

Madeira to debut new threads in Paris

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Image: Madeira

FREIBURG – German manufacturer Madeira is to debut two recently launched ‘sustainable’ threads at this year’s Première Vision trade fair in Paris.

The firm’s Polyneon Green and Sensa Green materials will be on display from 21-23rd September in the French capital, with both said to be produced with less energy and water.

“At Madeira we are convinced that more sustainability in textile manufacturing is the best step toward the future,” said Sebastian Schade, the company’s head of global marketing.

Madeira’s Polyneon Green thread is made entirely from post-consumer recycled polyester, and has been tipped for potential use in workwear, sportswear, fashion and footwear due to its strength and versatility.

For the Sensa Green, Madeira leveraged Lenzing’s Tencel Lyocell fibres – derived from wood sourced in ‘sustainable’ forestry.

“They derive from trees grown on non-agricultural land with remarkably less water consumption than cotton. Produced using a closed-loop process, the clean production reclaims 99 per cent of the organic solvents and water used in the process. Spun and dyed exclusively in Germany, Sensa Green has a low carbon impact due to shorter transportation cycles and is certainly one of the most sustainable threads on the market,” Madeira explains.

This is all in aid of growing demand for more ‘sustainable’ products, the firm says. Debuting these threads at Première Vision will gauge the extent of this industry demand, with Madeira suggesting that these threads will be the first in a portfolio of materials currently in development.

“By introducing two new premium embroidery threads, Madeira underlines its commitment to support resource-saving textile manufacturing,” the company said.