

# THE TRUE COST OF AN EMBROIDERY MACHINE

WHY THE LOWEST UPFRONT PRICE CAN  
BECOME THE MOST EXPENSIVE DECISION

FEATURING  TMEZ

THE EMBROIDERY  
PLATFORM  
THAT DRIVES YOUR  
BUSINESS FORWARD

BUILT FOR RELIABILITY

SMARTER TECHNOLOGY

SCALE YOUR BUSINESS

INTEGRATED SOLUTIONS

REAL COST. REAL VALUE

 **HIRSCH**  
SOLUTIONS

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# Purchase Price Is Only the Beginning

The right question is not simply, “What does the machine cost?” It is:

**“What will this machine cost—or earn—over the next five to ten years?”**

A complete evaluation looks beyond the invoice and considers the machine’s impact on:

- Labor and operator efficiency
- Daily production output
- Quality and rework
- Uptime and service support
- Parts availability
- Long-term resale value

Lower-priced equipment may be appropriate for lighter production, basic applications, or a limited budget. The mistake is assuming two machines with similar specifications will deliver similar results in a real production environment.

Slower output, frequent adjustments, inconsistent quality, downtime, and weak resale value can quickly exceed the original difference in purchase price.

Lower-priced equipment is not automatically a poor choice. However, two machines can appear similar on paper while producing very different results once they are placed into a real production environment with changing fabrics, operators, deadlines, and order sizes.

**The wrong embroidery machine can cost far more than the difference in purchase price.**



**“WE STARTED WITH A RICOMA AND ONCE WE SWITCHED TO TAJIMA, THERE WAS NO GOING BACK”**

**-Dirt Road Design**

**The lowest upfront price can become the most expensive decision.**





## MATCH THE INVESTMENT TO THE WORK

# Single-Head and Multi-Head Economics

The right machine depends on production volume, order mix, and the cost of lost capacity.

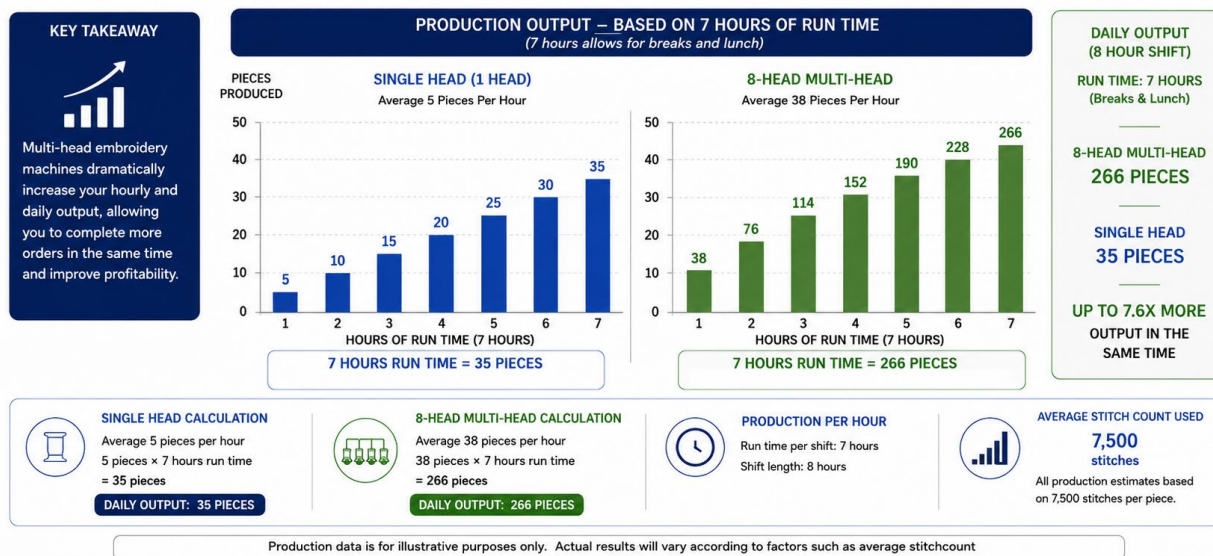
A single-head machine is often the right fit for personalization, samples, short runs, online orders, and specialty work. A multi-head machine can produce significantly more pieces per operator when orders support larger production runs.

