

JULY 2026

# THE EL CAJON SEW & VAC

INSIDER



creative icon™ 3  
sewing and embroidery machine

PFAFF®



# Bigger Embroidery. Smarter Projection. Seamless Connectivity.

Experience the next evolution of creativity with advanced features designed to give you more control, more precision, and more possibilities plus so much more to discover.

## Preorder by July 22, 2026

### To Receive an Exclusive Presale Collection\*

PFAFF, PFAFF PERFECTION STARTS HERE, and CREATIVE ICON are the exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved. \*At launch on September 1, 2026, a version of this package remains available, valued at over \$1,800. Promotional offer terms and pricing are subject to change. We reserve the right to modify or cancel the promotions at any time in our sole discretion. All consumer pricing is at the sole discretion of the retailer.

# creative icon™ 3

## New Features



**NEW**  
to  
**PFAFF®**



### New Embroidery Unit

The new embroidery unit reduces noise and vibration and provides an industry-leading embroidery size of 450 x 450 mm\*. The newly designed attachment for both the embroidery unit and hoops makes the setup quick and easy.

**NEW**  
to  
**PFAFF®**



### Free-Arm Embroidery

With free-arm embroidery it is easier than ever to personalize ready-made items. Embroider on tubular pieces, such as baby clothes, bags and pillowcases without having to take the seams apart.

**NEW**



### Quick Quilt Settings with Bobbin pick-up

Quilting in embroidery often requires multiple adjustments for a clean look on both sides. With this new feature, all settings are done for you. The machine turns off ActivStitch™ Technology, increases thread tension, turns off automatic thread cut and activates the new bobbin pick-up feature.

**NEW**



### Enhanced STITCH CREATOR™

Design unique stitches wider than 9 mm from scratch or edit the machine's built-in stitches. Adjust the stitch length and width, reshape stitch patterns, or create decorative stitches with complete control. Perfect for adding signature touches, creating embellishments, or bringing your ideas to life.

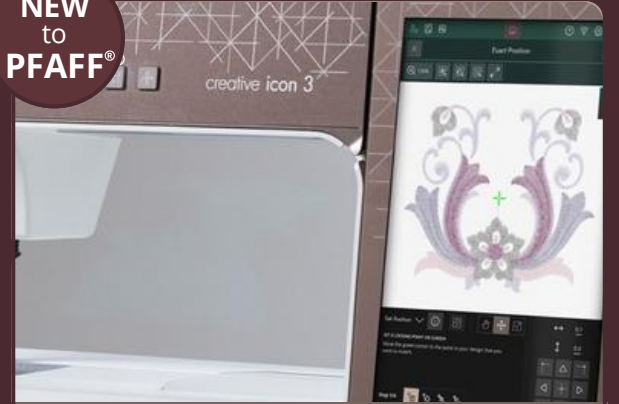
**NEW**  
to  
**PFAFF®**



### Fabric Selection

Set the type of fabric you are sewing and the machine automatically adjusts to the optimal settings for your chosen fabric, technique, and stitch.

**NEW**  
to  
**PFAFF®**



### Exact Position with Scaling

Adjust your design's position and rotation with stitch-point accuracy, reducing the time and effort spent achieving perfect hooping. If any elements extend beyond the hoop limits, the enhanced Exact Position feature allows you to easily scale the design to fit. Scaling also makes final design parts fit easily when multi-hooping.

# JULY

## CLASSES & EVENTS

**El Cajon**  
Sew & Vac

SUN	MON	TUE	WED	THU	FRI	SAT
			<b>1</b> <b>10:00 am</b> ASG Meeting  <b>6:00 pm</b> Software/ Embroidery Club Member (12 month membership)	<b>2</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #1  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>	<b>3</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>4</b> <b>9:00 am</b> New Owner Sewing/Embroidery Machine Class EMBROIDERY  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>
<b>5</b> <b>1:30 pm</b> Pfaff Club			<b>8</b> <b>10:00 am</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>	<b>9</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #2  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>	<b>10</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>11</b> <b>10:00 am</b> Viking Club Meeting  <b>1:30 pm</b> Lil's Club  <b>2:00 pm</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>
				<b>16</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #3  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>	<b>17</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>18</b> <b>9:00 am</b> New Owner Sewing Machine Classes #1 & #2  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>  <b>10:00 am</b> Barbara's One block Panel quilt using a 60 degree triangle ruler
			<b>22</b> <b>10:00 am</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>	<b>23</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #4  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>	<b>24</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>25</b> <b>9:00 am</b> New Owner Sewing Machine Classes #3 & #4  <i>(No charge to those                      who purchased their                      machines at El Cajon                      Sew &amp; Vac.)</i>
					<b>31</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	

