

BERNINA 740



Eye-catching
Creations
Every Time!



COMFORTABLE SEWING AND EMBELLISHING

- 9 MM STITCH WIDTH FOR DECORATIVE STITCHES
- BERNINA DUAL FEED
- EXTRA LARGE BOBBIN
- EXTENDED FREEARM FOR LARGE PROJECTS



LEGENDARY STITCH QUALITY
THANKS TO THE BERNINA HOOK



made to create **BERNINA**

BERNINA Dual Feed

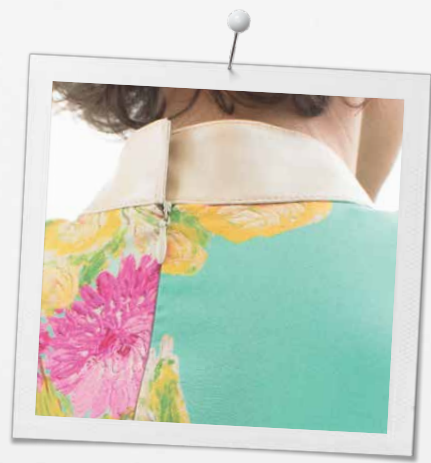
The innovative BERNINA Dual Feed tames hard-to-manage fabrics, providing superb fabric feed and optimum visibility while sewing. Easy to engage when needed, the BERNINA Dual Feed tucks completely out of the way when it's not.

Sew with More Ease

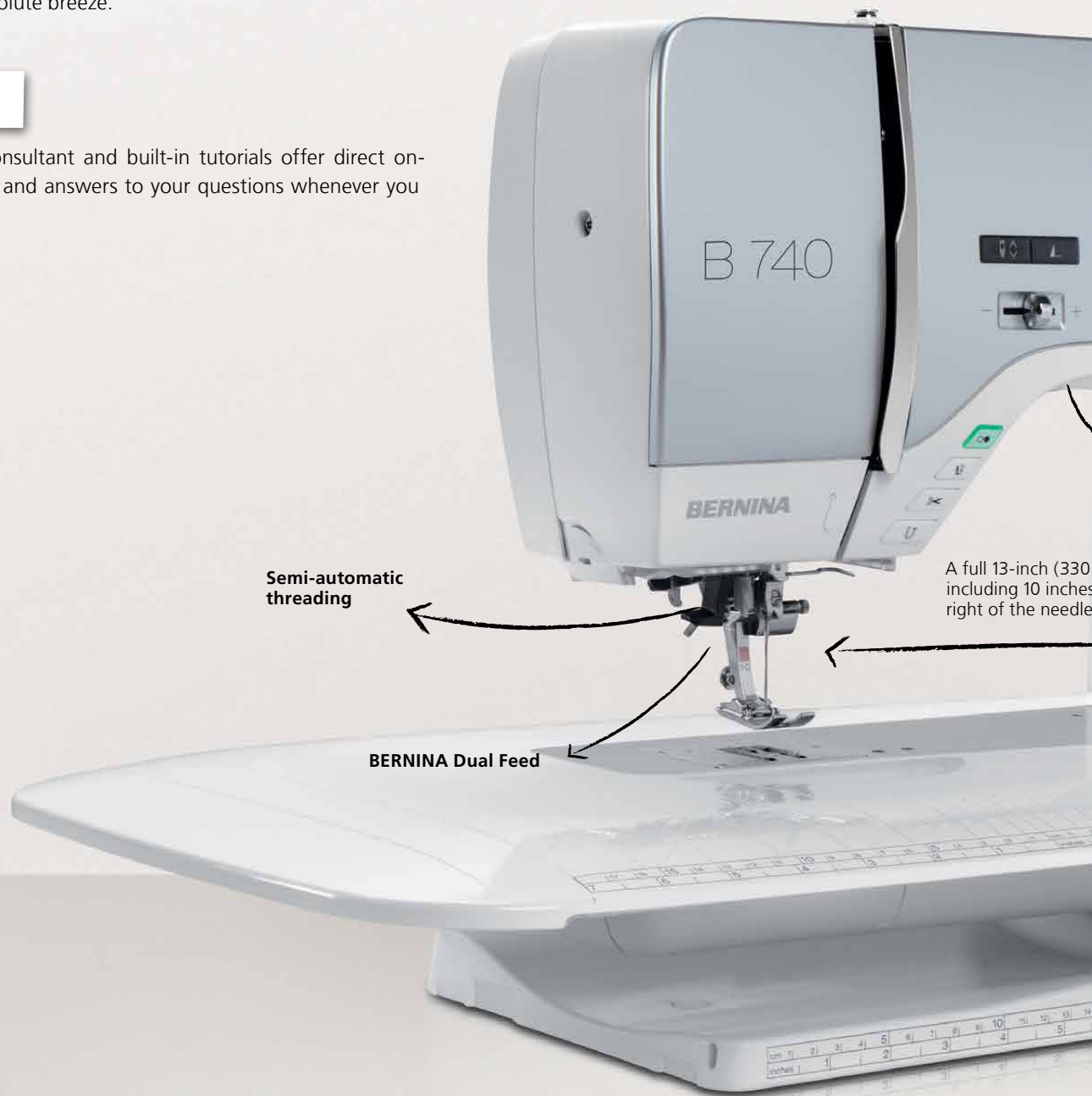
The B 740 performs many tasks all by itself. The presser foot lowers automatically at the beginning of a seam. Threading is semi-automatic, and the thread is automatically cut when you reach the end of a seam. The standard package also features a practical extension table that makes working on all your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

