

PFAFF
Perfection starts here.™

your expression

expression™715



quilt expression™725



creative expression™750

your expression starts here

The PFAFF® *expression*™ series is more than just a line of sewing machines — it's your creative partner, precision-engineered to bring your unique expression to life. Whether your artistry lies in sewing, quilting, or embroidery, there's a PFAFF *expression* machine designed for you.

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.

The PFAFF *quilt expression*™ 725 sewing machine builds on that foundation, tailored for quilters who demand precision, ample workspace and control over their projects.

For those who want it all, the *creative expression*™ 750 sewing and embroidery machine offers powerful embroidery capabilities, a large embroidery area, hoop scanning and ActivStitch™ Technology.

The whole line has seamless connectivity and access to endless inspiration through CREATIVATE™*. For over 160 years, PFAFF has stood for precision, craftsmanship and innovation. The *expression* line continues this legacy, empowering sewists with the tools to imagine more, design more and achieve more.

This is more than just sewing;
this is your expression—express yourself!



expression™ 715

Top Features

- Large Color Capacitive Touch Screen
- Automatic Needle Threader
- CREATIVATE™ Connectivity*
- Exclusive PFAFF Stitch Techniques
- Built-in Help Center
- The Original IDT™ System
- Electronic Needle Piercing Power
- Bright Work Light
- Maxi Stitches
- Large Sewing Space



quilt expression™ 725

+

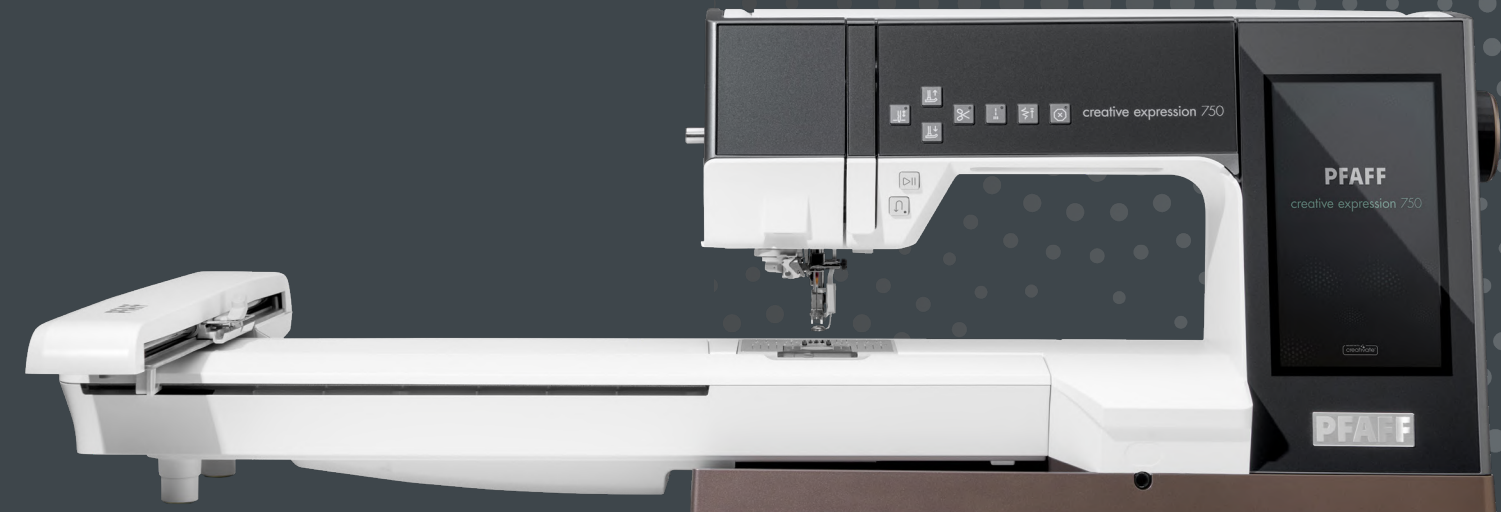
- Adjustable Laser Sewing Guidance
- Presser Foot Reconigition (AI)
- STITCH CREATOR™
- Straight Stitch Needle Plate and Sensor
- Knee Lift
- Additional 130 Stitches



creative expression™ 750

+

- Hoop Scanning
- Patented ActivStitch™ Technology
- Large Embroidery Area
- Specialty Technique Embroidery Designs
- Exact Position



*Some CREATIVATE features require a paid subscription.

sewing

quilting

embroidery

your expression



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.