● Kids Classes  
 ● New Owners Classes  
 ● Projects & Specialty Classes  
 ● Clubs & Groups  
 ● Open Sewing  
 ● Club Meetings

 **SIGN UP FOR JULY CLASSES**

Experience the DESIGNER EPIC™ 3 Nordic Frost  
**Walk Away with \$50 On Us\***



Complete a hands-on demo in-store and  
receive a **\$50 shopping coupon.**

WEEK 1

**20%  
OFF**

**Vacuum Bags  
& Filters**

JULY 1-7



# Big Style. Small Price.

JUDY Sewing Cabinet

Now \$399.99!



**arrow**  
classic sewing furniture

- One Day -

**Stripology**  
*Retreat* 2026

virtual

Digital Access

Sept. 23



SAVE THE DATE

**September 23, 2026**

Join us at the store as we live stream and sew along with Gudrun Erla and Mr. HP for a full day of quilting, laughter, games, and connection.

**\$199**

FEATURING  
**THE MIRIAM  
QUILT**  
70" x 91"





WEEK 3

BUY 2 YARDS  
GET 1 YARD  
**FREE**

**Fabric**

JULY 15 - JULY 21

Promotions can't be combined with other offers. Not valid on prior purchases. In-stock only. Present at purchase for discount.

  
creativate

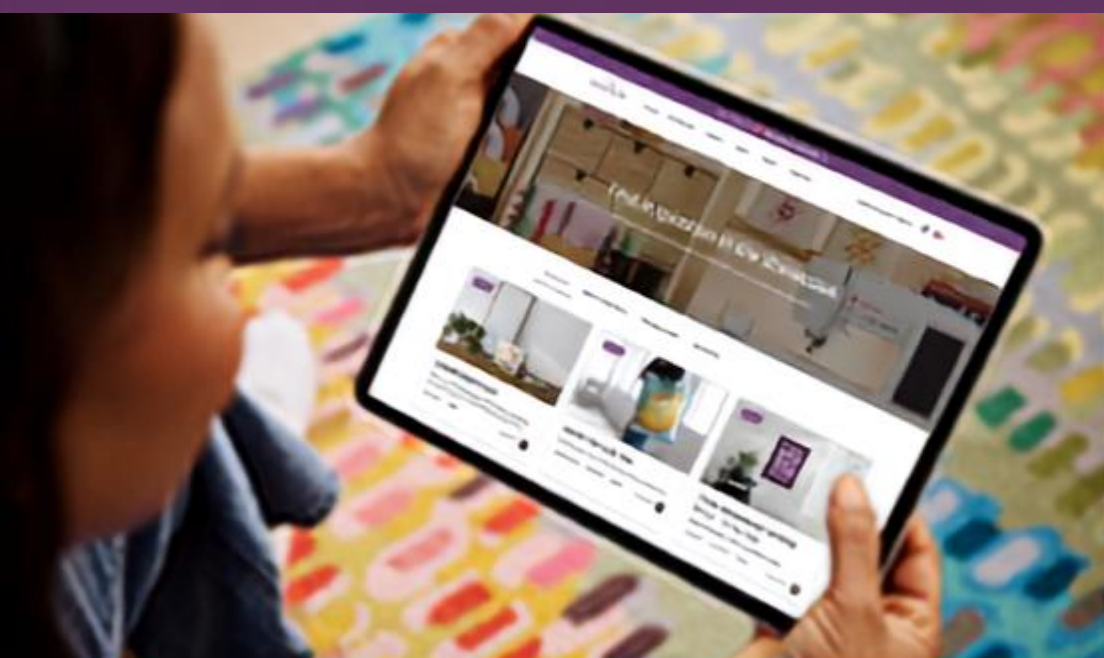
June 12 - July 17, 2026

Embroidery Software • Quiling Software  
Crafting Software • Project Instructions  
Crafting Designs • Embroidery Collections

Join Now & Save

**20% OFF**

Your First Year of a  
CREATIVATE• Membership



Contact Us  
In-Store  
for Special  
Limited Time Pricing

SEWING MACHINE

# FLOOR MODEL EVENT

JULY 1-31



 Husqvarna®

VIKING®

Take your  
craft anywhere.




