

Press release

**New book by Bonnie Nielsen:  
„Punch – Digitizing for Embroidery Design“**

**The embroidery design process**

**From the basics to advanced creative embroidery techniques**

**The waiting is over for the embroidery industry: Bonnie’s new book is here! Titled “Punch – Digitizing for Embroidery Design”.**

**In this new book, the author addresses the design process and creative techniques for embroidery digitizing.**

Bonnie’s first book called “Die Kunst des Punchens”, published only in the German language by publisher Gruber, was a big success. This new book is now being published in Bonnie’s native language, which is American-English.

The book explains in depth all aspects of the embroidery design process from the basics to advanced creative embroidery techniques. It is full of practical information and important tips about how to create good quality designs for industrial embroidery machines. Regardless of punching skill level and for anyone just interested in learning about the process of embroidery design, this book is a valuable source of inspiration and technical advice.

The book is full of numerous pictures and step-by-step instructions to make it easier for the reader to understand, which are not based on any particular digitizing software.

Bonnie Nielsen is an internationally known embroidery designer with more than 25 years of experience in the embroidery industry. She is recognized worldwide for her creative punching skills and is well known for her technical embroidery digitizing articles. Bonnie’s work has been displayed on the covers of many embroidery trade and textile magazines. She now lives in Germany working at this time as a puncher for Madeira Garnfabrik, giving embroidery design seminars to international groups of punchers and designers. Bonnie Nielsen continues to write articles for trade magazines and also does design development for the embroidery fashion trends and corporate industries.

This book provides digitizers with lots of ideas and hints to help them create interesting and high-quality embroidery designs. A true source of

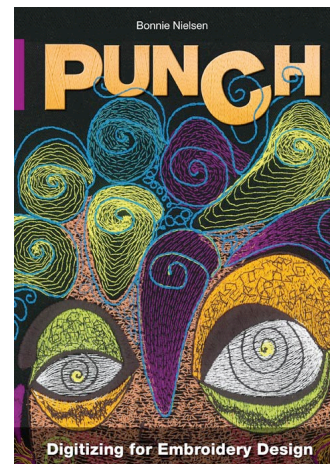
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inspiration is to be found in the numerous design samples from Bonnie's personal extensive archive.

“Punch – Digitizing for Embroidery Design” is available in the online shop of [Madeira USA](#).

**Bonnie Nielsen**  
**“Punch – Digitizing for Embroidery Design”**  
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