



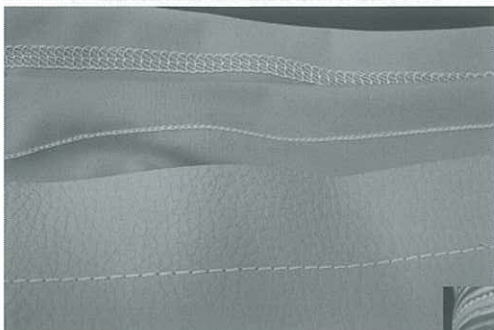
Inspiring people with the MADEIRA presentation books

Within the space of just a few days, Freiburg-based embroidery thread expert MADEIRA exhibited at two international trade fairs.

Once again, high-calibre visitors from the sportswear and functional clothing industry came together at Performance Days in Anney (12 and 13 May) and Munich (16 and 17 May).

It was not the first time that Madeira had exhibited at this event at a joint stand with freelance designer group IDEAS. The group's international designers work in wide range of industries in close collaboration with sports brands, and both the members and their clients benefit from the close partnership with Madeira.

Texprocess in Frankfurt took place for the first time between 24 and 27 May and proved to be an international meeting place for the industry. A



Decorative seams with special effect threads from MADEIRA

whole host of embroidery machine manufacturers made the most of this opportunity to showcase their latest products. It was great to see that a large number of machine brands were threaded with Madeira threads; in addition to the standard thickness

MADEIRA

The latest trade fair news – a breath of fresh air for the industry!

of size 40 in polyester and viscose, we also noticed that increasing numbers of special effect threads and special thread thicknesses were on show.

created through these synergies breathe new life into the industry and help every member of the textile chain to decisively improve the quality of their products.”



Keen interest in MADEIRA at Texprocess

Both trade fairs provided yet another opportunity for Madeira to exhibit its wide range of threads, stabilizers and accessories and to make visitors aware of its extensive technical expertise. The processing instructions for embroidery threads on a wide range of fabrics, including high-tech materials, are well received by decision-makers in the industry, as are the multitude of creative potential applications developed in collaboration with other material, reflex and accessory suppliers. Reiner Knochel, from MADEIRA's Product Marketing department, comments: “The additional benefits

Because embroidery thread is considered simply a replaceable accessory, decision-makers often lack specialist knowledge. They outsource production and leave decisions to the producers. More often than not, this choice impairs the quality of the clothing. Many brands have become aware of this problem and are looking for experienced international partners, such as Madeira, to once again add more quality, innovation and diversification



MADEIRA and IDEAS' joint stand at Performance Days

to their image.

Fresh from two trade fairs, MADEIRA is already preparing for the autumn trade fairs taking place in September: Fabric Start in Munich and Mod Amont in Paris. These topics will be the subject of intense discussion there too. Under the motto “seams to be different”, Madeira will be showcasing not only embroidery applications, but also decorative seams, which will be exhibited in newly designed presentation books.



An explosion of colours with the wool blend thread BURMILANA

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