



the choice of market leaders

MADEIRA



USA LTD

30 Bayside Court Laconia, NH 03246
Telephone 603-528-2944 Toll Free 800-225-3001
Fax 800-598-7677 Web madeirausa.com

Madeira USA Offers Upgrades to its Popular Customer Appreciation Program (CAP)

Laconia, NH - One of the first companies in the industry to offer loyal customers a rewards program, Madeira USA has added upgrades to its popular CAP (Customer Appreciation Program). A new campaign, launched in July, offers CAP members the ability to upgrade to a Silver or Gold membership. A fee of \$45 for CAP-Silver and \$95 for CAP-Gold entitles customers to discounts, savings, free branded goods and customized offers. Partnering with some of the industry's top stock design companies, Madeira USA is able to include substantial savings on designs and/or education services from Dakota Collectibles, Balboa Threadworks and Strawberry Stitch Company.

“At one time, having the highest quality product was enough to guarantee business and customer retention,” points out Hajo Voeller, president and CEO of Madeira USA. “But now, with the challenges of the economy and the amount of competition in the Decorated Apparel Industry, service and substance are criteria that must be added for suppliers to maintain their standing.” The CAP upgrades enable customers to choose the rewards plan that works best for them. The Basic CAP Club is free and enables customers to earn back cash credit based on sales goals that are determined from their individual buying habits. New customers are eligible and will be assigned a goal and reward amount after they place their first order.

The membership fee for the CAP-Silver and CAP-Gold upgrades entitles customers to a one-year membership, starting from date of purchase. Highlights of the two upgrades are the customized savings on favored Madeira products and discounts from three leading design firms. A free brochure that describes and compares the specific attributes of the two upgrades is available and online. Madeira USA anticipates a good response from its customers, who often wonder “what’s next?” from 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 twelve 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