Tips and Tricks

The Sewing Consultant and built-in tutorials offer direct on-screen support and answers to your questions whenever you need them.



Colour touch screen
with memory function



**Semi-automatic
threading**

**A full 13-inch (330
including 10 inches
right of the needle)**

BERNINA Dual Feed



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



BERNINA Stitch Regulator (BSR) functionality



BERNINA Free Hand System (FHS)



6 Things You'll Love About the BERNINA 740

Extended Frearm for Big Projects

The BERNINA 7 Series includes a meticulously engineered extended frearm with 10 inches (254mm) of working space to the right of the needle. Not only does the B 740 provide plenty of room for large sewing projects, it's also ideally suited for beautiful decorative stitching with its 9 mm stitch width. Small sewing jobs such as inserting zippers are completed flawlessly. 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 you are altering stitch length, stitch width or needle position, the machine will remember the details for you. Your personal settings can be saved and retrieved and the USB interface 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.





Slide speed control
Sewing speed 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% more thread than standard bobbins, allowing you to sew with fewer interruptions.

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. We concentrate not only on sophisticated technologies, but also on setting new standards in product design. The BERNINA 7 Series is visually stunning with its simple yet recognisable design.

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

Multi-function knobs

30 bright LED lights

mm) extended frearm
(254 mm) of space to the

BERNINA
SWISS ENGINEERING



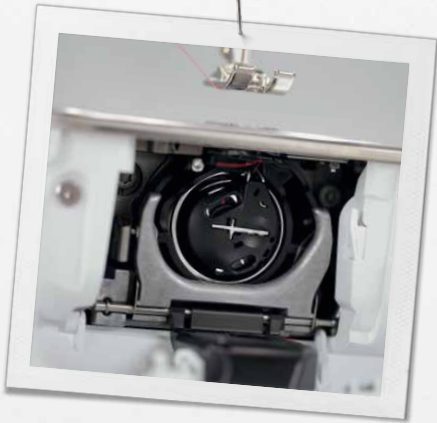
The BERNINA Hook

With the launch of the 7 Series, BERNINA introduced a world first, the BERNINA Hook. This latest BERNINA innovation uniquely combines the advantages of the two best hook technologies and 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 realised 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, a leading 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 PLUS |
|----------------------------------------------------|---------------|---------------|---------------|
| 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 |
| Colour 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 | ✓ | ✓ | ✓ |
| Bobbin winding while sewing/embroidering | ✓ | ✓ | ✓ |
| On-screen 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 PLUS |
|--------------------------------------------------|-------|---------|------------|
| 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 |
| Quilting stitches | 23 | 50 | 34 |
| Sewing alphabets | 5 | 6 | 8 |
| Monogram (with sideways motion) | – | – | ✓ |

