

PROFILES GERMAN THREAD PRODUCER

MADEIRA

Boasting distribution centers throughout the world, Germany's Madeira is a leading manufacturer of fine embroidery thread. Supplying the international fashion and design industries, the company has garnered recognition for its creativity, product quality and stellar client service. Madeira has met the Oeko-Tex 100 guarantee since 1994.

Madeira participates at major European trade shows Bread & Butter, Munich Fabric Start, Milano Unica and Modamont. The firm will host appointments at the upcoming [Performance Days Munich](#) (May 15-16, 2013) and [Texprocess Frankfurt](#) | (June 10-13, 2013).

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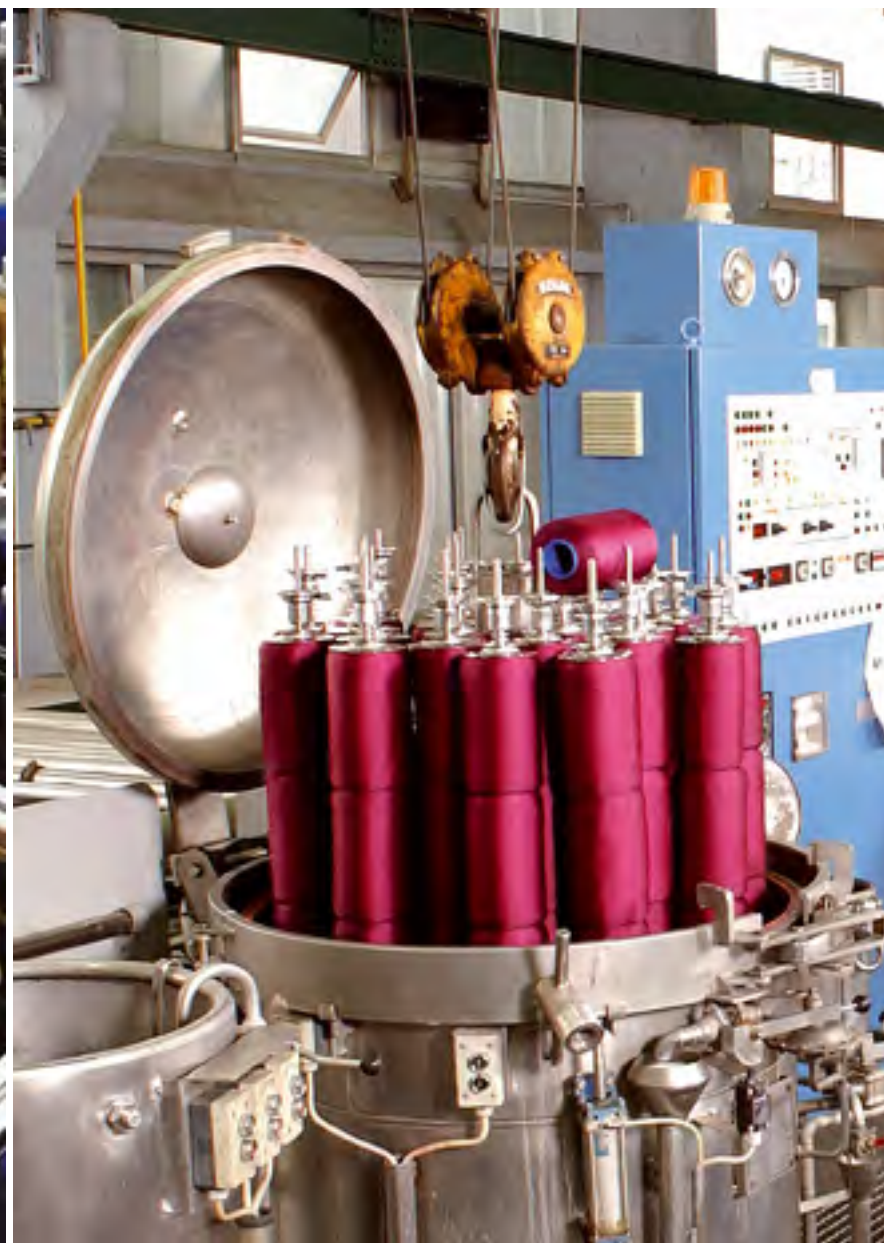




COMPANY ROOTS

Established in 1919, Madeira was originally named Burkhardt & Schmidt Garnfabrik.

