

Madeira introduces Madeira Green, featuring new sustainable threads



Madeira, the market leader in premium quality embroidery threads, is showcasing its commitment to the environment with the launch of Madeira Green and introduction of two new sustainable threads.

The new label Madeira Green is the response to a growing demand for eco-friendly products. It gathers the efforts made by the company with the aim of making the entire embroidery value chain more sustainable. By introducing two new premium embroidery threads into the portfolio, Madeira underlines its commitment to support resource-saving textile manufacturing.



Available in summer 2021, Polyneon Green and Sensa Green are ideal for use in projects requiring any standard 40 weight thread. Created using processes designed to reduce energy input and water usage, minimise waste and recycle or biodegrade wherever possible, they are the first in a line of truly eco-friendly products with more currently in development.

“At Madeira we are convinced that more sustainability in textile manufacturing is the best step toward the future,” says Sebastian Schade, Head of Global Marketing at Madeira. “Both Polyneon Green and Sensa Green, each innovative in its own way, embody this contribution as they do away with excess waste or incorporate natural fibres without losing the performance or quality that Madeira stands for.”

100% Recycled Polyester: Polyneon Green



A strong, shiny thread made of 100% recycled polyester, Polyneon Green is planned in 108 brilliant colours, 100 of which are already available. Derived from post-consumer waste, the standard weight 40 thread provides high-quality industrial embroideries and can be used for workwear, sportswear, jeans, shoes, and many more projects. Meeting the STANDARD 100 by OEKO-TEX® Class I, annex 6, Polyneon Green reduces waste by reusing plastic bottles, melted down and spun into a strong, trilobal thread matching the renowned genuine Polyneon quality.

100% TENCEL™ Lyocell: Introducing Sustainable Sensa Green



Sensationally soft, Sensa Green is a natural innovation. Made of 100% TENCEL™ Lyocell fibres, it is the first Lyocell embroidery thread available in 144 beautiful shades with a unique look and unrivalled soft touch. The TENCEL™



Lyocell fibres are made of sustainable wood and pulp from renewable forest sources. They derive from trees grown on non-agricultural land with a remarkably less water consumption than cotton. Produced using a closed-loop process, the clean production reclaims 99% of the organic solvents and water used in the process. Spun and dyed exclusively in Germany, Sensa Green has a low carbon impact due to shorter transportation cycles and is certainly one of the most sustainable threads on the market. For use in fashion, sportswear, intimates, and other garments, the standard weight 40 yarn performs excellently on a wide range of materials and embodies the proven Madeira quality.

TENCEL™ is a trademark of Lenzing AG

About Madeira

Since 1919, the Freiburg family-owned company Madeira Garnfabrik has been producing and distributing high-quality decorative and technical threads and accessories for industrial embroidery machines. In addition to the standard range, Madeira supplies sustainable embroidery threads as part of its growing eco-friendly portfolio and provides its customers with the necessary expertise to help them achieve the best possible embroidery results. With its numerous partners and subsidiaries around the world and international sales logistics, the company is one of the leading embroidery thread manufacturers in the industry. www.madeira.com

Contact: Sebastian Schade Head of Global Marketing
MADEIRA Garnfabrik Rudolf Schmidt KG Zinkmattenstr.
38 79108 Freiburg - Germany
Tel.: +49 (0)761 510 40 -629
e-mail: sebastian.schade@madeira.com

Social media links:

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