



**Rolling Book**  
3<sup>rd</sup> Edition



**A**dmittedly, MADEIRA's products count amongst the little things in the fashion world. But it is exactly these little things that have made MADEIRA great. Details in luminous colours, fascinating effects, top value design: details made of embroidery thread. MADEIRA's main development and production facilities are in Freiburg, Germany where the company was founded almost 90 years ago. Over the years, subsidiaries and distribution centres in more than 60 countries were built which guarantee proximity to our customers, ensure efficient distribution and provide vital feedback to the parent company.

**Besides the huge choice of embroidery and decorative threads, our company stands for:**

- ▶ Creative ideas to inspire you and to give you the possibility to realize your individual collection
- ▶ Technical support and help – during planning, organization, sampling and production, no matter in which country
- ▶ Understanding, passion and ambition for your products

MADEIRA sees itself as your partner and consultant when it comes to all aspects of embroidery and decorative sewing.

It is much more than threads – check it out!

Stitch-Design: Annalena Birzele  
Digitizing: Helke Renz-Gonser,  
Hochschule Reutlingen/Germany







**M**ADEIRA's collection of embroidery and decorative thread contains shiny and matt threads, thick and thin, fine and elegant as well as textured and with a hand-stitched look. Available in various compositions and in thousands of colours – and of course all certified with the highest Ökotex Standard 100 label:

**CLASSIC:** natural viscose with a brilliant high sheen, available in 4 thicknesses

**POLYNEON:** strong, shiny polyester, available in 2 thicknesses

**FROSTED MATT:** new matt embroidery thread

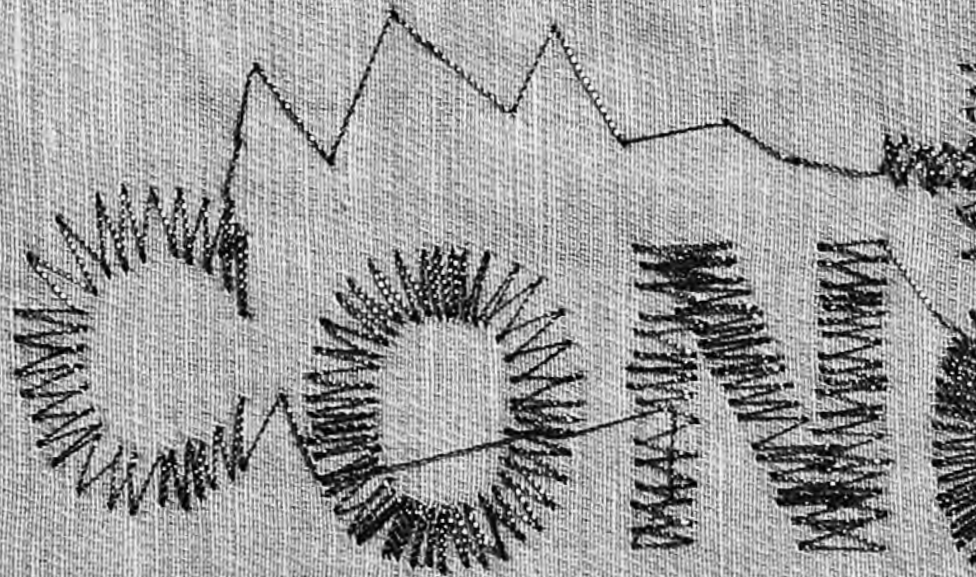
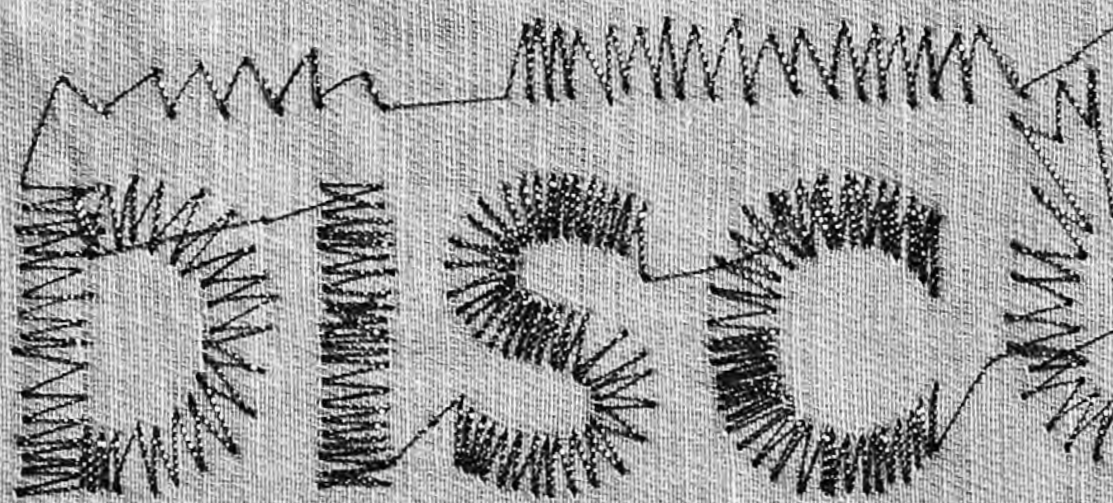
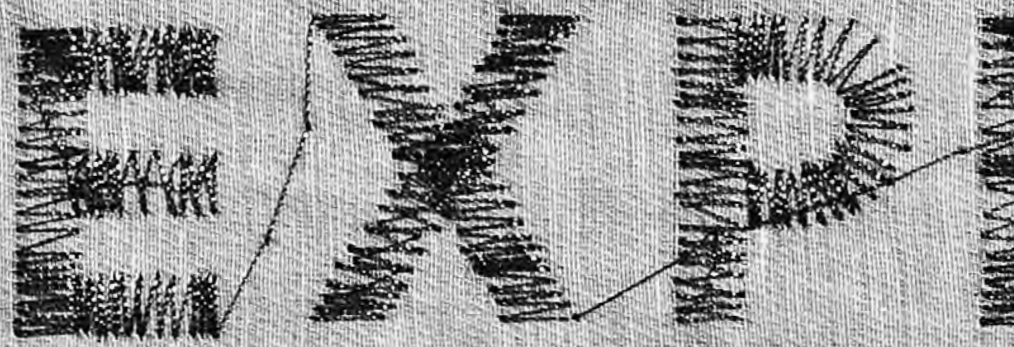
**FS** and **SUPERTWIST:** world's biggest choice of metallized threads

