

Madeira's participation at TexProcess in Frankfurt 2011 Chance to change....



Small details with Frosted Matt:
Original size of the lettering:
only 2.5cm!

In the sectors of fashion and promotion, Madeira's amazing range of high quality embroidery threads encourages highest creativity and leads to most interesting developments for those who dare combining Madeira's different optics and thread counts.

Not only the result as an embroidery is outstanding, but also the process on getting to this result is optimal: highest possible efficiency in production. i.e. perfect runability and lowest possible number of thread breaks. Some quality features that are important to make an embroidery a true added value.

MSC:

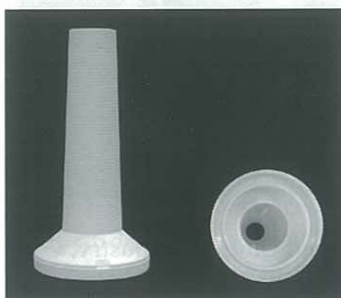
Depending on what they are doing, customers have the choice between different make-ups in the Madeira product range. If the range of colors being used in the embroidery jobs is large, it will be better to use the spool version. And in this regard Madeira is just about to introduce its state-of-the-art MSC – Mini Snap Cone.

After the great success of the 5000m cone these last years, the MSC is offering the same advantages now on



the new box and
the new MSC

the 1000m make-up (or 1.500m make up depending on the thread version). Compared to other spool make-ups, the MSC has the shape of a small cone, which prevents the thread from falling off...At every color change, the snap device enables embroiderers to clamp the thread's end at the bottom of the spool, simply and safely, and to store their various colors without any loss of thread.



the conic
core of
the MSC

Machines with more and more needles per embroidery head do not always offer enough space to place the quantity of spools intended...this is where the extremely small diameter of the MSC base proves to be a huge advantage.

Boxes have remained small and practical.

The MSC make-up is going to be delivered step by step in the following thread qualities:

- Viscose threads Classic in counts 40 and 30 and 60,
- Polyester Polyneon in thread counts 40 and 60 as well as
- the technical 100% Aramid Fire Fighter thread.

Fire Fighter:

Taking into consideration that all garments with a safety or protective function require the use of a special thread and that they mostly can't go without showing a company logo or any other identification mark, there is a growing demand for the Fire Fighter thread. This is the reason why Madeira has started offering an additional make-up on 2.500m cones in 9 colors selected from the Fire Fighter color range, beside the regular make-up on 1.500m spools.

Polyneon 60:

Now, if we consider the embroidery designs on corporate wear and in the fashion sector, which appear on the most various types of garments, we recognize that the best way to express

a maximum of details is to use finer thread counts. This makes the use of a No.60 thread count absolutely necessary and Madeira, of course, has the perfect threads for that purpose: the rayon thread Classic No.60 and the polyester thread Polyneon No.60. Because they are the most used colors for small details and letterings on logos, Madeira offers now black and white in Polyneon No.60 on a larger make-up of 5.000m.

At the upcoming Texprocess show, the many different thread optics, either woolen with the Burmilana thread, matt with the Frosted Matt thread or metalized with the huge range of the FS and Supertwist threads, will be for sure an attraction pole for all customers who seek creativity and highest quality.

The next important thing to consider is that high quality embroidery threads always require the use of the right auxiliary materials for best results.

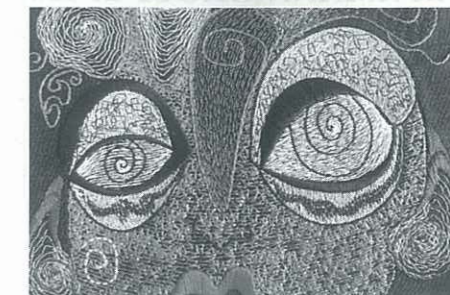
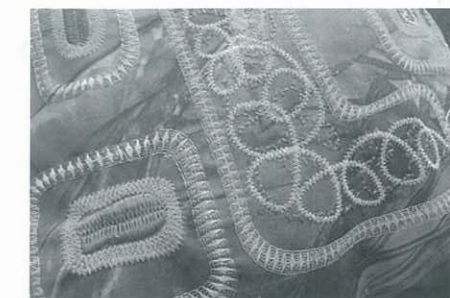
In this respect too, Texprocess in Frankfurt will be the perfect place to

learn about Madeira's range of backings and toppings.

Knowing that embroideries have to look great even after several washings and that the backings used to stabilize them have to harmonize with the characteristics of the fabrics (woven fabrics, knitwear, etc), it is easy to understand that the correct solution is always to be found far beyond the basic classification into cut-away and tear-away backings. And Madeira is there to lead customers to the right solution!

Madeira's strong commitment to quality embroidery is reflected in the richness of its product range: wonderful blending options of all kinds to achieve the most exciting embroidery effects. Truly, the chance to change, given by Madeira, for those who believe in embroidery.

At the booth during the Texprocess, Madeira will illustrate by means of many examples some of the most creative embroidered designs. All that



Designed by Bonnie Nielsen /
Madeira

embroiderers have to learn is to combine the different Madeira threads in a same design and make their embroideries add value to their job. A good reason to visit the Madeira booth in Frankfurt where the Madeira team will take the time for professional talks.

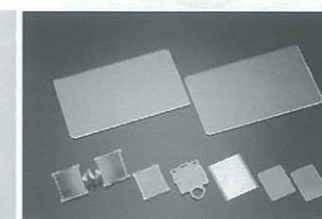
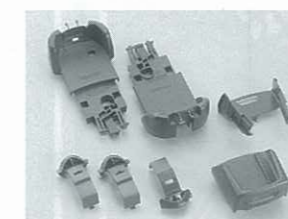
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