

AUGUST 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 August 31, 2026

To Receive an Exclusive Presale Collection*

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creative icon™ 3

Launch Party!

PFAFF
Perfection starts here.™



Spend the day with Cindy Peck as she introduces the creative icon™ 3, PFAFF's most advanced sewing and embroidery machine yet. Enjoy live demonstrations, interactive presentations, and a closer look at its larger embroidery unit, free arm embroidery, and advanced quilting features. Bring your questions and see the technology in action.



August 18 • 10:00 AM – 4:00 PM • \$35

 **REGISTER NOW**

PRICES TOO LOW TO PUBLISH

UNADVERTISED SAVINGS



PFAFF®
expression™ 710
SPECIAL EDITION



PFAFF®
expression™ 710



quilt expression™ 720
SEWING MACHINE

AUGUST 1–31, 2026

CALL OR VISIT THE STORE FOR YOUR SPECIAL PRICE.

WEEK 1
AUG 1–7

35%
OFF

HEMINGWORTH
THREAD



AUGUST

Classes



SUN	MON	TUE	WED	THU	FRI	SAT
						1 9:00 am New Owner Sewing/Embroidery Class 12:00 pm Barbara's One Block Panel Quilt
2 1:30 pm Pfaff Club	3	4	5 10:00 am ASG Meeting 6:00 pm Software/ Embroidery Club	6 10:00 am New Owner PFAFF/HV Class #1	7 8:30 am Open Sewing (AM) 12:00 pm Barbara's One Block Panel Quilt 1:00 pm Open Sewing (PM)	8 10:00 am Viking Club Meeting 2:00 pm Mechanical Machine Class
9 10:00 am Mechanical Machine Class	10	11 10:00 am Mechanical Machine Class	12	13 10:00 am New Owner PFAFF/HV Class #2	14 8:30 am Open Sewing (AM) 1:00 pm Open Sewing (PM)	15 9:00 am New Owner Sewing Machine Classes #1 & #2
16	17	18 10:00 am Icon 3 Trunk Show	19	20 10:00 am New Owner PFAFF/HV Class #3	21 8:30 am Open Sewing (AM) 1:00 pm Open Sewing (PM)	22 9:00 am New Owner Sewing Machine Classes #3 & #4
23	24 2:00 pm Mechanical Machine Class	25	26 10:00 am New Owner PFAFF/HV Class #4	27 8:30 am Open Sewing (AM) 1:00 pm Open Sewing (PM)	28	29 10:00 am Get to Know Your Stripology Rulers
30	31					

CLASSES

CLUBS

SPECIALTY

COMMUNITY

NEW OWNER
CLASSES

NEW OWNER CLASSES:

Complimentary for customers who purchased
their machine from El Cajon Sew & Vac.



**SIGN UP FOR
AUGUST CLASSES**

WEEK 2
AUG 8-14

25%
OFF

EMBROIDERY
DESIGNS



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

Previously Loved

Every Certified Pre-Owned machine is inspected, serviced, and test-stitched in-house for quality you can count on.

creative icon™ 2



Designer Ruby™ | 90



expression™ 715



The PFAFF® *expression*™ 715 sewing machine is where perfection begins – with smart features, cutting-edge engineering, and signature IDT™ technology that delivers flawless, consistent results.

MACHINE SPOTLIGHT



Large Color Capacitive Touch Screen

See all your information clearly and make all your edits on screen with confidence on the large 8" (174x96 mm) color capacitive touch screen.



Automatic Needle Threader

Thread the needle quickly and easily with the push of a lever to get stitching sooner and without frustration.



Exclusive PFAFF® Stitch Techniques

Give your project creative elements that are effortless; from ribbon stitches to floating stitches and more, there's a technique for any project.



Built-in Help Center

Learn how to sew, set up your machine and more right on your machine. There is no need to search for the perfect tutorial online or even leave your seat.



