

## Madeira reports amazingly good news from the show!

Compared to the first show in 2011 the number of contacts registered at the Madeira booth increased by unbelievable 50%. Another noticeable difference was the extreme internationality of the trade visitors.

This was a great opportunity to have a lot of very interesting discussions, with focus on all the details of Madeira's comprehensive range of embroidery and effect threads as well as accessories such as backings and toppings.

Madeira's presentation on the booth included lots of original embroidery designs and was a clear invitation to detailed talks. Once again this strategy proved to be true success.

Of course, all major machine manufacturers also displayed some of the nearly unlimited possibilities of creation offered by embroidery.

At this point we thank all machine manufacturers for including our threads in their own presentation. Another noticeable feature of this show was the impressive quality of the visitors. Next fall, Madeira will be coming up with some new products. Thus the show was the opportunity to inform the Madeira partners who decided to come to Frankfurt as well as a number of regular customers.

We believe that Texprocess is on its way to replace the IMB with all due respect. And we would like to thank all our customers for the interest shown in our product range.

It is the quality that counts and embroidery remains one of the most precious ways of embellishing textiles and garments of all kind. Madeira's product range is unique, whether for the production of name batches or for the implementation of the most creative and sophisticated ideas.

Once more many visitors have realized that Madeira's



*Madeira's booth at texprocess in Frankfurt*

most comprehensive thread range is not only meant to be used on embroidery machines, but can also be used for many other applications such as decorative seams increasing the individuality of designs.

Those who could not establish contact with Madeira during Texprocess are cordially invited to get in touch with us separately.

Our snapshots are a good illustration of the atelier-like working atmosphere at the Madeira-Meeting Point Texprocess 2013.

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