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MADERA



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Madeira Announces Use of Recycled Goods in its 100% Polyester Polyneon Embroidery Thread

Laconia, NH – It's been happening slowly but surely since April of this year. The production of Madeira's popular Polyneon #40 embroidery thread began to incorporate the use of recycled goods. After research and development, tests and more tests, Madeira needed to make sure that the addition of recycled plastics did not alter colors, change prices or performance of this easy running, bleachable embroidery thread. While those at Madeira's international headquarters in Freiburg, Germany, had not seen a great demand for the use of recycled polyester from the promotional sector, the fashion sector has nearly made it a requirement.

Martin Lohe, Commercial Director responsible for logistics, manufacturing and IT for Madeira, Germany, explains, "We have confidence that what we are doing for the market is correct. We are committed to bringing more and more recycled polyester into the production of our Polyneon embroidery thread. Madeira's goal is to have 30% of the raw material used in the production of Polyneon be recycled materials."

Slow and painstaking is the process of determining which colors of thread, and by what percentage, can incorporate the recycled goods into their properties, with no loss of quality or adverse effect on color consistency. This was one challenge that kept Madeira from making this step sooner, and for keeping the progress slow and steady. Another aspect of incorporating recycled goods into current manufacturing is the fact that production of recycled polyester requires more energy. On the up side, it uses no crude oil and does not contribute to the planet's mountains of waste. The pace and the care, along with the realistic goal of 30% recycled content, are all reasonable, Martin Lohe points out. "We feel this percentage will allow us to keep our prices stable and maintain an extensive range of colors."

Madeira is proud to make public this newest link in a chain of resource management that includes production of threads with the highest standards and certifications by environmental organizations in the world. From manufacturing of raw materials to production of finished goods, Madeira continues to lead the market in its adherence to global, environmental and safety concerns.

For additional information, please contact Alice Wolf, marketing communications director for Madeira USA, at 800 225-3001, ext. 107 or awolf@madeirausa.com.

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 12 U.S. locations, more than any other embroidery supplier nationwide. For more information, visit www.madeirausa.com.

Shipping from more locations nationwide than any other embroidery supplier

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