SAVE

30%


on select  
roller bags

JUNE 1-JULY 31

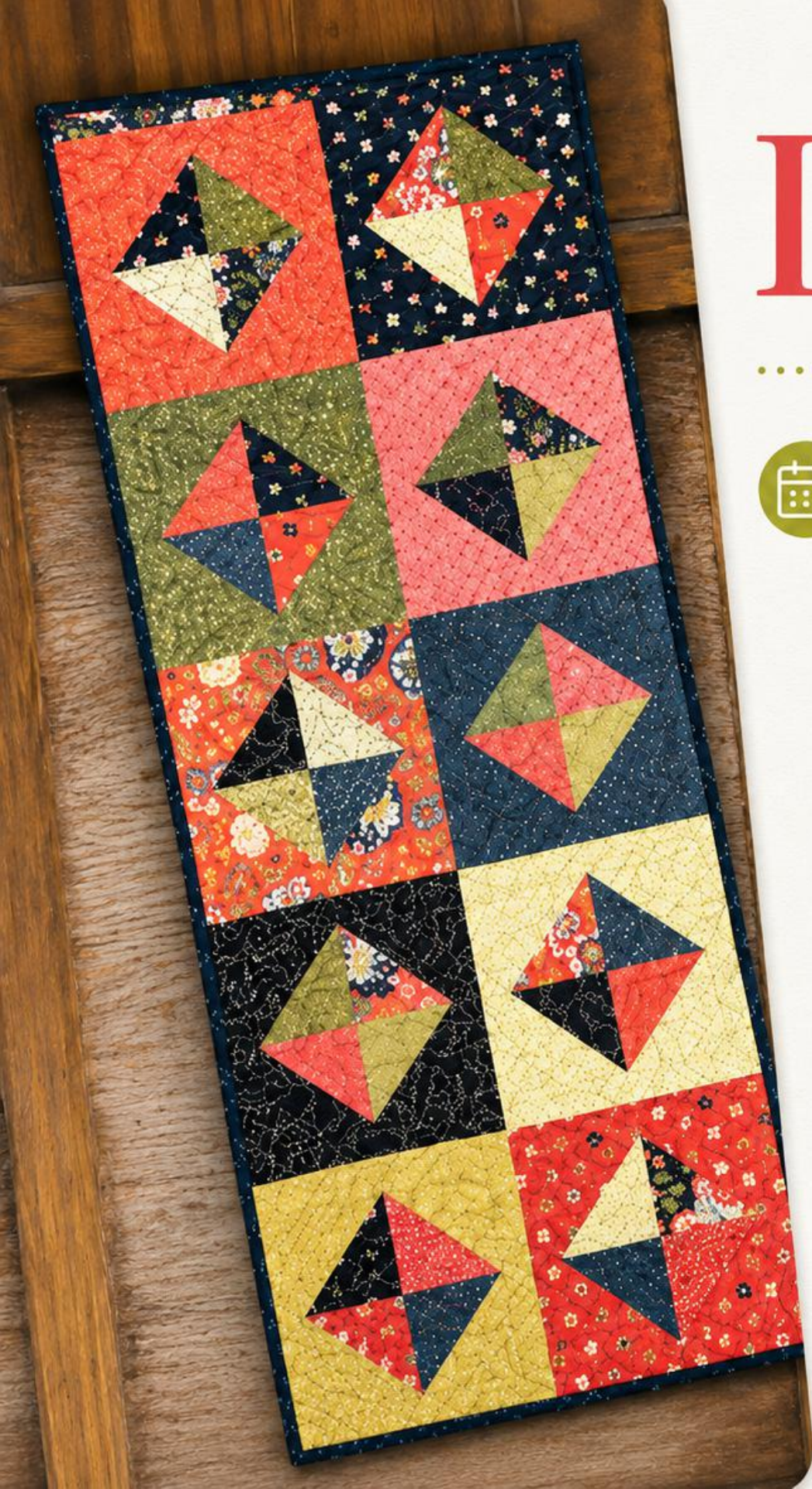


 Husqvarna®

VIKING®

 Husqvarna®

VIKING®



# Lil' Skyler



July 11 & 26



1:30 - 3:30 PM

## \$20

*includes pattern*

Join us for a skill-building quilting class focused on small projects made with the Stripology® Mini ruler. Learn new techniques, build confidence, and create something beautiful!

*Lil's Club*



**SAVE YOUR SEAT!**



# Comfortable, Storable Sewing Under \$150

The Original Gidget, on sale for \$149.99  
(reg. \$269.99)

Limited  
Quantities  
Available


Ends 7/30.  
Restrictions apply.

