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## **E-Zee Aqua® Just Right is the Topping of Choice for Discerning Embroiderers**

Laconia, NH - E-Zee Backing & Topping, a division of Madeira USA, has recently introduced a water soluble topping that should prove easy to use and convenient to purchase. Offered in a thickness that has proven to be easy to work with, the thin, textured film is offered in many roll and pre-cut sizes.

E-Zee Aqua® Just Right is used on top of a high profile fabric to hold down its nap, or pile, while embroidering. On sweaters, fleece and other soft knits, it stops the stitches from sinking into the pile and getting lost. On corduroy, it supports the stitches and keeps them from disappearing into the fabric wales. When used on terrycloth, E-Zee Aqua® Just Right will prevent the fabric's loops from peaking through the embroidery.

Water soluble, E-Zee Aqua® Just Right is removed from the completed embroidery design using a spray bottle of water or steam. The result is an embroidered design that "pops!" When used in conjunction with Madeira's 60 weight Classic Rayon or Polyneon thread, the stitches will be raised sufficiently above the fabric to create a clean embroidered line with enhanced detail.

Pat Williams, an award-winning digitizer/embroiderer who operates her company, Image Embroidery, in Sierra Vista, AZ, uses E-Zee Aqua Just Right on all her pique and fleece shirts. She observes, "When used on intricate designs in particular, E-Zee Aqua Just Right is extremely effective in enhancing the details of the embroidery as it elevates the stitches, creating loft." Her attention to detail is extreme, since she specializes in custom digitizing and corporate identity apparel. She adds, "Keeping customers happy with my results will bring them back and create the best form of advertising: word of mouth. My reputation relies on my ability to produce outstanding embroidery!"

Madeira tested various thicknesses of the topping material in order to come up with a composition that is both effective and easy to remove. Research then revealed which dimensions, or "put-ups," would be most popular with embroiderers. The result is E-Zee Aqua® Just Right!

For additional information or to request a free sample of E-Zee Aqua® Just Right, please contact E-Zee Backing & Topping through Madeira USA at [www.madeirausa.com](http://www.madeirausa.com) or [www.ezeebacking.com](http://www.ezeebacking.com) or call 800 225-3001.

### **About Madeira USA**

Founded in Freiburg, Germany, in 1919, Madeira is a global leader in the production of high quality embroidery threads for the decorated apparel and home fashion markets. The Madeira product line includes the industry's largest selection of specialty threads, E-Zee Backing & Topping™ products, plus a complete line of bobbins and accessories. Today, Madeira services its clients from operations in the USA, Europe, Japan, and key Asian markets. The company ships from ten U.S. locations, more than any other embroidery supplier nationwide. For more information, visit [www.madeirausa.com](http://www.madeirausa.com)

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California ● Florida ● Illinois ● New Hampshire (Headquarters) ● North Carolina  
Ohio ● Pennsylvania ● Texas ● Washington