The Original IDT™ System

Precisely feeds all types of fabric from the top and bottom for perfect stitching every time without the need for any additional accessories.



Electronic Needle Piercing Power

Stitch through heavy fabrics or several layers without hesitation, which allows you to sew a wider variety of projects.



Bright Work Light

LED lighting allows you to see your project in true color so you get a clear view of your project without needing additional lighting.



Maxi Stitches

Make an impact with large Maxi Stitches, that don't just sew back and forth, but have sideways sewing motions that allow stitch widths up to 52 mm wide for a gorgeous statement.



Large Sewing Space

The machine is the perfect choice for any type of sewing. The sewing area to the right of the needle is nearly 10" (250 mm).



quilt expression™ 725

The PFAFF® *quilt expression*™ 725 sewing machine, tailored for quilters who demand exactness, space, and control.

MACHINE SPOTLIGHT



Large Color Capacitive Touch Screen

See all your information clearly and make all your edits on screen with confidence on the large 8" (174x96 mm) color capacitive touch screen.



Adjustable Laser Sewing Guidance

Project a laser guidance line directly on your fabric to easily line up your stitches. Align lines of decorative stitches, consistently space lines of quilting, and more.



Presser Foot Recognition (AI)

Attach any presser foot and the machine will inform you if the foot is compatible with your stitch selection.



Automatic Needle Threader

Thread the needle quickly and easily with the push of a lever to get stitching sooner and without frustration.



Exclusive PFAFF® Stitch Techniques

Give your project creative elements that are effortless; from ribbon stitches to floating stitches and more, there's a technique for any project.



The Original IDT™ System

Precisely feeds all types of fabric from the top and bottom for perfect stitching every time without the need for any additional accessories.



STITCH CREATOR™

Create your own 9 mm stitches or edit built-in stitches for unlimited creativity.



Electronic Needle Piercing Power

Stitch through heavy fabrics or several layers without hesitation, which allows you to sew a wider variety of projects.



Large Sewing Space

The machine is the perfect choice for any type of sewing. The sewing area to the right of the needle is nearly 10" (250 mm).

What expression is right for you?



quilt expression™ 725



expression™ 715

TOP FEATURE

CREATIVATE™ Connectivity*	•	•
8" Large Color Capacitive Touch Screen	•	•
Automatic Needle Threader	•	•
Exclusive PFAFF® Stitch Techniques	•	•
Maxi Stitches	•	•
Bright Work Light	•	•
The Original IDT™ System	•	•
Electronic Needle Piercing Power	•	•
Built-in Help Center	•	•
Large Sewing Space	•	•
Presser Foot Recognition with AI	•	•
Adjustable Laser Sewing Guidance	•	•
STITCH CREATOR™	•	•
Large Embroidery Area		
Hoop Scanning		
Patented ActivStitch™ Technology		

SEWING

Stitches	730	600
Sewing Fonts	6	4
37 Needle Positions	•	•
Stitch Positioning	•	•
Stitch Restart	•	•
Stitch Programming with memories	•	•
Free-Motion Options	4	4
Needle Up/Down Button	•	•
Perfectly Balanced Buttonholes	17	14
Stitch Repeat	•	•
Stitch-Width Safety	•	•
Automatic Tie-off	•	•
Tapering on Decorative Stitches	•	•
Built-in Thread Cutter	•	•
Twin Needle Program	•	•

EMBROIDERY

Embroidery Designs	•	•
Embroidery Fonts	•	•
Exact Position	•	•
Customize designs on screen	•	•
Create shape and appliqué	•	•
Resize	•	•

MACHINE

Auto Power Off	•	•
Automatic Self-Adjusting Thread Tension	•	•
Speed Slider	•	•
Electronic Knee-Lift	•	•
Straight Stitch Plate and Sensor	•	•
Smart Save	•	•
Seperate Bobbin Winding Motor	•	•
Quick Help	•	•
Languages	•	•
Updatable	•	•
Eco Mode	•	•
Personalized On-Screen Experience & M	•	•

Made by you.
Worn by them.

