

BERNINA 740

# 1 original pattern

9 mm stitch width  
for decorative stitches

**1 B 740 with  
integrated  
Dual Feed**

2 days  
contemplating  
in my studio

1 confident client  
in my chic  
summer design



*M. Ackermann*

**MATHIAS ACKERMANN**

SWISS FASHION DESIGNER, FOR BERNINA



made to create

**BERNINA**



**Slide speed control**  
up to 1,000 stitches per minute



**Direct-selection buttons:**

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



The **BERNINA Hook with 9 mm stitch width** allows you to sew precise stitches at faster speeds yet quieter than ever before. The extra-large bobbin can hold up to 70 percent more thread than standard bobbins so you can sew with fewer interruptions.





Easy navigation on a centrally located **color touch screen**



**BERNINA Stitch Regulator (BSR) functionality**

**BERNINA**  
SWISS ENGINEERING



**BERNINA Free Hand System (FHS)**



## 6 Things You'll Love about the BERNINA 7 Series:



### *Extended Frearm for Big Projects*

The BERNINA 7 Series boasts a meticulously engineered extended frearm with 10 inches of working space to the right of the needle. Not only does the B 740 provide plenty of room for large sewing projects; with its 9 mm stitch width, it's also ideally suited for beautiful decorative stitching. Small sewing jobs such as inserting zippers are completed flawlessly. And as your ambitions grow, the B 740 can be further upgraded with a wealth of optional accessories. For instance, add the BERNINA Stitch Regulator (BSR), which guarantees consistent stitches when free-motion sewing and quilting no matter how quickly you move the fabric.



### *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, the machine will remember the stitch details for you. Your personal settings can be saved and retrieved at will—and the USB connection even allows you to import and export stitches and stitch patterns or combinations.



### *BERNINA Adaptive Thread Tension*

The BERNINA Adaptive Thread Tension, a BERNINA innovation, provides ideal thread tension while sewing to achieve perfect stitch quality on both sides of the fabric. Once the tension is set according to the thread and fabric used, BERNINA Adaptive Thread Tension will constantly check the thread tension, adjusting it automatically if needed. The result is the finest stitching without pressing a button.



## *BERNINA Dual Feed*

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

## *Sew with More Ease*

The B 740 performs many tasks all by itself. The presser foot lowers automatically at the beginning of a seam. Threading is semi-automatic, and the thread is automatically cut when you reach the end of a seam. The standard package also features a practical extension table that makes working on all your sewing projects an absolute breeze.

## *Tips and Tricks*

User-friendly features and intuitive navigation: the Sewing Consultant and built-in tutorials offer direct onscreen support and instant answers to your questions.



**Color touch screen**  
with memory function



**Semi-automatic  
threading**

**BERNINA Dual Feed**

A full 13-inch  
including 10 in  
right of the ne

## BERNINA Quality

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

The BERNINA 740 offers a wealth of functions and features that make sewing easier. Inventions such as the semi-automatic threading system and the BERNINA Stitch Regulator (BSR) testify to the BERNINA spirit of innovation. The BERNINA 7 Series will also wow you visually with its simple yet exclusive design—because we concentrate not only on sophisticated technologies, but also on setting new standards in product design.

Download free patterns for the new BERNINA 7 Series at [bernina.com/7series](http://bernina.com/7series)

Multi-function knobs

30 bright LED lights

extended freearm  
inches of space to the  
needle

**BERNINA**  
SWISS ENGINEERING





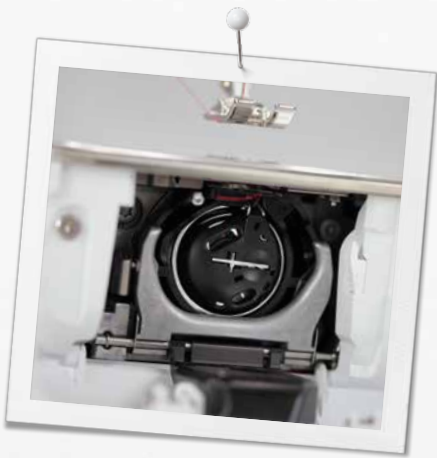
## The BERNINA Hook

With the launch of the 7 Series, BERNINA introduced an absolute world's first, the BERNINA Hook, which uniquely combines the advantages of the two best hook technologies. This latest BERNINA innovation is patented.

The heart of the BERNINA 7 Series features a novel, centrally placed driver, which allows the BERNINA Hook to run fast yet quietly. The BERNINA Hook sews high-precision stitches up to 9 mm in width with speeds up to 1,000 stitches per minute. The bobbin holds up to 70% more thread than standard bobbins allowing you to sew longer without interruption.

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

BERNINA—made to create.



**"Working with a BERNINA has an inspirational effect on my designs."**

**Mathias Ackermann, Swiss Designer**

Creating his first designs when he was still a child, Mathias Ackermann realized from an early age that he wanted to make his passion his career. As a tailor and fashion designer, he still sews all his designs himself. Since 1997, Ackermann has worked in his own couture studio in Büren an der Aare in Switzerland. The first shirt collection of his "Little Kingdom" label was presented in February 2006 in Zurich at Globus, an upscale department store with an exclusive range. In the same year, he was nominated for the Swiss Fashion Award. BERNINA is delighted to be able to work with this talented Swiss textile artist.

