

MADEIRA 2015 exhibition motto: Beyond Threads

At Texprocess, MADEIRA is presenting its unique product line of high-quality embroidery and decorative threads as well as perfectly matched bobbin threads, non-wovens and needles. Many new products are celebrating their debut here. The full range of expertise is at your disposal thanks to experienced, passionate experts. Subject-specific lectures focus on current issues and provide solutions. The famous "Black Books" with versatile application examples open up new perspectives for outstanding embroidered pictures.

MADEIRA is presenting its extensive range of embroidery threads, which, available in up to four different strengths and make ups, provide the right solution for each task:

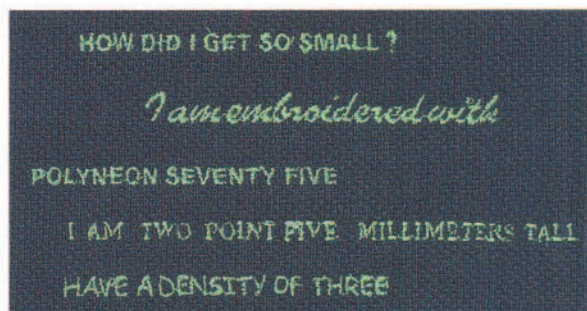
- **CLASSIC:** Classic viscose, which is unique in its glossy finish.
- **POLYNEON:** Shiny polyester, which offers embroidered pictures in a well-balanced price-performance ratio.
- **BURMILANA & BURMILANA CO:** the wool or cotton base allows traditional motifs in craftsmanship quality.
- **FROSTED MATT:** Polyester with ceramic for ultra-clear colours.
- **FS & SUPERTWIST:** Metallic yarns for decorative stitching
- **Technical yarns:** FIRE FIGHTER and PolynEon flame retardant for use in safety and protective clothing.

High-quality embroidery always depends on the perfectly coordinated interaction of all ingredients. Therefore, MADEIRA offers many tear away or cut away backings, iron on or water soluble versions. The great variety of thicknesses and weights form the proper basis for the fabric to be embroidered. The bobbins, which serve as an opponent to the upper thread, are available in numerous variations, so that the right balance can be struck. Consistent quality thanks to uniform yarn tension safeguards the pre-wound bobbins.

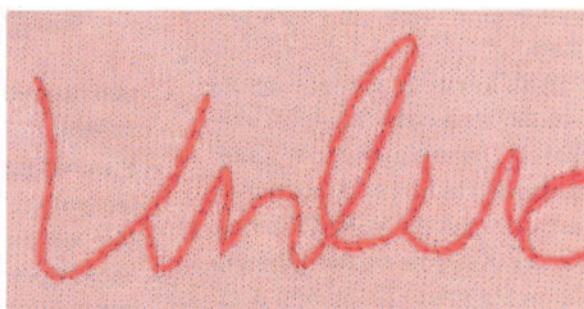
MADEIRA, along with international fashion institutes, has developed trendy colours, fine embroidery threads for small and yet detailed letters, as well as coarse threads for embroidery, for example the typical hand-stitched appearance with cord look.

Furthermore, MADEIRA is presenting the famous "Black Books" pattern books that help users with exceptional embroidery beyond known standards. We also will show you a variety of practical examples for decorative seams from plain colours, tone-on-tone, ombré, multi-colour through to astro.

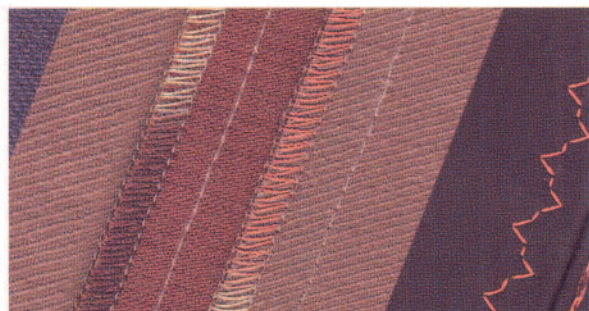
Our embroidery expert Bonnie Nielsen will update you with short presentations on current topics such as



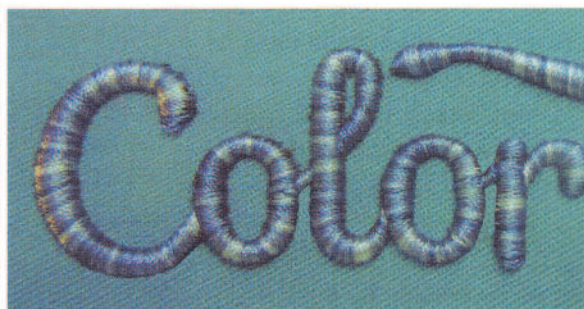
Legible 2.5mm text on Piqué, POLYNEON 75



Hand crafted effect with BURMILANA



Decorative seams with MADEIRA



3D embroidery with BODYBUILDER & Multicolour Thread

embroidering on elastic or extremely fine fabrics or laminates, very small lettering, and 3D embroidery technique.

MADEIRA awaits your visit to hall 6.0 - Stand B52.

Circle # 59 on Reader Service Card