254 mm of space to the right of the needle—plenty of room for big sewing projects. Large designs can also be embroidered on the super-sized embroidery area. When needed, the BERNINA 780 can be enhanced with a huge selection of accessories.

Endless Embroidery

You can create mirror images, as well as rotate, combine or resize your designs right on the colour touch screen. Personalise with decorative stitches or alphabets with embroidery patterns. Preview alternate colour options on the touch screen and save them on your machine or on a USB stick. Use Absolute Check for perfect design placement.
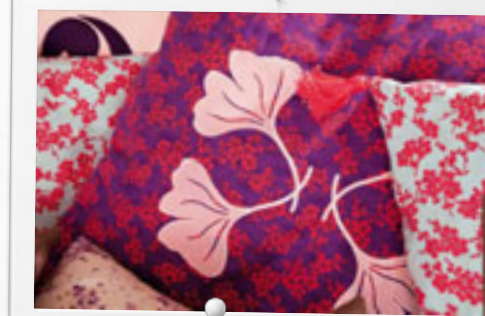
The BERNINA Stitch Regulator (BSR)

The BERNINA 780 is equipped with the BSR function. The BSR foot provides high-speed free-motion stitching assistance with both straight and zigzag stitch options and it comes standard with the machine.

BERNINA Dual Feed

Optimum visibility and superb fabric feed. The innovative BERNINA Dual Feed tames hard-to-manage fabrics. Easy to engage when needed, the BERNINA Dual Feed tucks completely out of the way when it's not.

Total Stitch Control

All BERNINA 7 Series models provide an exclusive level of stitch control. Whether altering the stitch length, stitch width, or needle position—or even creating combinations—the machine will remember the stitch details for you.

Embroidery module with an extra-large embroidery space

Greater Sewing Pleasure

The 7 Series machines respond to your needs. For example, the presser foot automatically lowers at the start of a seam and lifts again at the end. The machine will even cut the thread for you at the end of your seam or colour change. Also included is a practical extension table with ample space to hold your larger sewing projects.

Large Selection of Stitches and Embroidery Designs

The BERNINA 780 offers hundreds of stitches, all of which are clearly categorised and easily accessible. In addition, there are over 130 built-in embroidery designs and 12 alphabets. Your own embroidery designs can also be quickly loaded via a USB connection.

Tips and Tricks

User-friendly features and intuitive navigation: the Sewing Consultant and built-in tutorials offer direct onscreen support and answers to your questions any time, day or night.

Slide speed control
of 1,000 stitches per minute

B 780

BERNINA

Semi-automatic threading

Extended free arm
with ten inches to

BERNINA Dual Feed

For decades, BERNINA has been passionately devoted to the development of sewing and embroidery machines. Swiss precision is at the heart of each of our products, and high-quality materials guarantee a long life and high performance.

The BERNINA 780 offers many features to make sewing easier. Inventions such as the semi-automatic threading system, the BERNINA Stitch Regulator (BSR), the BERNINA Dual Feed, and the embroidery system, are proof of this superior quality.

Simple and classic are a couple of words that describe the new BERNINA 7 Series. At BERNINA, we concentrate not only on sophisticated technologies, but also on setting new standards in product design and performance.

Seven-inch colour touch screen with memory function

Multi-function knobs

Download free patterns for the new BERNINA 7 Series at bernina.com/7series

30 bright LED lights

that is 13 inches long
the right of the needle

BERNINA

BERNINA Free Hand System (FHS)

A World Premier: The New BERNINA 9 Hook

With the launch of the 7 Series, BERNINA introduces the exclusive new BERNINA 9 Hook (B 9 Hook). Combining the two best hook technologies; the stitch quality and flexibility of the classic BERNINA CB shuttle with the speed and quietness of a rotary hook, the B 9 Hook is patent pending.

The new heart of the BERNINA machine features a novel, centrally-placed driver, which allows the B 9 Hook to run fast and quiet. The B 9 Hook sews high-precision stitches up to 9 mm in width with speeds up to a 1,000 stitches per minute. And the bobbin has 80 percent more thread capacity than our standard bobbins allowing you to sew longer without interruption.

Finally, the B 9 Hook is made of high-quality materials that allow the thread to run smoothly at consistent tension.
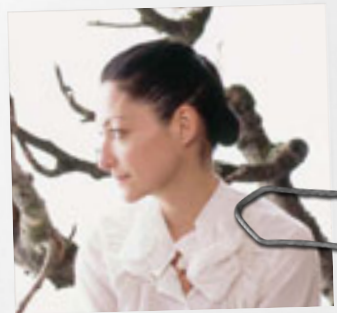
BERNINA—made to create.

Kazu Huggler for BERNINA

We are delighted to announce our partnership with Kazu Huggler. Belonging to a new generation of international fashion designers, she lives in Zurich, where she owns her own shop and fashion label, «KAZU». The child of a Japanese mother and a Swiss father, she grew up in Japan and Switzerland. Her designs are mostly inspired by traditional Japanese culture.

For the launch of the 7 Series, Kazu Huggler created an exclusive dress. She designed the fabric herself and produced it in Switzerland. The design features a crane—a traditional Japanese symbol that stands for luck and longevity. The cut is inspired by the traditional Japanese kimono.

