



“Touching Fashion” by Madeira

ITMA shows have always attracted a public from strongly international nature and this has been again one of the main reasons why MADEIRA decided to attend the ITMA 2011 in Barcelona. As a fact, some structural changes have taken place and - mainly in Europe, in the field of multihead embroidery machines - there is now a huge amount of others shows which have already proven to be much more lucrative to machine producers. However, some of the traditional brands of embroidery machines decided to be present at the ITMA Show in Barcelona and that was a good thing.

MADEIRA offers the most extensive product range for embroidery, and that worldwide. By meeting the requirements of highest creativity and quality, MADEIRA was very pleased to see that various machine producers were presenting their machines with the MADEIRA embroidery and effect threads running on them. The designs embroidered there were all demonstrating the stunning variety of MADEIRA threads. From the highly shiny CLASSIC viscose thread throughout the very durable POLYNEON polyester thread to the SUPERTWIST thread with its glittering effect and the rich range of FS metallic threads, without forgetting

the very striking BURMILANA thread with its wool-like effect and its true portion of wool, all these threads were a great eye-catcher in each of the designs that were embroidered at the show.

The exchange of ideas on the international level generally makes people pay more attention to the fact that beside threads, MADEIRA also offers a very extensive and elaborated range of embroidery materials like backings and toppings, etc. Taking this into account, shows prove to be a great place to provide additional and detailed briefing to the own business partners and get in turn a lot of information on their respective markets.

MADEIRA stands for the highest value of embroideries, which makes the concept of quality, clearly stand out in the foreground. And about sustainability, a topic of growing interest for everyone and an integral part of MADEIRA's business policy, ITMA 2011 offered lots of opportunities to those who wanted to discuss it in detail. Once more, the wonderful samples of embroideries designed by MADEIRA as well as the very creative samples of decorative seams made of effect threads were perceived by many visitors as a true motivation to experiment new ways.

