Slide speed control
Sewing speed up to
1000 stitches per minute

B 720

BERNINA

Direct-selection buttons:
– Start/stop button
– Raise and lower presser foot
– Automatic thread cutter
– Reverse sewing

The **BERNINA Hook with 5.5 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 percent more thread
than standard bobbins so you can sew with fewer interruptions.

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

BERNINA Stitch Regulator (BSR) functionality

BERNINA
SWISS ENGINEERING

BERNINA Free Hand System (FHS)

Extended Freearm for Big Projects

The BERNINA 7 Series includes a meticulously engineered extended free arm with 10 inches (254 mm) of working space to the right of the needle. Not only does the B 720 provide plenty of room for large sewing projects, with its 5.5 mm stitch width, it's also ideally suited for small sewing jobs such as inserting zippers. And as your ambitions grow, the B 720 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.

Tips and Tricks

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

Sew with More Ease

The B 720 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, or when you change colour whilst embroidering (embroidery module optional). The standard package also features a handy extension table that makes working on all your sewing projects an absolute breeze.

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.

The new **Maxi Hoop** was specially developed for the BERNINA 7 Series.

Embroider beautifully and with ease

The B 720 can also embroider; simply switch to embroidery mode directly via the touchscreen. Embroidery mode lets you easily position, mirror, rotate and resize motifs. The finished design can be saved directly on the machine or on a USB stick. What's more, further designs can be imported to the machine via the USB port. The Check function lets you position the design precisely before embroidering. The embroidery module is available as an optional accessory for the B 720.
Specially designed for the BERNINA 7 Series, the new Maxi Hoop holds embroidery designs with a maximum area of 400 × 210 mm. The Maxi Hoop is available as an optional accessory.

Colour touch screen
with memory function

Precision stitching

With its 5.5 mm maximum stitch width and fine feed mechanism, the B 720 is optimised for dressmakers, quilters and all sewers for whom pinpoint sewing accuracy is the most important goal.

Optional embroidery module
with extra-large embroidery area (400 × 210 mm)

Semi-automatic threading

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

For decades, BERNINA has been passionately committed to developing 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 720 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. The BERNINA 7 Series is visually stunning with its simple yet exclusive design—because we concentrate not only on sophisticated technologies, but also on setting new standards in product design.
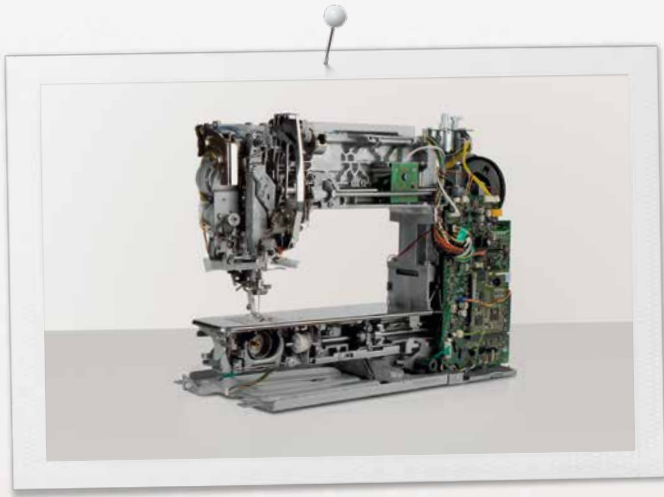
Download free patterns for the BERNINA 7 Series at bernina.com/7series

Multi-function knobs

30 bright **LED** lights

mm) **extended free-arm**
s (254 mm) of space to the
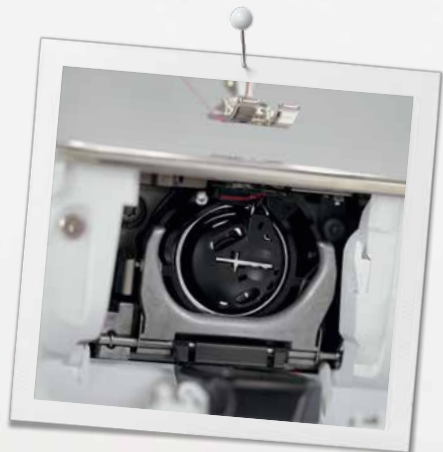
BERNINA
SWISS ENGINEERING

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 patent pending.

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 5.5 mm in width on the B 720 at 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 720, 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 720	B 770 QE	B 790
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	5.5 mm	9 mm	9 mm
Maximum stitch length	6 mm	6 mm	6 mm
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/altered stitches)	✓	✓	✓
Memory (long-term/altered 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	✓	✓	✓
Drag & Drop	✓	✓	✓
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 720	B 770 QE	B 790
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)	681	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

Sewing and Quilting (Continued)	B 720	B 770 QE	B 790
Quilting stitches total	32	50	34
Cross-stitch programs	14	20	37
Tapering/skyline stitches	–	–	28/24
Sewing alphabets	4	6	8
Monogram (with sideways motion)	–	–	✓

Standard Sewing and Quilting Accessories	B 720	B 770 QE	B 790
BERNINA precision presser feet included	5	7	10
Reverse pattern foot #1/1C	✓	✓	✓
Dual Feed reverse pattern foot #1D	–	✓	✓
Overlock foot #2A	–	–	✓
Buttonhole foot with slide #3A	✓	✓	✓
Zipper foot #4/4D	✓	✓	✓
Blindstitch foot #5	–	–	✓
Jeans foot #8/8D	✓	–	✓
Open embroidery foot #20/20C	✓	✓	✓
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 720	B 770 QE	B 790
Embroidery Module (size large)	optional	optional	✓
Maximum embroidery speed (stitches per minute)	1,000	1,000	1,000
On-screen editing of designs: positioning, mirroring, rotating, scaling	✓	✓	✓
Combine designs	–	–	✓
Embroidery tutorial	✓	✓	✓
Built-in embroidery designs	80	140	270
Embroidery alphabets	4	6	8
Embroidery design format	.EXP	.EXP	.EXP
Mega Hoop functionality (embroidery field: 400 × 150 mm)	✓	✓	✓
Maxi Hoop functionality (embroidery field: 400 × 210 mm)	✓	✓	✓
Jumbo Hoop functionality (limited embroidery field: 400 × 210 mm)	✓	✓	✓
Freearm embroidery	✓	✓	✓
Personal memory for embroidery designs	✓	✓	✓
Word ART	–	–	✓
Importing stitch patterns	✓	✓	✓
Colour resequence	–	–	✓
Cut jump stitches	✓	✓	✓
Sequence control	✓	✓	✓
Basting	✓	✓	✓
Endless embroidery	–	–	✓
Position recall	✓	✓	✓
BERNINA DesignWorks Software & Tools compatible	✓	✓	✓

Standard Embroidery Accessories (included with Embroidery Module)	B 720	B 770 QE	B 790
Embroidery presser foot #26	✓	✓	✓
Embroidery hoop large oval with template	✓	✓	✓
Embroidery hoop medium oval with template	✓	✓	✓
Embroidery hoop small oval with template	✓	✓	✓
BERNINA embroidery software ArtLink (download at bernina.com)	✓	✓	✓

OeSD

Swiss Heritage since 1893

BERNINA

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