bernina.com/7series

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

BERNINA

| Standard Sewing and Quilting Accessories | B 740 | B 770QE | B 790 PLUS |
|------------------------------------------|----------|---------|------------|
| BERNINA 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 PLUS |
|----------------------------------------------------------------------------------------------|-------|-------------------------------------------|------------------------------|
| Large embroidery module | – | optional | ✓ |
| Maximum embroidery field | – | 400 × 210 mm 15.7" × 8.3" | 400 × 210 mm 15.7" × 8.3" |
| Maximum embroidery speed (stitches per minute) | – | 1,000 | 1,000 |
| Built-in embroidery designs (including NEW designs) | – | 140 | 332 |
| Embroidery alphabets (including NEW alphabets) | – | 6 | 18 |
| NEW Embroidery design format | – | EXP, DST, PES, PEC, JEF, SEW, PCS, XXX | |
| On-screen editing of designs: positioning, mirroring, rotating, scaling, combining | – | ✓ | ✓ |
| NEW Pinpoint Placement | – | – | ✓ |
| Endless embroidery | – | – | ✓ |
| NEW Undo/Redo | – | – | ✓ |
| NEW Group/Ungroup | – | – | ✓ |
| NEW Rearrange embroidery designs in combination | – | – | ✓ |
| NEW Colour Wheel | – | – | ✓ |
| NEW Invisible Secure | – | ✓ | ✓ |
| NEW Smart Secure | – | ✓ | ✓ |
| NEW Thread-up Command | – | ✓ | ✓ |
| NEW Programmable jump stitch cutting | – | ✓ | ✓ |
| NEW Thread Away Mode | – | ✓ | ✓ |
| WordART | – | – | ✓ |
| Personal memory for embroidery designs | – | ✓ | ✓ |
| Importing stitch patterns | – | ✓ | ✓ |
| Freearm embroidery | – | ✓ | ✓ |
| Colour resequence | – | – | ✓ |
| Sequence control | – | – | ✓ |
| Basting in the hoop | – | ✓ | ✓ |
| Position recall | – | ✓ | ✓ |
| Embroidery tutorial | – | ✓ | ✓ |
| NEW Embroidery Consultant | – | – | ✓ |
| Automatic hoop recognition | – | ✓ | ✓ |
| Midi Hoop functionality (embroidery field: 265 × 165 mm, 10.5" × 6.5") | – | ✓ | ✓ |
| Mega Hoop functionality (embroidery field: 400 × 150 mm, 15.7" × 5.9") | – | ✓ | ✓ |
| Maxi Hoop functionality (embroidery field: 400 × 210 mm, 15.7" × 8.3") | – | ✓ | ✓ |
| Jumbo Hoop functionality (limited embroidery field: 400 × 210 mm, 15.7" × 8.3") | – | ✓ | ✓ |
| BERNINA Embroidery Software compatible | – | ✓ | ✓ |
| BERNINA DesignWorks Software & Tools compatible | – | ✓ | ✓ |
| BERNINA PunchWork Tool compatible | – | ✓ | ✓ |

| Standard Embroidery Accessories (included with Embroidery Module) | B 740 | B 770QE | B 790 PLUS |
|--------------------------------------------------------------------------|-------|---------|------------|
| Embroidery presser foot #26 | – | ✓ | ✓ |
| Embroidery hoop large oval with template (255 × 145 mm, 10.0" × 5.7") | – | ✓ | ✓ |
| Embroidery hoop medium oval with template (130 × 100 mm, 5.1" × 3.9") | – | ✓ | ✓ |
| Embroidery hoop small oval with template (72 × 50 mm, 2.8" × 2") | – | ✓ | ✓ |
| BERNINA embroidery software ArtLink (download at bernina.com) | – | ✓ | ✓ |