Find out more about Kazu Huggler's work with BERNINA and download the pattern for this exclusive silk dress at bernina.com/7series

Features and Functions of the BERNINA 7 Series

General Information	B 710	B 750 QE	B 780
Hook system	B 9	B 9	B 9
Maximum sewing speed (stitches per minute)	1,000	1,000	1,000
Length of free arm to the right of the needle	254 mm	254 mm	254 mm
Colour touch screen	x	x	x
LED sewing light	30 LED lights	30 LED lights	30 LED lights
Maximum stitch width	9 mm	9 mm	9 mm
Maximum stitch length	6 mm	6 mm	6 mm
Needle positions	11	11	11
Sewing in every needle position	x	x	x
Number of spool holders	2	2	2
Semi-automatic needle threader	x	x	x
Adjustable presser foot pressure	x	x	x
Automatic thread cutter	x	x	x
Manual thread cutter	3	3	3
BERNINA Dual Feed	x	x	x
Memory (short-term/altered stitches)	x	x	x
Memory (long-term/altered stitches)	x	x	x
Create and save stitch combinations	x	x	x
BSR functionality (straight stitch and zigzag)	x	x	x
Start/stop button (stitching without foot control)	x	x	x
Slide speed control	x	x	x
Upper thread indicator	x	x	x
Lower thread indicator	–	x	x
USB connection	x	x	x
Multi-function knobs	x	x	x
Changing stitch settings while sewing	x	x	x
BERNINA foot control with kickback function	x	x	x
Needle stop up/down	x	x	x
Bobbin winding while sewing/embroidering	x	x	x
Onscreen help	x	x	x
Sewing tutorial	x	x	x
Creative consultant	x	x	x
Personal program	x	x	x
History function (previously used stitch patterns)	–	–	x
Setup program	x	x	x
Eco mode	x	x	x

Sewing and Quilting	B 710	B 750 QE	B 780
Directional sewing 360°	–	–	x
Sideways motion feed	–	–	x
Pattern start/end function	x	x	x
Connecting stitches	–	–	x
Elongation	x	x	x
Security function program	x	x	x
Number of stitch patterns (incl. alphabet) total	680	837	1,306
Utility stitches total	29	30	32
Buttonholes (incl. eyelet) total	11	11	15
Automatic buttonhole length measuring system	x	x	x
Automatic buttonhole	x	x	x
Manual multi-step buttonhole	x	x	x
Button sew-on program	x	x	x
Darning programs	2	2	3
Decorative stitches total	200	250	460
Decorative sideways motion stitches	–	–	91

Sewing and Quilting (Continued)	B 710	B 750 QE	B 780
Quilting stitches total	23	33	33
Cross-stitch programs	21	20	28
Tapering/skyline stitches	–	–	52
Sewing alphabets	5	6	8
Monogram (with sideways motion)	–	–	x

Sewing and Quilting Standard Accessories	B 710	B 750 QE	B 780
Presser feet included	5	8	10
Reverse pattern foot #1C	x	x	x
Dual Feed reverse pattern foot #1D	x	x	x
Overlock foot #2A	–	–	x
Buttonhole foot with slide #3A	x	x	x
Zipper foot #4D	x	x	x
Blindstitch foot #5	x	x	x
Jeans foot #8D	–	–	x
Open embroidery foot #20C	–	x	x
Patchwork foot 1/4" #37D	–	x	–
Sideways motion foot #40C	–	–	x
BERNINA Stitch Regulator (BSR)	–	x	x
BERNINA Free Hand System (FHS)	x	x	x
Slide-on free arm extension table	x	x	x
Dust cover	x	x	x
Accessories box	x	x	x

Embroidery	B 710	B 750 QE*	B 780
Maximum embroidery speed (stitches per minute)	–	1,000	1,000
Onscreen editing of designs: mirroring, rotating, scaling	–	x	x
Embroidery tutorial	–	x	x
Stock embroidery designs	–	70	130
Embroidery alphabets	–	4	12
Embroidery design format	–	.EXP	.EXP
Mega hoop functionality	–	x	x
Jumbo hoop functionality	–	x	x
Free arm embroidery	–	x	x
Personal memory for embroidery designs	–	x	x
Word ART	–	–	x
Drag & Drop	–	x	x
Importing stitch patterns	–	–	x
Colour resequence	–	–	x
Cut jump stitches	–	x	x
Sequence control	–	x	x
Basting	–	x	x
Endless embroidery	–	–	x
Position recall	–	x	x
DesignWorks Software & Tools compatible	–	x	x

Embroidery Standard Accessories	B 710	B 750 QE*	B 780
Embroidery presser foot #26	–	x	x
Embroidery hoop large oval with template	–	x	x
Embroidery hoop medium oval with template	–	x	x
Embroidery hoop small oval with template	–	x	x
BERNINA embroidery software ArtLink (download at bernina.com)	–	x	x

* Embroidery is optional with the B 750 QE.

www.bernina.com/7series

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We reserve the right to make changes to machine features, equipment and design. Additional information is available at your local BERNINA store.