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“Wouldn’t it be Nice if Life Were Easy?” asks New E-Zee Backing & Topping™ It Can be, When it Comes to Choosing the Backing that is Right for You!

Laconia, NH—The result of intense industry scrutiny, competitive analysis and customer input, the E-Zee line of backing and topping for the commercial embroiderer has recently been launched into the marketplace. Designed to make ordering project-appropriate backing or topping easy and cost-effective, E-Zee, a division of Madeira USA, will endeavor to bring new elements to the task of choosing and using backing and topping.

“For quite a while now, we have watched with great interest, an industry that fluctuates with the economy and the politics of the U.S.,” begins Hajo Voeller, president of Madeira USA. He explains, “We felt there was an opening in the backing and topping arena that needed to be addressed. Much research has revealed to us that within the decorated apparel industry, there is the need for a deliberate and user-friendly approach to backing. For an embroiderer to choose the backing or topping that is correct for them, it should be easy to get help with the selection, it should be cost-effective and, on occasion, it should be a little bit fun!”

What does this mean for the customer? E-Zee Backing & Topping™ will deliver an extensive assortment of new products, both innovative and comprehensive, with the intention of fulfilling all of any size embroiderers’ backing and topping needs. New packaging and roll sizes, new weights and colors and new volume quantities will make it easier and more efficient when customers order. Service will be key to the E-Zee line: customers who need it can get guidance in their selection of which backing or topping to use on-line, on the phone or in the form of a Guide to Selecting E-Zee Backing & Topping Wheel. Similar to a color wheel, the selection wheel from E-Zee will simplify the tedious task of choosing which backing is right for a particular project.

Additionally, customers will find the new website, www.ezeebacking.com, a handy tool for ordering whenever they want to...24/7! Special pricing will appear on the website periodically. And with 10 locations throughout the country, E-Zee Backing & Topping™ ships from more locations nationwide than any other supplier, saving the embroiderer time and shipping costs. For product information and to order, visit www.ezeebacking.com or call 800 225-3001.

In order to successfully bring the message of E-Zee’s availability and ease of ordering to the decorated apparel industry, Jim Geary is heading up the division. Jim comes to E-Zee Backing & Topping from a long career in the commercial embroidery industry, most recently as president and CEO of Gunold USA. Overseeing its national sales and responsible for discovering new revenue sources throughout his 14 years with Gunold, Jim Geary brings a wealth of industry knowledge and marketing capabilities to the new backing and topping division.

According to Geary, “I’ve watched the industry change over the years, becoming more and more competitive in product and pricing. E-Zee rounds out Madeira’s ability to be a true one-stop shop, offering a vast selection of backing and topping, while making it possible for the customer to order easily, knowing they have saved money, and able to order off our website any time of day or night. I’m very keen on bringing the message of E-Zee’s availability, selection and price to our customers.”

For more information, please contact Alice Wolf, Marketing Communications Manager for E-Zee Backing & Topping, a division of Madeira USA, at 800-225-3001, extension 107 or email awolf@madeirausa.com.

About E-Zee Backing & Topping and Madeira

E-Zee Backing & Topping, launched in September of 2006, is intended to guarantee commercial embroiderers selection, value and service. Products are available exclusively from Madeira USA, a leading embroidery thread company with a long history of serving the industry with quality, innovation and care. Founded in Freiburg, Germany, in 1919, Madeira has always been committed to the production of high quality embroidery threads. Today, Madeira maintains a presence throughout the USA, Europe, Japan and key Asian markets. With a full line of professional embroidery supplies, the launch of E-Zee Backing & Topping, and the availability of their websites, Madeira USA and E-Zee Backing & Topping provide a one-stop shop for commercial customers across the U.S., making it possible for them to order 24/7.