**"I love working with the BERNINA 740, and not just because of its well-engineered technology. Features such as the threader and the BERNINA Stitch Regulator thrill me to bits. What's more, its versatility inspires me with new ideas, and its user-friendliness is simply brilliant. It also sews the finest fabrics, effortlessly."**



## Features and Functions of the BERNINA 7 Series

General Information	B 740	B 770QE	B 790
Hook system	BERNINA Hook	BERNINA Hook	BERNINA Hook
Maximum sewing speed (stitches per minute)	1,000	1,000	1,000
Length of freearm to the right of the needle	10 inches	10 inches	10 inches
Color touch screen	4.3 inches	4.3 inches	7 inches
LED sewing light	30 LED lights	30 LED lights	30 LED lights
Maximum stitch width	9mm	9mm	9mm
Maximum stitch length	6mm	6mm	6mm
Needle positions	11	11	11
Sewing in every needle position	✓	✓	✓
Number of spool holders	2	2	2
Semi-automatic needle threader	✓	✓	✓
Adjustable presser foot pressure	✓	✓	✓
Automatic thread cutter	✓	✓	✓
Manual thread cutters	3	3	3
BERNINA Dual Feed	✓	✓	✓
BERNINA Adaptive Thread Tension	✓	✓	✓
Memory (short-term/alterd stitches)	✓	✓	✓
Memory (long-term/alterd stitches)	✓	✓	✓
Create and save stitch combinations	✓	✓	✓
BSR functionality (straight stitch and zigzag)	✓	✓	✓
Start/stop button (stitching without foot control)	✓	✓	✓
Slide speed control	✓	✓	✓
Upper thread indicator	✓	✓	✓
Lower thread indicator	–	✓	✓
USB interface for PC connection	✓	✓	✓
Import/export stitches and stitch patterns via USB	✓	✓	✓
Multi-function knobs	✓	✓	✓
Changing stitch settings while sewing	✓	✓	✓
BERNINA foot control with back-kick function	✓	✓	✓
Needle stop up/down	✓	✓	✓
Drag & Drop	✓	✓	✓
Bobbin winding while sewing/embroidering	✓	✓	✓
Onscreen help	✓	✓	✓
Sewing tutorial	✓	✓	✓
Creative consultant	✓	✓	✓
Personal program	✓	✓	✓
History function (previously used stitch patterns)	–	–	✓
Setup program	✓	✓	✓
Eco mode	✓	✓	✓

Sewing and Quilting	B 740	B 770QE	B 790
360° directional sewing	–	–	✓
Sideways motion feed	–	–	✓
Stitch Designer	–	–	✓
Pattern start/end function	✓	✓	✓
Connecting stitches	–	–	✓
Elongation	✓	✓	✓
Security function program	✓	✓	✓
Total number of stitch patterns (incl. alphabet)	800	992	1,352
Utility stitches total	29	30	32
Buttonholes (incl. eyelets) total	11	13	15
Automatic buttonhole length measuring system	✓	✓	✓
Automatic buttonhole	✓	✓	✓
Manual multi-step buttonhole	✓	✓	✓
Button sew-on program	✓	✓	✓
Darning programs	2	2	2
Decorative stitches total	200	283	506
Decorative sideways motion stitches total	–	–	117

Sewing and Quilting (Continued)	B 740	B 770QE	B 790
Quilting stitches total	23	50	34
Cross-stitch programs	21	20	37
Tapering/skyline stitches	–	–	28/24
Sewing alphabets	5	6	8
Monogram (with sideways motion)	–	–	✓

Standard Sewing and Quilting Accessories	B 740	B 770QE	B 790
BERNINA precision presser feet included	5	7	10
Reverse pattern foot #1C	✓	✓	✓
Dual Feed reverse pattern foot #1D	✓	✓	✓
Overlock foot #2A	–	–	✓
Buttonhole foot with slide #3A	✓	✓	✓
Zipper foot #4D	✓	✓	✓
Blindstitch foot #5	–	–	✓
Jeans foot #8D	–	–	✓
Open embroidery foot #20C	✓	✓	✓
Sideways motion foot #40C	–	–	✓
Patchwork foot #97D	–	✓	–
BERNINA Stitch Regulator (BSR)	optional	✓	✓
BERNINA Free Hand System (FHS)	✓	✓	✓
BERNINA slide-on freearm extension table	✓	✓	✓
Dust cover	✓	✓	✓
Accessory box	✓	✓	✓

Embroidery	B 740	B 770QE	B 790
Embroidery Module (size large)	–	optional	✓
Maximum embroidery speed (stitches per minute)	–	1,000	1,000
Onscreen editing of designs: positioning, mirroring, rotating, scaling	–	✓	✓
Combine designs	–	–	✓
Embroidery tutorial	–	✓	✓
Built-in embroidery designs	–	140	270
Embroidery alphabets	–	6	8
Embroidery design format	–	.EXP	.EXP
Mega Hoop functionality (embroidery field: 400×150 mm)	–	✓	✓
Maxi Hoop functionality (embroidery field: 400×210 mm)	–	✓	✓
Jumbo Hoop functionality (limited embroidery field: 400×210 mm)	–	✓	✓
Freearm embroidery	–	✓	✓
Personal memory for embroidery designs	–	✓	✓
Word ART	–	–	✓
Importing stitch patterns	–	✓	✓
Color resequence	–	–	✓
Cut jump stitches	–	✓	✓
Sequence control	–	✓	✓
Basting	–	✓	✓
Endless embroidery	–	–	✓
Position recall	–	✓	✓
BERNINA DesignWorks Software & Tools compatible	–	✓	✓

Standard Embroidery Accessories (included with Embroidery Module)	B 740	B 770QE	B 790
Embroidery presser foot #26	–	✓	✓
Embroidery hoop large oval with template	–	✓	✓
Embroidery hoop medium oval with template	–	✓	✓
Embroidery hoop small oval with template	–	✓	✓
BERNINA embroidery software ArtLink (download at bernina.com)	–	✓	✓

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.