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MADERA



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Madeira USA Introduces New Referral Program

Laconia, NH – It happens at every trade show. Customers come over, arm-in-arm with a friend or relative who smiles and explains, “My friend/sister/daughter/ keeps telling me you are the best! Can I get some information about ordering from you?” Now Madeira USA is prepared to not only welcome the new customer with a special offer, but reward the person who introduced that new customer to Madeira USA!

Calling the program, “Stitch Your Friends into the Loop,” here is how it works: the existing customer receives a credit of \$10 off their next order, and the potential customer receives a Welcome Kit, which includes a savings off their first order. The principal is simple. The program is designed to thank customers for their loyalty and to provide potential customers with all the information they need to begin ordering their embroidery thread and supplies from Madeira USA.

Customers are reminded that they must refer an embroiderer with a company name to qualify. If you are a Madeira customer and would like to introduce a colleague to the products, quality and service that you have come to enjoy from Madeira, now is the time!

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