The goal is to choose a platform that fits today's workload without limiting tomorrow's growth.

| FACTOR          | SINGLE-HEAD PRIORITY                 | MULTI-HEAD PRIORITY                                 |
|-----------------|--------------------------------------|-----------------------------------------------------|
| Best fit        | Personalization, samples, short runs | Repeating designs, larger runs, contract production |
| Labor impact    | Flexibility and ease of operation    | More pieces produced per operator                   |
| Downtime impact | One machine stops one head           | One machine issue can stop several heads            |
| Buying focus    | Versatility, quality, training       | Uptime, consistency, service response, output       |
| ROI             | Flexibility and long-term use        | Maximum productivity, minimal downtime              |

## PRODUCTION OUTPUT COMPARISON SINGLE HEAD vs. 8-HEAD MULTI-HEAD

More Heads. More Productivity. More Profit.



The objective is not to buy more machines than you need. It is to avoid buying less capability than your business will require.



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## WHAT REALLY DRIVES ROI

# Productivity, Labor, and Daily Output

Small improvements repeated with every job can create a major financial impact.

**True productivity is not simply maximum stitches per minute. It includes setup time, tension adjustments, thread breaks, color changes, operator intervention, rework, and the ability to produce acceptable work the first time.**

A machine that runs consistently with fewer interruptions can deliver more usable output than one that appears better on paper but requires constant attention.

### Key productivity advantages

- Faster setup and fewer manual adjustments
- More consistent results between operators
- Fewer thread breaks and unnecessary stops
- Less rework, waste, and missed production time
- More jobs completed without adding labor or overtime

## PRODUCTION OUTPUT COMPARISON

**STANDARD PRODUCTIVITY vs. 25% LESS PRODUCTIVE MACHINE**

Based on 7 Hours of Run Time in an 8-Hour Shift

7 hours allows for breaks and lunch.

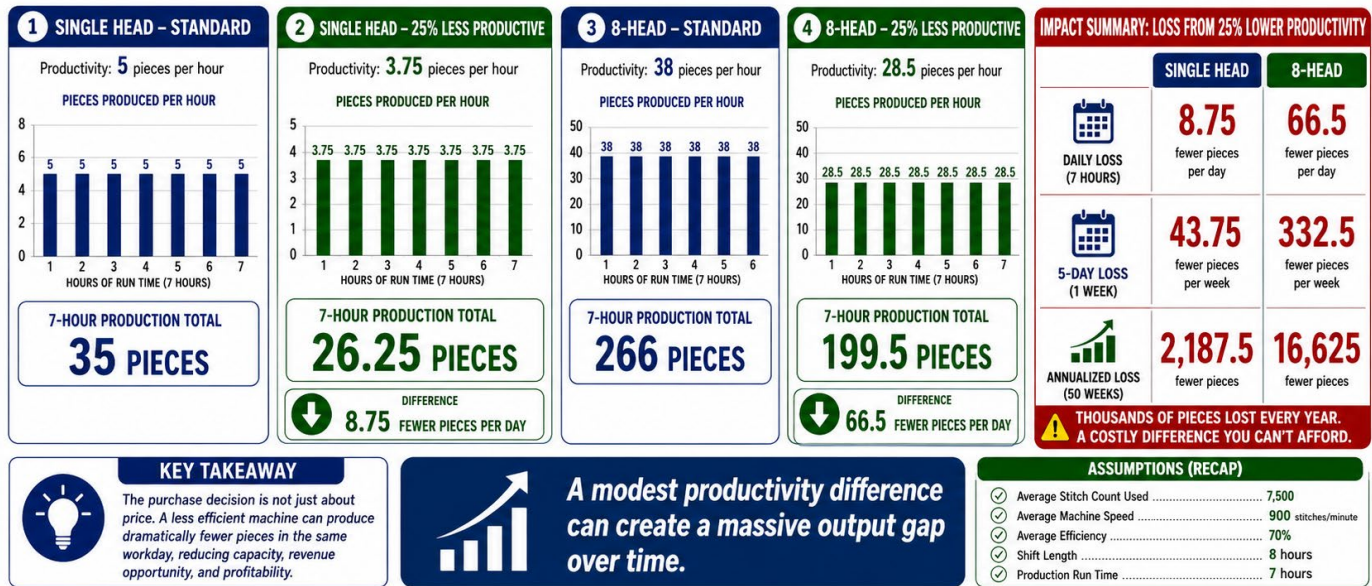
### ASSUMPTIONS

AVERAGE STITCH COUNT USED  
**7,500**

AVERAGE MACHINE SPEED  
**900**  
stitches/minute

AVERAGE EFFICIENCY  
**70%**

SHIFT LENGTH  
**8 hours**  
RUN TIME USED FOR PRODUCTION  
**7 hours**



Production estimates are for illustrative purposes only. Actual results will vary.