 Husqvarna®

VIKING®

## FREE Roller Bag

With Every TOPAZ™ 55Q Purchase  
Limited Time Offer.

 Husqvarna® VIKING®



WEEK 2

20%  
OFF

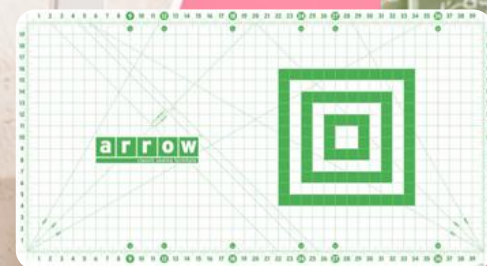
Books &  
Patterns

JULY 8 – JULY 14

# Meet Eleanor II

Sit. Stand. Sew. All in One.

Intro price \$899.99 + FREE cutting mat  
& pressing pad (\$250 value)



FREE Cutting Mat  
& Pressing Pad  
(\$250 Value)



Ends 7/31. Restrictions apply.

# SUMMER ROLLER BAG SALE

June 1–July 31, 2026



Save 30% on Select PFAFF® Roller Bags

## Find the Moores Savings Box!



### HOW IT WORKS



#### EXPLORE OUR CATALOG

Browse through the pages to find exciting deals and products!



#### SPOT THE MOORES SAVINGS BOX

Look for the hidden box within the pages, it's your key to unlocking extra savings!



#### CLICK THE BOX

Once you discover Moore's Savings Box, simply click on the image to unveil your treasure!

# 40% Off & Ready to Roll

**Gidget II Sewing Table, just \$239.99**  
(reg. \$399.99)



Limited  
Quantities  
Available

Ends 7/30.  
Restrictions apply.



WEEK 4

30% OFF

Embroidery  
Designs

JULY 22 - JULY 28

# AUGUST

## CLASSES & EVENTS

**El Cajon**  
Sew & Vac

SUN	MON	TUE	WED	THU	FRI	SAT
						<b>1</b> <b>9:00 am</b> New Owner Sewing/Embroidery Machine Class EMBROIDERY ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new
<b>2</b> <b>1:30 pm</b> Pfaff Club	<b>3</b>	<b>4</b>	<b>5</b> <b>10:00 am</b> ASG Meeting  <b>6:00 pm</b> Software/Embroidery Club Member ( 12 month membership )	<b>6</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #1 ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>7</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>8</b> <b>10:00 am</b> Viking Club Meeting  <b>2:00 pm</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b> <b>10:00 am</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>13</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #2 ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>14</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>15</b> <b>9:00 am</b> New Owner Sewing Machine Classes #1 & #2 ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new  <b>10:00 am</b> Barbara's One block Panel quilt using a 60 degree triangle ruler
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b> <b>10:00 pm</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>20</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #3 ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>21</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>22</b> <b>9:00 am</b> New Owner Sewing Machine Classes #3 & #4 ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b> <b>2:00 pm</b> New Owner Mechanical (Singer, Pfaff) Sewing Machine Class , Singer( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>27</b> <b>10:00 am</b> New Owner Pfaff or Husqvarna Viking Sewing Machine Class #4 ( No charge to those who purchased their machines at El Cajon Sew & Vac. ) 01new	<b>28</b> <b>8:30 am</b> Open Sewing Back Classroom - morning  <b>1:00 pm</b> Open Sewing Back Classroom - afternoon	<b>29</b>
<b>30</b>	<b>31</b>					

- New Owner Classes
- ASG Meetings
- Clubs & Groups
- Special Classes
- Software/Embroidery Club
- Other Classes

**SIGN UP FOR AUGUST CLASSES**

# Power Up Your Sewing Setup

Free Electric Lift Upgrade (\$500 value)

Buy a qualifying cabinet & get upgraded FREE



On Kangaroo & Joey or Wallaby.  
Ends 7/31. Restrictions apply.



# ONE BLOCK WONDER

Create a quilt with a panel  
as the *focal point*, using  
7 panels and a  
60-degree ruler.

You'll learn how to design stunning quilts with  
one simple panel. Perfect for confident beginners  
and experienced quilters alike.

**JULY 18**

10:00 AM – 4:00 PM

**\$65**

[CLASS DETAILS & REGISTRATION](#)



JULY 2026

# THE EL CAJON SEW & VAC

INSIDER



**El Cajon**  
*Sew & Vac*