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.



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.



Automatic Needle Threader

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



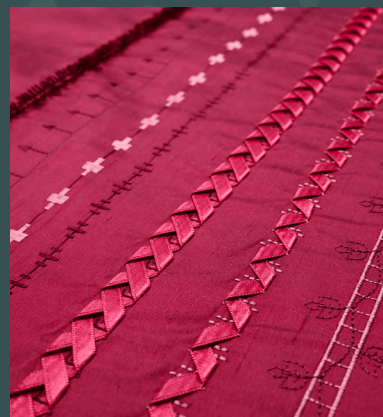
The Original IDT™ System

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



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.



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.



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).



Experience creativity, elevated.

CREATIVATE™ is a digital toolkit that streamlines every step of your creative process, from your first spark of inspiration through your final finishing touch. It's all inside.

[CREATIVATE.COM](https://creativate.com)

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.





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.



STITCH CREATOR™

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



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.



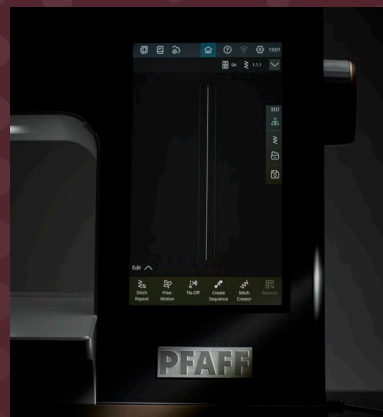
Exclusive PFAFF® Stitch Techniques

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



Electronic Needle Piercing Power

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



Presser Foot Recognition (AI)

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



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.



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).



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[CREATIVATE.COM](https://creativate.com)

quilt expression™ 725

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





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.



Presser Foot Recognition (AI)

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



Large Embroidery Area

Embroidering large, unique, personal creations in one hooping save you time and supplies. Up to 360 x 350 mm with optional Grand Dream Hoop.



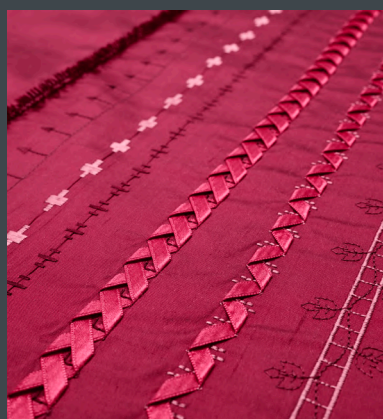
Hoop Scanning

Display the hooped project as on-screen background for a more accurate placement of your embroidery before stitching.



Automatic Needle Threader

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



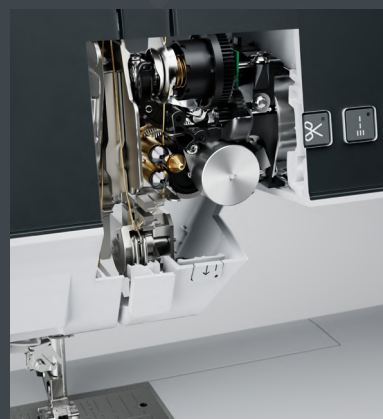
Exclusive PFAFF® Stitch Techniques

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



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.



Patented ActivStitch™ Technology

Measures what's under the foot and what settings you have set to precisely regulate the thread for beautiful stitch results.



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.



Experience creativity, elevated.

CREATIVATE™ is a digital toolkit that streamlines every step of your creative process, from your first spark of inspiration through your final finishing touch. It's all inside.

