

## Madeira introduces Madeira Green, featuring new sustainable threads



Madeira, the market leader in premium quality embroidery threads, is showcasing its commitment to the environment with the launch of Madeira Green and introduction of two new sustainable threads.

The new label Madeira Green is the response to a growing demand for eco-friendly products. It gathers the efforts made by the company with the aim of making the entire embroidery value chain more sustainable. By introducing two new premium embroidery threads into the portfolio, Madeira underlines its commitment to support resource-saving textile manufacturing.

Polyneon Green and Sensa Green, which were launched in summer 2021, are ideal for use in projects requiring any standard 40 weight thread. Created using processes designed to reduce energy input and water usage, minimise waste and recycle or biodegrade wherever possible, they are the first in a line of truly eco-friendly products with more currently in development.

“At Madeira we are convinced that more sustainability in textile manufacturing is the best step toward the future,” says Sebastian Schade, Head of Global Marketing at Madeira. “Both Polyneon Green and Sensa Green, each innovative in its own way, embody this contribution as they do away with excess waste or incorporate natural fibres without losing the performance or quality that Madeira stands for.”

### 100% Recycled Polyester: Polyneon Green

A strong, shiny thread made of 100% recycled polyester, Polyneon Green is planned in 108 brilliant colours, 100 of which are already available. Derived from post-consumer waste, the standard weight 40



thread provides high-quality industrial embroideries and can be used for workwear, sportswear, jeans, shoes, and many more projects. Meeting the STANDARD 100 by OEKO-TEX® Class I, annex 6, Polyneon Green reduces waste by reusing plastic bottles, melted down and spun into a strong, trilobal thread matching the renowned genuine Polyneon quality.



### 100% TENCEL™ Lyocell: Introducing Sustainable Sensa Green

TENCEL™ Lyocell fibres are well known as being one of the most sustainable textile fibres on the market, and many eco-conscious manufacturers



are already using it to create fabrics that are soft but strong. Out of this renewable raw material and together with our European partners, we have developed a truly innovative and eco-friendly embroidery thread.

TENCEL™ Lyocell fibres are made from sustainable wood and harvested from certified and controlled sources. They are derived from trees that have a remarkably lower water consumption than cotton, and that are grown on non-agricultural land. The fibres benefit from a closed-loop production process, awarded with the EU Ecolabel. This process uses only organic solvents, which are



recovered and reused to more than 99%. Spun and dyed exclusively in Germany, it has a low carbon impact due to the shorter transportation cycles and is certainly one of the most sustainable threads available on the market.

This brand-new thread made of 100% TENCEL™ Lyocell fibres is named Sensa Green, referring to its outstanding touch and its truly green heart. Sensationally soft, it not only offers top performance on industrial embroidery machines but also opens up completely new opportunities to designers and manufacturers. Optimised to run at high speed, the smooth but strong Lyocell thread glides with ease on every machine without forming loops or risking thread breaks.

Designers get an entirely new look to play and create with. An elegant, silky matte gloss – not too shiny, not too dull – invites the designer to realise trendy vintage styles with a warm, natural look, as well as more daring creations for lifestyle or luxury brands and corporate fashion. Free of any harmful substances and certified STANDARD 100 by OEKO-TEX®, product class I, Annex 6, Sensa Green is also a perfect solution for kids' wear, underwear and home-textile manufacturers.

Starting with 144 carefully selected shades, including earth colours, global evergreens such as black, white and navy, and an undyed version for tone-on-tone overdyeing, there will also be the



possibility to create dye-to-match shades. TENCEL™ is a trademark of Lenzing AG.

### About Madeira

Since 1919, the Freiburg family-owned company Madeira Garnfabrik has been producing and distributing high-quality decorative and technical threads and accessories for industrial embroidery machines. In addition to the standard range, Madeira supplies sustainable embroidery threads as part of its growing eco-friendly portfolio and provides its customers with the necessary expertise to help them achieve the best possible embroidery results. With its numerous partners and subsidiaries around the world and international sales logistics, the company is one of the leading embroidery thread manufacturers in the industry.

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