

ONE PLATFORM FOR BERNINA DEALERS

SELL ONLINE.
RUN THE FLOOR.
BRING THEM BACK.

Your storefront, register and marketing share one inventory and one customer list - while BERNINA catalog, pricing and compliance stay current for you.

GET STARTED FOR AS LITTLE AS \$250/MONTH**

Website, classes, gift cards, reviews, blog, layaway, subscription products, kits, & more

1. WEBSITE & STORE
\$250/MO
Professional website & online store

Your site. Your brand. Your products.

- ✓ Full BERNINA product catalog
- ✓ Monthly promotional updates
- ✓ BERNINA pricing management
- ✓ BERNINA compliance built in
- ✓ SEO-optimized storefront
- ✓ Laurastar, Brewer & more coming

INCLUDED IN YOUR SITE

- Classes
- Gift Cards
- Reviews
- Google Analytics
- AI Blog
- Layaway
- QuickBooks Integration
- Subscription Products
- Kits
- Merchant Mall
- App Store

2. OPERATE YOUR BUSINESS
\$200/MO
POINT OF SALE
\$200/mo/location*

- Fast checkout, returns & exchanges
- Customer management
- Stripe Terminal payments
- Serialized machine tracking
- Fractional fabric pricing

INVENTORY MANAGEMENT
Free with POS | \$100/mo/location

- Real-time stock updates
- Serial number history
- Serialized inventory
- Warehouse structure

SERVICE & REPAIR
\$100/mo/location

- Repair tracking & paperless work orders
- Automatic customer updates
- Unlimited technicians
- Smart warranty integration
- Customer-facing repair status

3. GROW YOUR BUSINESS \$50/MO EACH
EMAIL & SMS MARKETING

- Newsletters & automated follow-ups
- Drag-and-drop builder
- Forms and A/B testing
- Behavior triggers
- BERNINA promotions included

AI plans available | SMS rates apply

REWARDS
FREE WITH SUITE

- Points, VIP discounts & referrals
- Reward catalog and movable tiers
- Configurable earning rules

ONLINE CHAT

- Unlimited chat history
- File transfer & visitor tracking
- Answers customers 24/7

\$50/mo self-managed
\$150/mo Live Agent or AI Agent
COMPLETE BERNINA COMMERCE CONNECTION SUITE
Starting at \$650/per month

Website + POS + Inventory + Service & Repair + Email Marketing + Chat + Rewards + More

READY TO CONNECT YOUR BUSINESS?

Talk to your BERNINA representative - live in days, not months.

*Up to three permanently registered readers; each additional reader license is \$100/month

**Setup: \$500 standard | \$1,500 guided migration & training

GET STARTED TODAY
