

BERNINA scoops prestigious award

BERNINA Is “Best Innovator 2007”

Steckborn, June 2007 – Last week, Swiss business magazine BILANZ and A.T. Kearney honoured BERNINA International AG for its innovative product technology, awarding the Steckborn-based company the coveted “Best Innovator” prize.

Innovations are the backbone of many Swiss businesses competing on the international market. Last week, one of the world’s leading business consultancies, A.T. Kearney, joined forces with BILANZ magazine to honour the most innovative businesses in Switzerland.

BERNINA International AG wowed the jury with a novel technological development – the BERNINA Stitch Regulator (BSR System). This cutting-edge technology is built into the high-end sewing machine models, nowadays more accurately described as sewing computers. BERNINA, the tradition-conscious Steckborn sewing-machine manufacturers, were quick off the mark to recognise the increasing popularity of quilting in the USA, and reacted to it with a world-first. In just 18 months, the company developed the innovative sensor technology which guarantees automatic stitch regulation even at variable sewing speeds, and hence consistent stitch length.

“With this innovation, BERNINA will continue to be able to defend its position in the strongly concentrated global sewing-machine market, and strengthen the BERNINA brand name” stated Gérard Durville, Head of Development at BERNINA International AG, commenting on the importance of this technology. “We are delighted with the ‘Best Innovator 2007’ award, since it shows yet again that we’re a step ahead of the competition”, added Hanspeter Ueltschi, owner of BERNINA International AG.

Photo captions:

BERNINA_Preisverleihung.jpg: Appearing in our picture (from left to right): Dr. Stephan Hofstetter (Head of A.T. Kearney Switzerland); Fabio Cavalli (CEO & Chief Business Architect, monoBIOTECH AG, winner in the Innovative Business Models category); Gérard Durville (Dipl. Ing. ETS, Head of Development and Design, BERNINA International AG); Dr. Dietmar Hüglin (Global Head of Application Technologies, Home & Personal Care, Ciba Speciality Chemicals, winner in the Innovative Applications category); Prof. Dr. Albert Waldvogel (Best Innovator 2007 jury member, Emeritus ETH). Photo: A.T. Kearney

BERNINA_BSR.jpg: The BERNINA Stitch Regulator (BSR System) – your intelligent quilting assistant. This innovative presser foot – an absolute world-first – guarantees consistent stitch lengths. Photo: BERNINA International AG

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