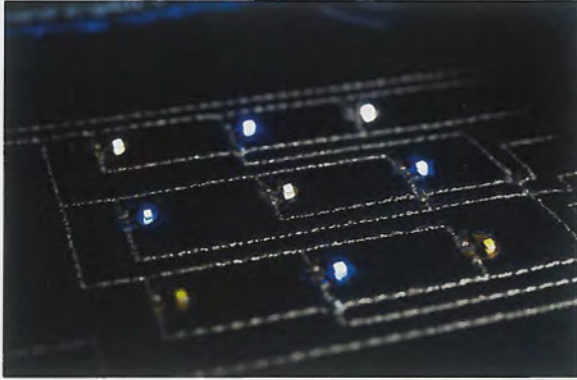


the choice of market leaders

**MADERA****MADEIRA at Texprocess**<https://madeira.de>**High-performance metallic threads and new Smart Textile applications made of conductive HC yarn**

Following the German premiere in March, the world premiere of the innovative, smooth-running CR Metallic thread is now also underway. Available in two weights, this metallic thread has been specifically designed for easy use on industrial embroidery machines. Its firm twist with a polyester layer on the outside leaves it extremely soft and makes it



run smoothly through both machine and needle without abra-

sion. The washability up to 60 or 95° C and its bleaching resistance make CR the perfect partner for almost any embroidery project. Thanks to its certification to Standard 100 by OEKO-TEX®, Product Class I, embroidering baby items is also possible. CR 40 with dtex 230 runs perfectly with standard needles 75/11 and 65/9. The voluminous CR20 with dtex 510 can be processed with 100/16 needles.

**New Smart Textile applications**

Two years ago, the highly conductive, fully silver-plated polyamide yarn Madeira HC conquered the market. Since then, several Smart Textile applications have been realised with HC. At this year's TEXPROCESS, you will learn what one might need a glove with bend sensor for, how effective embroidered heating applications are and what Neoteric Iris is about, the glowing dress that can match its colour to the environment. In addition to new thread variations and application examples, Madeira will present an expanded stabiliser range, with new iron-on backings for textiles that are particularly difficult to embroider. Look forward to hearing interesting keynote speeches about our thread innovations, CR and HC, and benefit from competent advice on machine embroidery.



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