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Biker Embroiderer Resolves Fading with Frosted Matt Thread from Madeira

**When embroiderer “Doc” Pasciuti
experienced problems with club patches fading,
his supplier came to the rescue with a more colorfast thread.**

Laconia, NH -- To members of a motorcycle club, the logoed jackets, caps, vests and T-shirts they wear have a lot of meaning. They represent who they are and what they do. Oftentimes, their apparel is a way of communicating to other members their position in the club, their longevity, past activities and their accomplishments.

Charles “Doc” Pasciuti, owner of 81 Lowell Embroidery in Penryn, CA, specializes in creating patches for motorcycle clubs. In fact, he serves 42 clubs nationwide, doing 85% patches and 15% direct embroidery. As a member of one of the largest, most-well-known clubs in the world for 39 years, he knows and understands what motorcyclists want and has built his reputation on offering the highest quality at a reasonable price.

But Pasciuti had a dilemma. The most popular items worn by motorcycle riders are leather jackets and vests, which, not surprisingly, get quite a bit of exposure to sunlight and weather. The embroidery thread Pasciuti was using, he discovered, was not holding up under extreme outdoor conditions.

“The color was fading from exposure to the sun,” he explains. “When I make a patch, I tell my customers that I guarantee the workmanship of anything that goes out my door. If it fades, tears or the Merrow border comes undone, as long as the garment was not put through unusual wear and tear, I replace the patch at no cost.”

“When I recently attended a rally in Gunnison, CO, I looked across at the guys from all over the United States wearing their patches, and I had made every one of them by hand. It’s something that made me feel good,” adds Pasciuti.

What didn’t make Pasciuti feel good was seeing how some patches had faded. “It really bothered me that when I looked at my work, a red had faded to light pink or black had turned to light brown or gray. On some patches it was so bad, you could barely make out the name.”



Faded motorcycle patches



Motorcycle patches in Madeira's Frosted Matt

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In search of a solution to the fading thread, the embroiderer contacted his supplier, Madeira USA. The company responded with some free samples of its Frosted Matt polyester embroidery thread. Unlike traditional polyester threads, Frosted Matt contains a ceramic ingredient that provides extreme color fastness, making it very resistant to fading from sunlight.

Its matte finish makes it stand out when used for purposes such as fine lettering. It also can withstand commercial laundering with temperatures up to 140 degree F, and even bleach as long as the amount added does not exceed 20 grams per liter of water. And, it can be dry-cleaned as long as trichloroethylene is not used.

“It can withstand 300 hours of direct UV sunlight before it starts fading,” says Pasciuti, which is even more important in states like California and Arizona, where regular thread fades much faster.”

Ironically, the thread is so good, in one way it’s bad for business, says the embroiderer. “Frosted Matt produces a very ‘clean’ look, you can see that. But now I’m using a thread that lasts three times longer and costs a little more to use,” he says. “So instead of making patches every two to three years, it’s probably going to be six to seven years before I get replacement orders. But I don’t care. I’m happy in my heart because this is what I love to do!

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

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