**"It wasn't just about buying a machine — it was about investing in the long-term future of our business."**

**- East Coast Waterfowl**

**A few pieces daily can have a huge impact on financials.**



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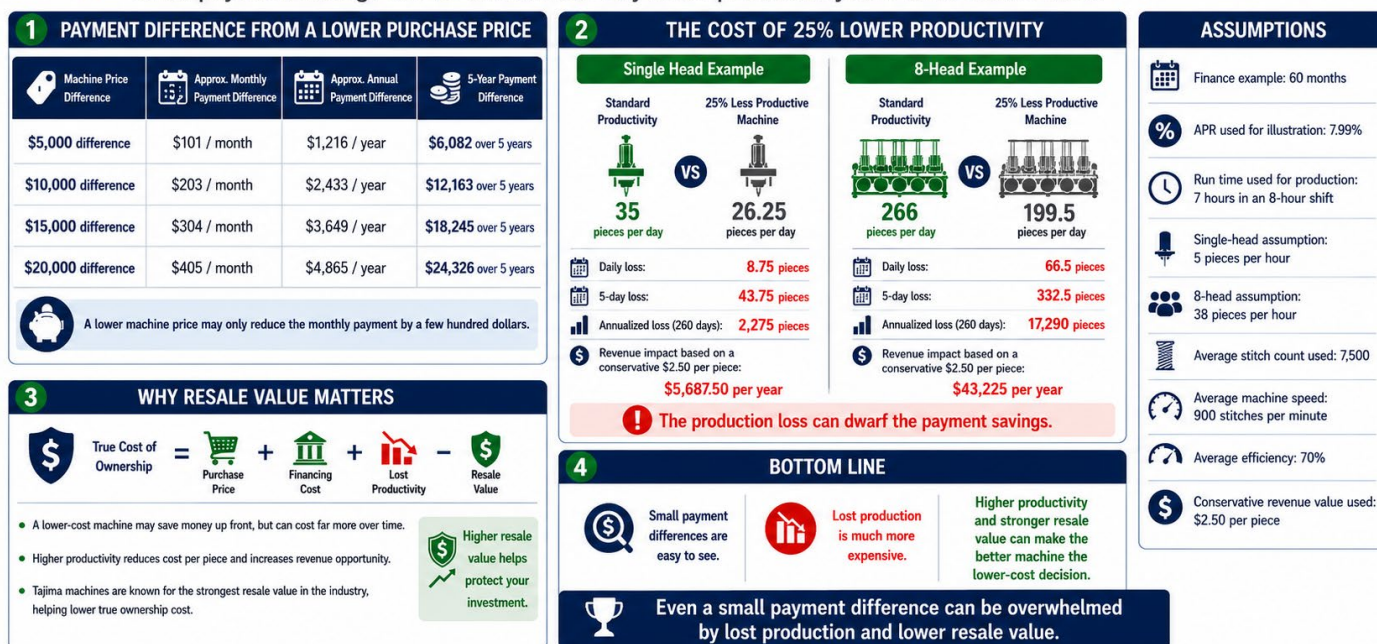


# Finance the Capability – Not Just the Machine

When equipment is financed or leased, the monthly payment difference between a lower-cost machine and a stronger production platform may be relatively small. One additional job, fewer rejected garments, reduced overtime, or a modest daily productivity gain can more than offset that difference. The comparison should therefore focus on the monthly cost of capability, not simply the total purchase price.

## A LOWER PRICE CAN COST YOU MORE

Small payment savings can be overwhelmed by lower productivity and lower resale value.



Payment, production, and revenue estimates are for illustrative purposes only. Actual results will vary.



*"In the end I trusted Tajima more for the quality of the machine and Hirsch for the service/support after the sale."*

**- Shark Creek Graphics**

**Productivity is not a brochure specification. It is what the machine allows your business to produce every day.**



# Reliability, Support, and Long-Term Value

A machine only creates value when it is available, supported, and capable of producing sellable work.