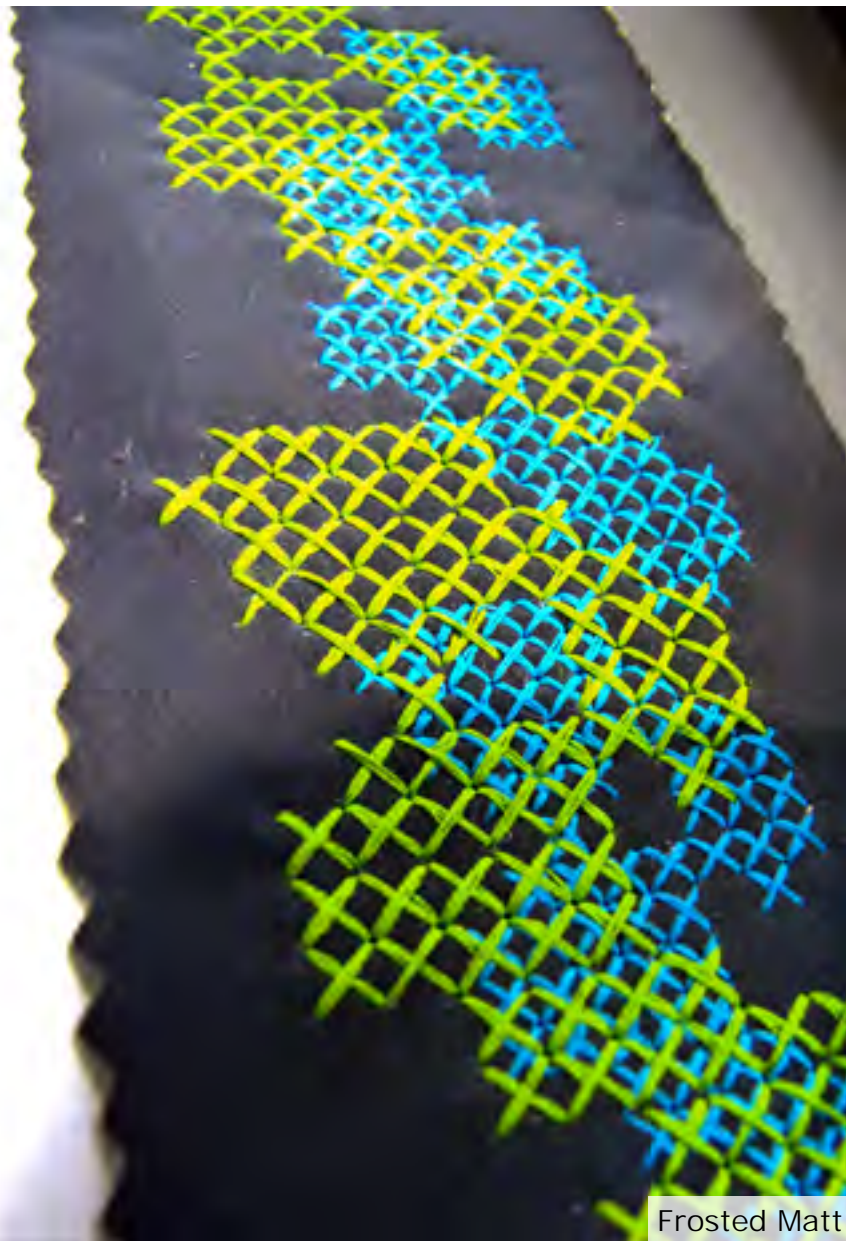
Company changed name to Madeira in 1975 / Up until the mid 1970s, the firm focused on the domestic German market / In the late '70s, Madeira went global / Since inception, the company has used only the best raw materials for embroidery thread production



