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MADERA



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Madeira USA Adds Coats Trusew Magnetic Bobbin to Product Portfolio

Laconia, NH – In keeping with the needs of the embroidery industry, Madeira USA has added Coats new Trusew Magnetic bobbins, to its list of bobbins currently available. New to the market, the Trusew Magnetic bobbin can be used anywhere that tension consistency is required or on materials where overspin is an issue. The Trusew Magnetic bobbin that is now available from Madeira incorporates the high yield yardage and consistent tension that Coats is known for, with the instantaneous braking action of a magnetic core.

Now, customers ordering from Madeira USA will find a new magnetic bobbin to choose from! The Trusew Magnetic is the result of Coats intensive testing and bringing to market a magnetic bobbin that lies heavily on Coats worldwide reputation, with the added convenience of the magnetic pull that many embroiderers have come to favor. According to a Coats spokesperson, “Incorporating magnetism into Trusew technology achieves much greater consistency of tension from beginning to end than any other magnetic bobbin on the market today.” Put simply, Coats has taken a good thing and made it better.

The Coats Trusew Magnetic bobbin is available from Madeira USA in Style L with 135 yards and are packaged 100 per box. The magnetic core on these sided bobbins allows for a truly consistent feed. According to Coats’ technicians, “In reality, current magnetic bobbins in the market create very high tensions towards the end of the bobbin due to the magnetic design at the core that holds the bobbin too tight once 75-80% of the bobbin has been consumed.” In measuring the tension of the wound bobbin thread, in grams, Coats Magnetic Trusew measure 30 at the outer edge, the middle and around the inner core. Other magnetic brands on the market measure 30 grams at the outer edge, but then vary to 35 grams at the middle and 60 grams at the inner edge.

While Madeira USA continues to offer a wide variety of bobbins, including a selection of magnetic bobbins at different price points, it is pleased to add the new Coats Magnetic Trusew to its list of top quality embroidery supplies. Quality, consistency, one-stop variety and nationwide availability continue to be the driving forces behind Madeira USA’s positioning in the decorated apparel market.

For more information, please contact Alice Wolf, Marketing Communications Director for Madeira USA at, 800-225-3001, extension 107 or email: awolf@madeirausa.com.

About Madeira

Founded in Freiburg, Germany, in 1919, Madeira Garnfabrik has always been committed to the production of high quality embroidery threads. In 1975, the company began to shift its concentration from the domestic German market to the global marketplace. Then in 1987, subsidiaries were set up worldwide to streamline the distribution process. Today, Madeira maintains a presence throughout the USA, Europe, Japan and key Asian markets. Madeira USA has added a full line of professional embroidery supplies to its product line-up, creating a one-stop shop for its commercial customers across the U.S.

Shipping from more locations nationwide than any other embroidery supplier

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