



The Safest Investment in the Industry!

Industry exclusive 100% Guaranteed Trade Value



When you compare SWF equipment to other premium brands of embroidery equipment, we want you to feel how committed we are to your success, how our support is second to none and how our innovation and production speeds are the best in the industry. However, when making an investment of this size you also want to be confident that it holds its value.

This is where facts and numbers speak louder than words.

“SWF has the lowest cost of Inception, lowest cost of ownership and the Highest Return on Investment of all the premium machines on the market.”

Whether you’re starting or growing an existing apparel decorating business, your investment is guaranteed with SWF East. With SWF’s industry leading technology, outstanding support and the industries highest Guaranteed Trade Value, it’s easy to see why SWF owners win from day one. Take a close look at our Guaranteed Trade Value and see for yourself ***what our competitors don’t want you to know!***



Highest Rate of Return

GUARANTEED TRADE VALUE COMPARISON – Single heads

| Single-Head | 0 to 12 Months | 13 to 24 Months | 25 to 36 Months | 37 to 60 Months |
|----------------------|------------------|-----------------|-----------------|-----------------|
| | 100% Trade Value | 70% Trade Value | 60% Trade Value | 50% Trade Value |
| Other Premium Brands | 80% | 65% | 50% | 0% |

GUARANTEED TRADE VALUE COMPARISON – Multi-heads

| Multi-Head | 24 Months | 36 Months | 60 Months |
|----------------------|-----------------|-----------------|-----------------|
| | 70% Trade Value | 60% Trade Value | 55% Trade Value |
| Other Premium Brands | 0% | 0% | 50% |


SWF Multi-Heads simply cost less to purchase and own

(and with patented technology, produce significantly more than the competition.)



Lowest Cost of Ownership

Example Based on E-Series 6 Head compared to other premium 6 head)

| | |  | Others |
|--------------------------|----------------------|---|-----------------|
| Purchase Price | | \$36,500 | \$50,000 |
| Service Cost | | \$2000 | \$2000 |
| Total | | \$38,500 | \$52,000 |
| Guaranteed Trade Value | | YES | N/A |
| | 24 months-70% | Yes - \$25,550 | NO |
| | 36 months- 60% | Yes - \$21,990 | NO |
| | 60 months -55% | \$20,075 | \$25,000 |
| Cost of Ownership | For 60 months | \$18,425 | \$27,000 |
| SAVINGS: | | \$8,575 | |

Why are we confident that this the Industries Best Deal?



1. 100% Trade in on Single-Head Machines
2. Option to trade at any time in the first 5-years
3. SWF Machines Have the Lowest Inception and cost of ownership of any of the Premium Brands
4. 5 Year Warranty Covers Machine Through-out Trade Up Program

Terms and Conditions:

To Qualify, Trade In Machine Must: Have been originally purchased new from SWF East on or after Jan 1, 2008, From Original Owner with Proof of Purchase, Free of Rust/Corrosion or Physical Damage, Proof of Equipment being Free Of Liens and or Encumbrances, Operational at time of trade with customer documented maintenance log, that all hoops, drivers and machine specific accessories are included. Trade in price is based on above scale and for machine price only, excluding freight, taxes, software or other non-machine specific items or accessories. Return freight cost to SWF East's Headquarters is responsibility of buyer. **Machine to be traded for:** For Multi-Head Program the New SWF Machine must be of equal size or larger and of equal or greater value than the original purchase. Single-Head Trade Program New SWF