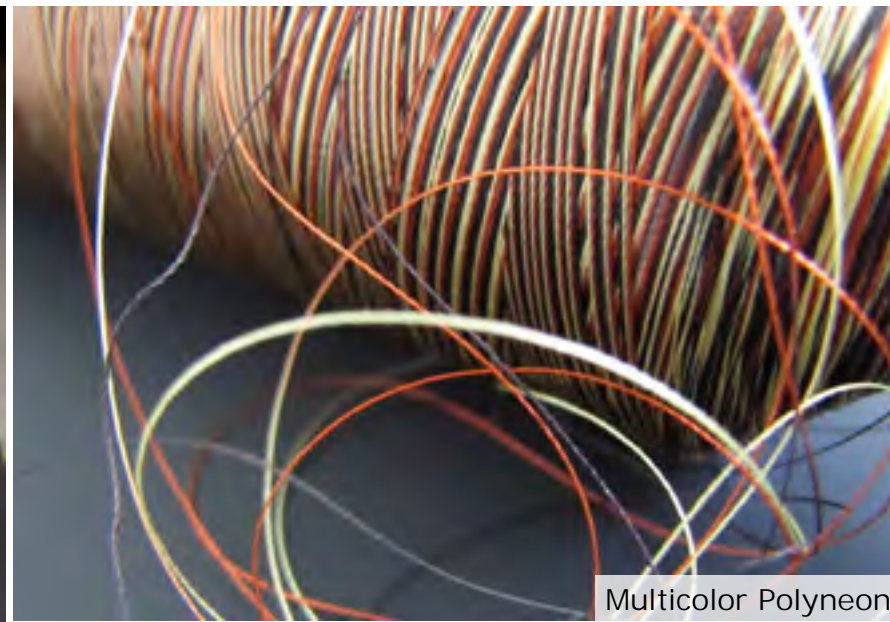
Madeira is a world-leading manufacturer of embroidery and special effect threads.

Freiburg, Germany headquarters include a style office, three laboratories and state-of-the-art production site (winding and dyeing machines) / Subsidiaries in the USA, UK, Turkey, India, Spain, Portugal, Mexico and Hong Kong / Distribution centers in 60+ countries / Top 5 distribution centers: Italy, France, Benelux, Poland and Scandinavia

INDUSTRY LEADER



Frosted Matt



Multicolor Polyneon



Classic



Polyneon

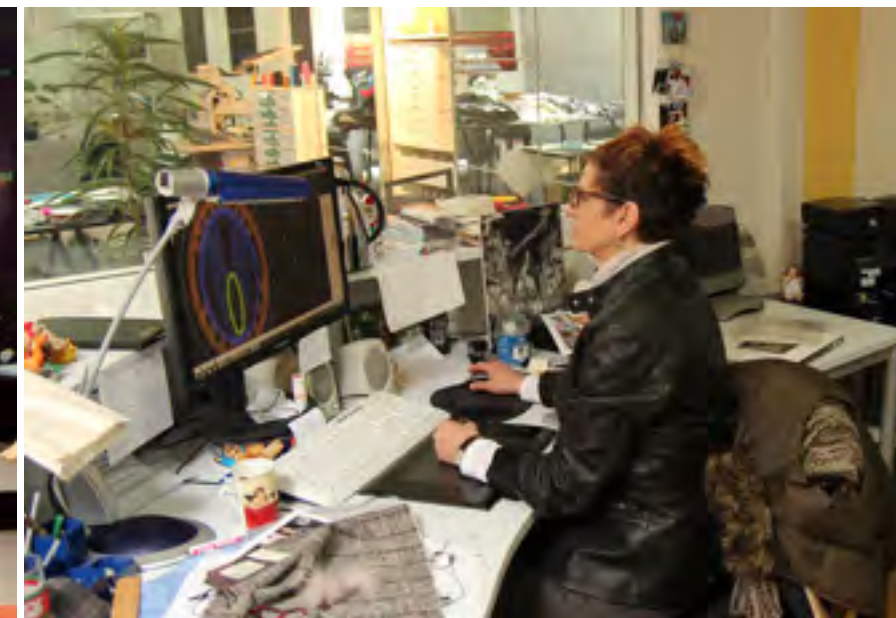


Frosted Matt

In viscose, rayon, polyester or metallic fiber, Madeira offers an impressive range of embroidery and decorative yarns.

Bestselling Classic range in 100% viscose / FS and Supertwist metallized embroidery threads / Polyneon shiny polyester in 365 shades / Frosted Matt: first opaque embroidery thread (96% polyester, 4% ceramic); dtex 90x2; high fastness to light; 161 colors (7 neons); recommended for outdoor and sportswear enhancements / Environmentally friendly manufacturing, using dyes and auxiliaries free of harmful substances

PRODUCT RANGE



QUALITY PRODUCT & SERVICE

Madeira combines stellar product quality with exemplary customer service.

