



## PFAFF<sup>®</sup> quilt expression™ 720 Sewing Machine

# FEATURES AND BENEFITS

## TOP FIVE FEATURES

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### PFAFF<sup>®</sup> Color Touch Screen

See stitches in real size and get all the sewing information you need directly on the Color Touch Screen.

- The Graphical User Interface is specially designed to meet your needs.
- QVGA screen 3.5", (70x53mm)
- Resolution 320x240

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### Large Sewing Space

The PFAFF<sup>®</sup> quilt expression™ 720 sewing machine is the perfect choice for quilters, home decor sewers, fashion enthusiasts – anyone who creates. The sewing area to the right of the needle is nearly 10" (250mm), great for sewing large amounts of fabric or batting.

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### The Original IDT™ System

Original since 1968. The integrated dual feed from PFAFF<sup>®</sup> precisely feeds all types of fabric from the top and bottom for perfect stitching every time.

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### Exclusive PFAFF<sup>®</sup> Stitch Techniques

Experience world class, unique and advanced stitch techniques for sophisticated design.

- **Floating Stitches:** add embellishments to your project with stitches that look like they are floating on top of the fabric with no connection stitches in between them, giving a unique hand stitched effect.
- **Triple, Double and Single Ribbon Stitches:** add dimensional elements to your decorative stitching with beautiful ribbon stitches. Narrow ribbons and trims are woven into these special stitches as you sew.
- **Stacking Stitches:** sew beautiful decorative stitches in two colors. The stacking stitches consist of pairs of stitches that are designed to be sewn on top of each other.

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### Exclusive Stitch Creator™ Feature

Create new 9mm stitches or edit built-in stitches for unlimited creativity.



## CREATIVE SIGNATURE™ SEWING PROGRAMS

### Tapering on all 9mm Decorative Stitches

Taper the beginning and/or end of any stitch, and choose from many different angles for a multitude of opportunities.

### Stitch Positioning

Moves the complete stitch right or left to easily align decorative stitches.

### Mirror Image of Stitches

Flip the stitch side to side and/or end to end for even more possibilities.

### Patchwork Program

Use the Patchwork Program to repeat the seam length over and over. This can be used with both utility and decorative stitches.

### Stitch Density

Density can be increased or decreased without affecting stitch length by controlling the distance between the stitch points.

### Twin Needle Program

Enter twin needle size to automatically adjust the stitch width. You can see the twin needle stitch on the screen.

### Single Stitch Program

Set exact number of stitches or sequence repeats you wish to sew.

# SEWING FEATURES

## Automatic Self-Adjusting Thread Tension

Best tension is set automatically for all sewing techniques and fabrics. Override automatic tension easily for specialty techniques.

## Over 400 Stitches

Be astonished by the fascinating selection of PFAFF® high-quality stitches – unique embellishments, stitched perfectly up to 9mm. You'll have endless opportunities to be creative:

- 428 stitches, up to 52mm wide.
- 9 categories for easy selection.
- Exclusive patented stitch techniques.

## Maxi Stitches

Add beautiful decorative accents to your project with stitches and monograms that sew side to side to create finished stitches up to 52mm wide.

## Free-Motion Modes

Choose between 3 modes for free-motion quilting, thread painting or darning.

- Select the best mode for your specific technique.
- The feed teeth will drop automatically when your preferred method is selected.

## Automatic Presser Foot Lift

Raises the presser foot instantly when the needle is set to stop down.

## Sensormatic Buttonholes

The Sensormatic Buttonhole Foot automatically sews perfectly balanced one-step buttonholes every time.

- Both buttonhole columns are sewn in the same direction for precise stitch quality.
- 10 buttonhole styles designed for various sewing applications.

## 37 Needle Positions

For exact placement of your straight stitch. Perfect for topstitching, edge stitching, under stitching, stitching-in-the-ditch or quilting.

## 4 Built-In Sewing Fonts

Choose from 4 sewing alphabets, with both upper- and lower-case letters, for easy programming.

## Personal Menu

Save up to 30 of your personal stitches and sequences in a folder to sew them again whenever you wish.

## Quick Help System

Touch the quick help icon for instant information.

## Extra Presser Foot Lift

Raises the presser foot to its highest point while dropping the feed teeth so thick fabrics can be placed easily under the presser foot.

## Needle Up/Down

Set needle to stop up or down in the fabric for pivoting, appliqué and more.

## Thread Snips

Automatically cut top and bobbin threads, pulling thread ends to the back side of fabric.

## Start/Stop button

Sew without the foot control. Makes sewing long seams, free-motion and buttonholes easy.

## Stitch Restart

Return to the beginning of a stitch or sequence without having to reset any special adjustments you've made.

## Immediate Tie-Off

When pressed the machine will tie-off and stop automatically for a quick and easy finish.

# MACHINE FEATURES

## Straight Stitch Plate and Sensor

The perfect help for straight stitch sewing with any straight stitch accessory.

- Attach the Straight Stitch Plate and the machine sensor alerts you if you select any stitch other than a straight stitch.
- No need to worry about damaging needles anymore.

## Personal Menu

Save your personal stitches and sequences to sew them again whenever you wish.

## Stitch Sequencing

Combine and save up to 99 stitches and/or letters.

## Built-in Needle Threader

Makes threading easy and reduces eye strain.

## LED Illuminated Workspace

Designed to give even light across the entire work area.

- LED technology and light guides provide excellent lighting on your work area.
- See fabric and stitches in true color and with less shadows.

## Bobbin Thread Sensor

Alerts you when bobbin thread is low.

## Electronic Knee-Lift

Raises the presser foot with an easy movement, allowing you to keep your hands on your project.

## Speed Slider

Adjust sewing speed with the speed slider for full control.

## Jam Proof Rotary Hook

No threads caught in bobbin area.

## Bobbin Winding from the Needle

For time saving and convenient bobbin winding.

## Accessory Feet Included

10 different presser feet for all your basic needs.

## Updateable

Download the latest program version from the internet - update quickly with a USB stick.

## Languages

Choose from 12 languages in the Settings menu to make sure your PFAFF® *quilt expression*™ 720 sewing machine speaks the same language you do.

## Stylus Holder Built-In

Keeps your stylus at your fingertips.

## Hard Cover

Protect your sewing machine when transporting it. Dust free storage for your machine.

## Inch/cm Ruler on the Base Plate

Convenient measuring directly on your PFAFF® *quilt expression*™ 720 sewing machine.