Reliability begins with **manufacturer history and distributors installed base**. Proven equipment, extensive field experience, parts availability, trained technicians, software compatibility, and market confidence all reduce ownership risk. A large installed base also creates deeper technical knowledge, more predictable service procedures, and greater confidence that the platform will continue to be supported. There is a reason that Tajima is in more than 85% of the top production houses.

## THE SUPPORT BEHIND THE MACHINE MATTERS

NATIONWIDE SALES, SERVICE AND SUPPORT TEAM

| 1                                                                                                                                                                                                                           | NATIONWIDE SALES<br>SERVICE & SUPPORT | 2 | SERVICE & TECHNICAL SUPPORT                                                                                                                                                                                   | 3 | PARTS AVAILABILITY                                                                                                                                                                         |  WHY IT MATTERS                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                           |                                       |   |                                                                                                                             |   |                                                                                                         |                                                                                                 |
| <ul style="list-style-type: none"><li>✓ Experienced sales, service and support from coast to coast</li><li>✓ Local guidance backed by national resources</li><li>✓ Consultative support before and after the sale</li></ul> |                                       |   | <ul style="list-style-type: none"><li>✓ Factory-trained technicians and responsive support</li><li>✓ Fast help to reduce downtime</li><li>✓ Support that protects production and customer deadlines</li></ul> |   | <ul style="list-style-type: none"><li>✓ Ready access to parts when they are needed</li><li>✓ Faster repairs and less waiting</li><li>✓ Parts support helps keep machines running</li></ul> | <p>A machine is only part of the investment. Strong sales support, dependable service, and parts availability help protect uptime, productivity, and long-term ownership value.</p> |



**The right machine is important. The support behind it is just as important.**

Downtime creates an immediate cost: idle labor, delayed orders, schedule disruption, expedited freight, and lost customer confidence.

**The cost of ownership does not end with the purchase. It ends when the machine leaves your business.**



## TECHNOLOGY THAT REDUCES HIDDEN COST

# Why TMEZ Changes the Economics

Tajima TMEZ is more than a machine... It's a **platform** designed to make high-quality embroidery more repeatable across different operators, fabrics, and applications.

Traditional embroidery often depends heavily on operator experience. TMEZ reduces that dependency by automatically managing two of the most critical variables in production: **thread delivery and presser-foot control**.

The Tajima TMEZ technology removes a lot of the burden of skill from the operator. This is especially valuable when moving between lightweight fabrics, structured caps, dimensional foam, and other materials that normally require additional setup knowledge.



i-TM is mounted on the tension base in place of the previous tension knobs.



i-TM Intelligent Thread Management = Reduced operator training.

Automatically manages thread delivery / tension according to the stitch type and fabric as well as for different stitch types.

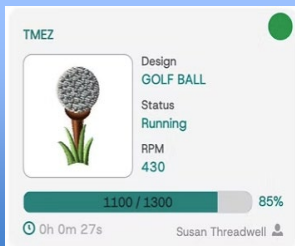
No manual tension knobs with true automatic tension and thread delivery control.

### Automatically Controlled Presser Foot



Presser foot automatically adjusts based on fabric or 3D foam thickness resulting in smoother embroidery and less thread breaks.

The presser foot and needle are independent which allows the presser foot to remain on the material while the needle is being lifted. This prevents material flagging / fluttering (bouncing) which is especially helpful on headwear.



The innovative **cloud-based networking and analytics** service that accelerates embroidery production efficiency.

PulseIQ is included with every new Tajima TMEZ machine. With embroidery machines always connected to the network, tasks from design management to progress tracking are centralized. Pulse IQ provides a new embroidery experience while reducing production costs.

**Less operator intervention provides quality and consistency from head-to-head and machine-to-machine.**



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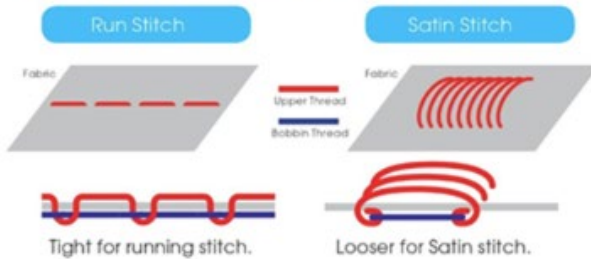


