

MADEIRA

Passion For Embroidery Since 1919

FROSTED MATT

A Truly Frosted Look, Matt Finish Polyester Embroidery Thread Produced Using Exclusive Dyeing Techniques With Denim Wash Properties



Suitable for logos, monogramming, contours, large designs and embroideries on delicate garments. Emphasising details and embroideries on heavier fabrics like denim, leather and upholstery.

Choose from two thicknesses - Frosted Matt 40 & Frosted Matt 30 to obtain the best results and performance for any application.

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THREADS STABILIZERS ACCESSORIES

MADEIRA INTRODUCES MADEIRA GREEN, FEATURING NEW SUSTAINABLE THREADS

The thrust on circularity is growing by the day. No company working in the textile value chain can ignore the trend. After years of polluting the earth, it is the duty of conscious companies to pay back with right strategies, processes and products. 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 new sustainable threads.

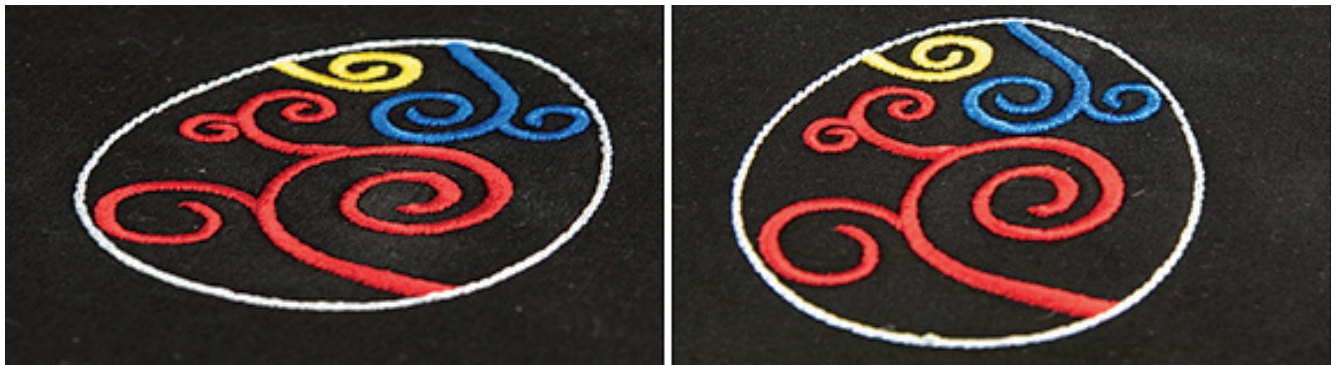
The new label Madeira Green is the response to a growing demand for eco-friendly

products. It gathers the efforts made by the company with the aim of making the entire embroidery value chain more sustainable. By introducing new premium embroidery threads into the portfolio, Madeira underlines its commitment to support resource-saving textile manufacturing. The move is in line with the demand for sustainable products that not only retailers and brands are asking for, but is now a growing need from the end-customer, too!

Available in summer 2021, Polyneon Green is 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 towards the future," says **Sebastian Schade, Head of Global Marketing at Madeira**. He adds, "Polyneon Green, innovative in its own way, embodies this contribution as they do away with excess waste or incorporate natural fibres without losing the performance or quality that Madeira stands for."





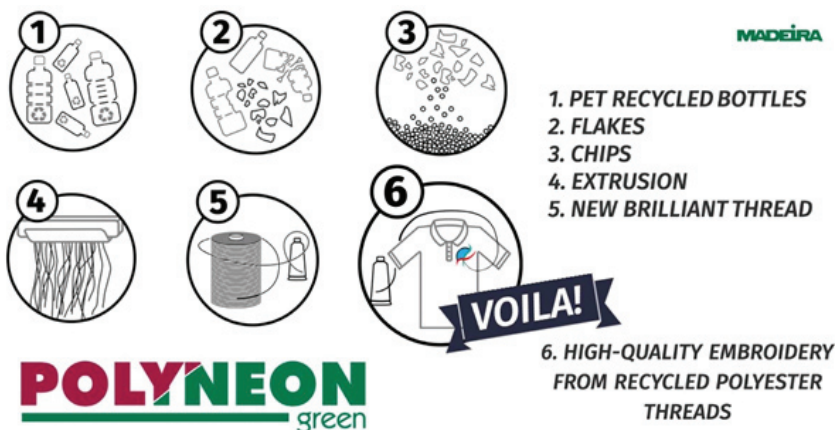
No difference in look and feel

100% Recycled Polyester: Polyneon Green

A strong, shiny thread made of 100 per cent 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.



The new thread is only an addition in the long journey of Madeira

Walking the path of sustainability, **Madeira Garnfabrik** has been producing and distributing high-quality decorative and technical threads and accessories for industrial embroidery machines since 1919. 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 and is known for its commitment for being a sustainable torchbearer in its domain.

