



## Janome Recieves Good Design Award

Janome America, Inc. is proud to announce that three of its models have been awarded the 2010 Good Design Award: the Janome Horizon 7700QCP, 3160QDC, and 2160DC. The Good Design Awards are a comprehensive program for the evaluation and encouragement of design organized by the Japan Industrial Design Promotion Organization (JIDPO).

“These machines have stood out to Janome customers since their introduction for their superior design and functionality,” said Toshiya Takayasu, President and CEO of Janome America, Inc. “It is especially fulfilling to have these models recognized officially. This award is an honor for these machines, and the engineers who designed them.”

The Janome Horizon introduces a wide array of new features for the home sewing industry, including an Automatic Plate Converter (APC) which changes from a regular to a straight stitch needle plate at the push of a button. Innovative needle plate markings include angles, needle drops, cornering guides, and seam lines for helpful sewing guides at eye level. Other superior design features, including a tactile jog dial for stitch selection, set it apart from its competitors.

The 3160QDC and 2160DC include amazing features and design and have been highly praised for their amazing value. The unique needle plate found on both machines is extra wide, and contains important markings for increased accuracy. Many customers are impressed that

these advanced machines weigh only 12 pounds, so they are easy to take along to classes and guild meetings.



Japan’s Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry) established the award’s parent organization, the Good Design Products Selection System (commonly known as the G Mark system), in 1957 with the objective of selecting and publicizing “Good design to raise the standard of living and spur industrial development and export trade by enhancing product quality”. Since then, approximately 35,000 Good Design Awards have been given to outstanding designs in the pursuit of prosperous lives and industrial development.

Today, JIDPO receives approximately 3,000 submissions from more than 1,000 companies and designers every year. Much of the Japanese public now recognizes the Good Design Awards, and many companies and designers from around the world participate in the competition.

For more about this award, and this year’s winners, go to the Good Design Award 2010 website:  
<http://www.g-mark.org/english/archive/2010/index.html>.

Janome America is the largest sales subsidiary of Janome Sewing Machine Company of Japan, which produces nearly two million sewing machines annually as well as a line of related sewing products and embroidery software. Janome is a category leader in innovation and Janome sewing machines are recognized throughout the industry for their ease-of-use and unsurpassed stitch quality.

For more information, visit [www.janome.com](http://www.janome.com).

