



# WORLDWIDE LAUNCH OF **JANOME** **FLAGSHIP CONTINENTAL M17**

**FOR IMMEDIATE RELEASE**

**JANOME AUSTRALIA THURSDAY APRIL 21, 2022:**

Global sewing machine company JANOME Corporation, has today unveiled its highly anticipated advanced flagship sewing machine yet, with the Continental M17. This new top-of-the-line combo, features a top-tier sewing and embroidery capability that outperforms its competitors.

The Continental M17 introduces the largest embroidery area in the industry, offering a lavish embroidery hoop size of 280mm x 460mm. The ultra-premium model also boasts the largest workspace and fastest SPM (stitches per minute) in the industry, with a generous workspace of 343mm (W) x 140mm (H) and sewing speed up to 1,300spm.

Engineered to exceed industry standards, Continental M17 sets another industry-first benchmark with its two touch screen panels. This innovative design offers capacitive touch screens similar to a smart phone on the main control panel, as well as an additional middle touch screen.

“The Continental M17 represents a key milestone for Janome flagship sewing machines. With the introduction of this machine, we aim to strengthen the presence of our brand in the home sewing machine market and raise the level of our entire product line-up,” said Hiroshi Ikuta, Managing Director of Janome Australia.





While retaining all the traditional usability of Janome, the Continental M17 incorporates multiple breakthroughs to offer even greater comfort and luxury with new details like Thumb Wheel, Self-Opening Top Cover and Pop Up Spool Pins.

The Continental M17 also underwent a meticulous exterior design overhaul to be in line with the flagship model's vision of functional excellence, and a sleek and classy style. This beauty is realized by focusing on colour combinations, materials, and finishing, such as the hard tactile feel of the painted aluminum die-casting flat bed/arm, the stylishness of the metallic component parts and the sense of depth of the screen with acrylic sheets.

Targeted at customers seeking the highest level of functionality and quality, the eagerly awaited Continental M17 marks a bold and exciting era of the new sewing generation.

For more information, please visit [janome.com.au](http://janome.com.au).

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#### **About Janome**

Originating from Japan with a world-renowned reputation for excellence, Janome has been designing and manufacturing sewing machines for a hundred years. The name "Janome" was adopted in 1935 and means "Snake Eyes" in Japanese: the bobbin that was used back then was an unprecedented round metal bobbin system resembling a snake's eyes. Since those early days, Janome has established itself as a leader in the sewing machine industry, with a focus on continuous product improvement and exciting innovation. Today, Janome employs over 3,500 people, and has operations in over 100 countries worldwide.

