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MADERA



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Madeira USA Adds GSG as Distributor for Better Coverage of Texas

Laconia, NH – Embroidery supply market leader Madeira USA, headquartered in New Hampshire, with 11 other locations throughout the U.S. recently announced the addition of a new distributor within the state of Texas. GSG (Graphics Solutions Group) will carry a full color line of Madeira's Classic Rayon #40 cones and Fire Fighter spools.

According to Madeira USA Vice President of Sales Colleen Hartigan, "An analysis of Texas' size and socio-economic growth revealed that we were in need of additional coverage. It has been Madeira's goal to provide the best service possible, and availability in this heavily populated region of the US is key. Increasing the availability of our rayon thread and our flame resistant Fire Fighter thread in the Houston and Dallas areas of Texas will have a positive effect on our market share."

Mark Granberry, president of GSG, adds, "Since our founding as Texas Sign Supply Company over 57 years ago, we've seen the sign and screen industry continue to grow and change. But one thing that never changes is GSG's dedication to always provide the best products and services available." And with the addition of embroidery to the company's product line, Madeira thread was a likely choice.

With GSG's half-century of knowledge and experience in printing processes, the company decided to expand into embroidery in order to become more full-service. Both GSG and Madeira USA operate with the premise that only through the success of their customers, will each prove to be a successful business.

The two locations where Madeira Classic Rayon and Fire Fighter threads can now be found in Texas are: GSG, 1293 North Post Oak Road, Suite 190, Houston, TX 77055, where toll free number is 800-755-7545; and 4601 Spring Valley Road, Dallas, TX 75244, where toll free number is 800-366-1776. For additional information, please contact GSG directly, or, Madeira USA:

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