**i-TM is mounted on the tension base in place of the previous tension knobs.**

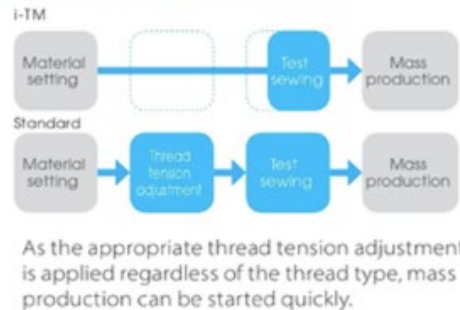


- No upper thread manual tension adjustment for the operator
- Automatic tension adjustment based on thread type
- Automatic tension adjustment for a change from run to satin stitches
- The presser foot automatically detects the fabric thickness
- Automatic evaluation of upcoming stitch types and adjusting according to stitch length, stitch direction, type of stitch, machine speed and thickness of the fabric

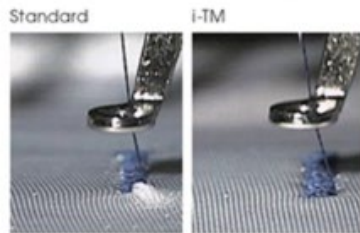
The amount of upper thread supply is automatically calculated according to the stitch type.



### Improved production efficiency



### Reduces fabric pinching



Fabrics can sometimes become pinched depending on the type and sewing conditions.

### Automatically Controlled Presser Foot



The height of the presser foot is automatically adjusted according to the material thickness while sewing. This helps improve stitch quality across challenging items such as thick fabric, stretch materials, foam, and uneven surfaces.

### Touch screen panel



The touch screen panel has picture icons to guide you and has high-capacity memory that can store up to 40 million stitches or 650 designs.



**Other brands imitate Tajima. Tajima innovates. Start with the original. Start and Grow with the Best.**



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# REAL-WORLD RESULTS

## What Customers Report After Switching to Tajima TMEZ

Across different production environments, users consistently report the same advantages: higher productivity, easier training, better quality, less downtime, and greater consistency.



### C.C. CREATIONS

“ We saw our 25% increase in speed, which directly impacted our productivity. With i-TM, we reduced downtime drastically—no more constant stops for thread breaks or adjustments. The machines also improved our QC process. They produce such clean embroidery that items require minimal quality control once off the machine, which saves time and reduces bottlenecks. The i-TM also makes it easier to train new operators, allowing us to scale up our workforce faster.”

#### KEY TAKEAWAYS



25%  
Increase  
in Speed



Reduced  
Downtime



Improved  
Quality  
Control



Easier  
Operator  
Training



READ THE FULL CASE STUDY: [www.tajima.com/tajimag/voice/4200/](http://www.tajima.com/tajimag/voice/4200/)



### WORLD EMBLEM

“ From the very beginning, we saw clear improvements in setup time and stitching stability. Because i-TM automatically adjusts the tension according to stitch type and material, we no longer depend on operator experience—making it much easier to train new team members. This has been especially effective with high-performance fabrics like stretchable sportswear, where consistency is essential.”

#### KEY TAKEAWAYS



Faster  
Setup



Better  
Stitching  
Stability



Less  
Operator  
Dependency



Greater  
Consistency  
on Challenging  
Materials



READ THE FULL CASE STUDY: [tajima.com/tajimag/voice/4525/](http://tajima.com/tajimag/voice/4525/)



### HIT PROMOTIONS

“ As our previous machines aged, parts became unavailable, and downtime due to parts shortages was becoming a serious risk. The new machines run faster and more smoothly, and thread breaks have been significantly reduced. The i-TM function has also made machine operation much easier. New staff can quickly become productive, and overall operator workload has decreased.”

#### KEY TAKEAWAYS



Reduced  
Downtime  
Risk



Fewer  
Thread  
Breaks



Easier  
Machine  
Operation



Faster  
Onboarding  
of New Staff



READ THE FULL CASE STUDY: [tajima.com/tajimag/voice/4483/](http://tajima.com/tajimag/voice/4483/)



#### COMMON THEMES ACROSS ALL THREE



HIGHER  
PRODUCTIVITY



LESS  
DOWNTIME



EASIER  
TRAINING



BETTER  
CONSISTENCY



REDUCED  
OPERATOR  
DEPENDENCY



STRONGER DAY-TO-DAY  
PRODUCTION  
PERFORMANCE

REAL USERS. REAL PRODUCTION ENVIRONMENTS. **REAL RESULTS.**



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# Why Tajima and Hirsch Check All the Boxes

The machine matters. The partner behind the machine matters too.

