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**Brother and Pegasus Enhance Business Linkages to Promote
Sales and Procurement of Industrial Sewing Machine**

Brother Industries, Ltd. (President, Toshikazu Koike, Head Office: Nagoya, hereinafter Brother) and Pegasus Sewing Machine Mfg. Co., Ltd (President, Moriaki Shimizu, Head Office: Osaka, hereinafter Pegasus) have agreed to enhance business linkages to promote sales and procurement of parts of industrial sewing machines.

As one of the leading manufacturers of industrial sewing machine, Brother provides high quality lock stitch sewing machines which are equipped with the industry's top class energy save function and dry head technology. Pegasus, a leading manufacture of chainstitch industrial sewing machines, provides high-tech chainstitch industrial sewing machines and their extensive lineup, which are used for sewing quality knit clothing produced for export.

Current economic environment surrounding industrial sewing machine slightly shows signs of recovery at some regions; however generally, the condition is still tough due to decline in capital investment in the worldwide sewing machine industry. Brother and Pegasus have agreed to further cooperation to strengthen competitiveness under such economic circumstances.

For sales promotion, Brother and Pegasus will further promote co-hosting events to expand sales channels, focusing on China and other Asian regions which are the core market for the industrial sewing machine. Meanwhile, in terms of procurement, both companies aim to reduce cost by joint purchasing.

Their enhanced cooperation will enable both companies to provide more attentive services and a wider selection of products to satisfy customers. They aim to offer customers the best service and products.

Press inquiries

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