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GOOD PUBLICITY STUNT FOR BERNINA

When Bernina recently celebrated its 100 years of existence in Steckborn (TG), the Bernina boss, Hanspeter Ueltschi (above left) managed to talk Federal Councillor, Kaspar Villiger, into having a go at a machine. Villiger proved to be a very good "seamster" at his first attempt on one of Bernina's newest models. He said afterwards: "My wife must not hear about this, otherwise I will immediately be put in charge of our sewing machine at home".

The picture on the right shows Hanspeter Ueltschi, the great grand-son of Karl Friedrich Gegauf, the founder of the sewing machine factory, presenting the latest Bernina model. Next to him is the very first sewing machine produced by his great grand-father in 1893.

The name Bernina dates back to 1932 when Fritz Gegauf, Ueltschi's grand-father, decided to give his sewing machines a real Swiss name. Gegauf loved the Bernina mountains and so he chose that name for his product.

Today Bernina Fritz Gegauf AG of Steckborn is still a typical family operation with a turnover of over 225 million SFR per year. It employs a total of 1200 staff worldwide of which 840 work in Steckborn.