The best embroidery investment is not necessarily the machine with the lowest price. It is the platform that delivers the strongest return with the least operational risk.

Since 1944, Tajima brings decades of embroidery experience, a broad installed base, proven production reliability, continuing innovation, and strong resale demand.

Founded in 1968, Hirsch Solutions adds the infrastructure needed to protect that investment:

- Nationwide sales, service, and support coverage
- Tajima-trained service technicians
- Centralized service dispatch
- U.S. parts inventory
- Training and application support
- Software and workflow expertise
- Experience supporting businesses of every size

**Together, Tajima and Hirsch provide more than a machine. We provide the technology, support, and long-term confidence needed to keep production moving.**

## HIRSCH + TAJIMA

### WE CHECK ALL THE BOXES.

|                                                                                     |                                                                                                                                                                           |                                                                                                                                    |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
|  |  +  | <b>PROVEN PERFORMANCE</b><br>Industry-leading reliability and productivity that delivers results day after day.                    |
|  |  +  | <b>INNOVATIVE TECHNOLOGY</b><br>Advanced features that increase efficiency, improve quality, and drive your business forward.      |
|  |  +  | <b>EXPERT SUPPORT</b><br>Nationwide team of factory-trained technicians and experts ready when you need us.                        |
|  |  +  | <b>PARTS WHEN YOU NEED THEM</b><br>Extensive inventory of in-stock parts kept in the U.S. for fast availability and less downtime. |
|  |  +  | <b>NATIONWIDE SALES TEAM</b><br>Experienced specialists across the country committed to your success.                              |
|  |  +  | <b>MAXIMIZE YOUR INVESTMENT</b><br>Higher productivity, less downtime, and strong resale value protect your bottom line for years. |

**ONE PARTNER. ENDLESS POSSIBILITIES.** | **BUILT TO PERFORM. BACKED TO DELIVER.**

The best embroidery machine is not necessarily the one with the lowest price. It is the one that delivers the strongest return with the least operational risk.

**Schedule a production assessment or TMEZ demonstration**



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# LOOK BEYOND THE PRICE.

Evaluate the machine by what it produces, what it prevents, and what it will be worth over time. The strongest decision balances immediate budget requirements with the long-term value of productivity, consistency, support, scalability, and retained market value.



DCP as referenced in the video is Digitally Controlled Presser Foot for other Tajima models. ACP is a fully AI based automatically controlled presser foot.

<https://docs.hic.us/vimeo-all-videos/tajima-dcp-slow-motion>

## HELPFUL LINKS



Tajima TMEZ Single Head – [hsi.us/tmez1501](https://hsi.us/tmez1501) Tajima

TMEZ Multi-Head – [hsi.us/tmez-kc](https://hsi.us/tmez-kc)

Hirsch Solution Studio – [hsi.us/studio](https://hsi.us/studio)



When performance, reliability, support and technology matters, Tajima is built to deliver the greatest value over the life of your investment!



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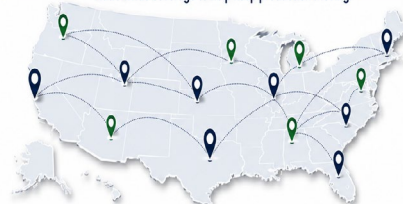




# MORE THAN EQUIPMENT A COMPLETE DECORATING SOLUTION.

**SALES. SERVICE. SUPPORT.**  
**FROM COAST TO COAST.**

Nationwide coverage to help keep production moving.



At Hirsch Solutions, we don't just supply equipment. We help decorators build, scale and evolve their businesses.

From startup shops to high-volume production facilities, we provide the technology, expertise and ongoing support needed to turn opportunity into long-term success.

Whether you are expanding into new decoration methods or optimizing your current workflow, our team is here to guide you every step of the way.

[Explore Hirsch](#)



## WHAT WE OFFER



Tajima Embroidery



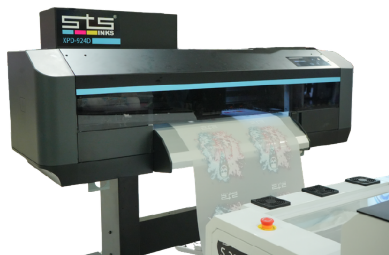
Mimaki UV Flatbed



Mimaki Wide Format



Brother Direct-to-Garment



STS Direct-to-Film



Finishing Equipment



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