HUSQVARNA® VIKING® quality
under \$1,000



ONYX™ 30



ONYX™ 25



ONYX™ 15



EMERALD™ 118



AMBER™ S300



EMERALD™ 116

WEEK 3
AUG 15-21

\$299

ARROW
SEWING CHAIRS





– One Day –

Stripology®

virtual *Retreat* 2026

Digital Access

Sept. 23

Stripology SEAS

SAVE YOUR SEAT

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" × 91"



WEEK 4
AUG 22–28

25% OFF
PATTERNS



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

SEPTEMBER

Classes



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 10:00 am ASG Meeting 6:00 pm Software/ Embroidery Club Member	3 10:00 am New Owner Pfaff or Husqvarna Viking Class #1	4 8:30 am Open Sewing Back Classroom - morning 1:00 pm Open Sewing Back Classroom - afternoon	5 9:00 am New Owner Sewing/ Embroidery Class EMBROIDERY
6 1:30 pm Pfaff Club	7	8 10:00 am New Owner Mechanical Class , Singer	9	10 10:00 am New Owner Pfaff or Husqvarna Viking Class #2	11 8:30 am Open Sewing Back Classroom - morning 1:00 pm Open Sewing Back Classroom - afternoon	12 10:00 am Viking Club Meeting 1:30 pm Lil's Club 2:00 pm New Owner Mechanical Class , Singer
13	14	15	16	17 10:00 am New Owner Pfaff or Husqvarna Viking Class #3	18 8:30 am Open Sewing Back Classroom - morning 1:00 pm Open Sewing Back Classroom - afternoon	19 9:00 am New Owner Classes #1 & #2
20	21	22	23 7:00 am Stripology 1 Day Virtual Retreat 10:00 am New Owner Mechanical Class , Singer	24 10:00 am New Owner Pfaff or Husqvarna Viking Class #4	25 8:30 am Open Sewing Back Classroom - morning 1:00 pm Open Sewing Back Classroom - afternoon	26 9:00 am New Owner Classes #3 & #4
27	28	29	30			

- CLASSES
- CLUBS
- SPECIALTY
- COMMUNITY
- NEW OWNER CLASSES

NEW OWNER CLASSES:
Complimentary for customers who purchased their machine from El Cajon Sew & Vac.

SIGN UP FOR
SEPTEMBER CLASSES

From Hoop to Table

Achieve This Elegant Design with our DESIGNER EPIC™ 3 + Gift with Purchase Embroidery Toolkit. A \$1,000+ Value

DESIGNER EPIC™ 3
Nordic Frost
MSRP \$23,999

Sale effective August 1 - 31, 2026. Bundled items only available with the purchase of a DESIGNER EPIC™ 3 Nordic Frost and applies to part numbers 920809096, 920563096, 920832096, 920824096, 2255, 920658996, 920636096, 920728096. Additional exclusions may apply. Prices are suggested and may vary by location. 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. Valid at authorized PFaff® retailers in the United States. VIKING is the exclusive trademark of Singer Sourcing Limited LLC or its Affiliates. HUSQVARNA and the "H" Crown Device are trademarks of Husqvarna AB and are used under license. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.

Get to Know Your Stripology® Rulers

Have a Stripology ruler but not sure
you're using it to its full potential?

This class is for you!

In this hands-on workshop, you'll learn to cut strips, squares, triangles and more using your Stripology rulers. We'll work through exercises from the **Master Your Stripology Rulers** book so you can understand how the ruler works and how it saves time while improving your cutting accuracy.

You'll leave feeling confident, efficient,
and ready to tackle future projects with ease.

Fabric kit included.

SAVE YOUR SEAT



AUGUST 2026

THE EL CAJON SEW & VAC

INSIDER



El Cajon
Sew & Vac