[CREATIVATE.COM](https://creativate.com)

creative expression™ 750

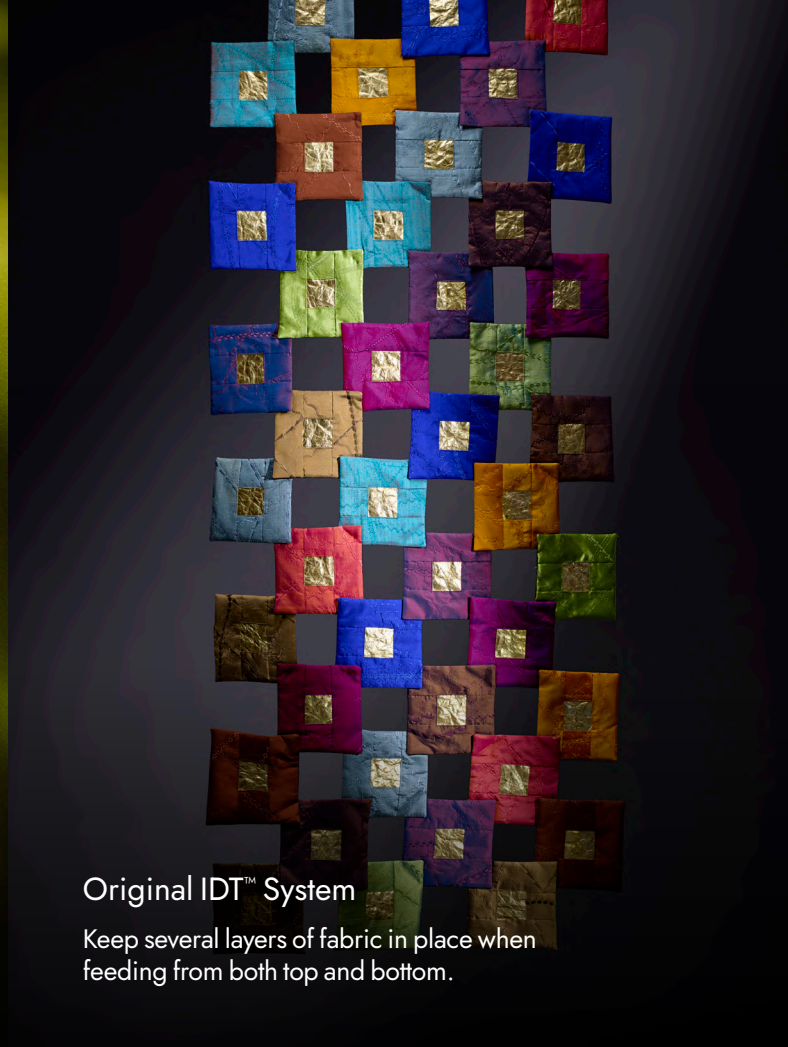
For those who want it all, the PFAFF® creative expression™ 750 sewing and embroidery machine adds powerful embroidery capabilities, large embroidery area, hoop scanning and ActivStitch™ Technology.





Floating Stitches

Exclusive PFAFF® Stitch Techniques to decorate your project.



Original IDT™ System

Keep several layers of fabric in place when feeding from both top and bottom.



Thread Velvet™ Embroidery Technique

The embroidery technique adds a 3-dimensional effect and a velvet touch to your project.



Hoop Scanning

Scan the fabric in your hoop for more accurate placement of your embroidery.



Optional Pintuck Foot*

Add pleats to your project, from wider to smaller, using the Pintuck Foot.

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*Pintuck Foot and Fringe Foot are sold separately.



Optional Fringe Foot

Add fringe to your project with the NEW optional Fringe Foot and the fringe stitch included in the *expression™* line.



Decorative Stitches

Choose from hundreds of decorative stitches to enhance your project.



CREATIVE™ Embroidery Software*

Customize any embroidery or add lettering using embroidery software.

*Some CREATIVE features require a paid subscription.

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your expression

PFAFF®



TOP FEATURE

creative expression™ 750

quilt expression™ 725

expression™ 715

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

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SEWING

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

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EMBROIDERY

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

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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 & Machine Set-Up Wizard

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