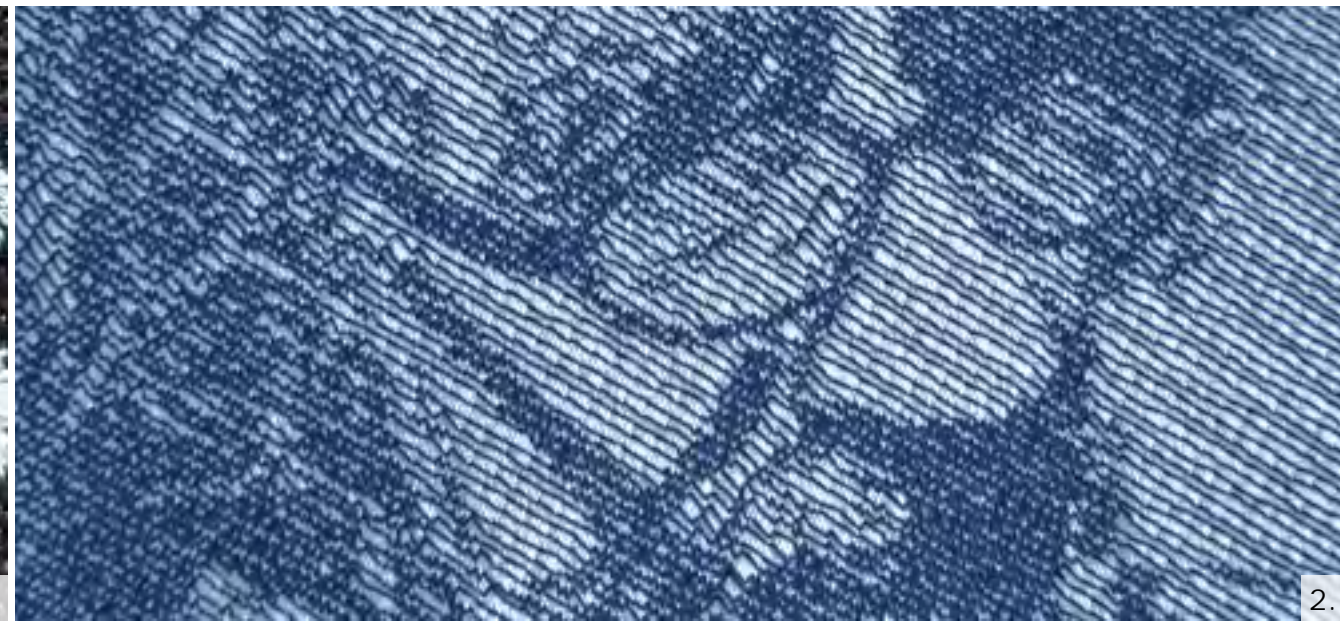
Unique [sample service](#) / Seasonal trend books for embroidery and seam inspiration divided by market category: Children, Juniors, Lingerie, Sport, Denim, etc. / Customized creative and technical assistance



SURFACE EMBELLISHMENTS

Beyond Embroidery:

1. Burmilana wool-like thread and Frosted Matt creating 3-D embroidery 2. Free-standing cord embroidery with Polyneon 40 thread 3. FS 40 metalized thread on leather 4. New take on camo via satin stitch embroidery with Classic 40 viscose thread (FS 40 metalized thread for lettering)



DENIM DECORATION

Denim-look Surface Embellishments:

1. Supertwist 12 metalized thread 2. Photo-stitch technique to simulate photo images and graphic designs with Frosted Matt thread 3. Frosted Matt tread stitching on two fabric layers create cut-out effect 4. Frosted Matt thread delight with subtle 3-D effect



Automotive



Lace emulation



Decorative stitching



Appliques



Childrenswear trim



Denim surface decoration

APPLICATIONS

Madeira threads are made for embroidery and additionally exploited on a variety of sewing/overlock machines.

Application ranges: Fashion (from haute couture to high street) / Accessories / Footwear / Toys / Home linens and towels / Sportswear and gear / Automotive (logo embroidery and seat stitching) / Lace / Quilting / Denim / Seam decoration / Branding (labels and badges)