**BURMILANA:** wool-style thread

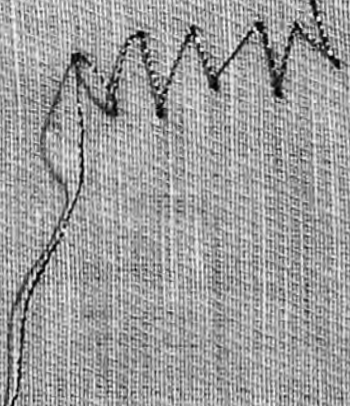
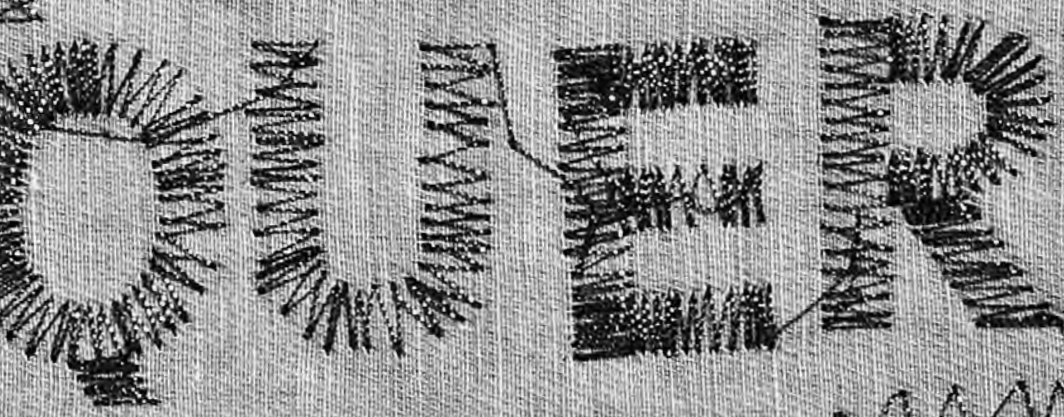
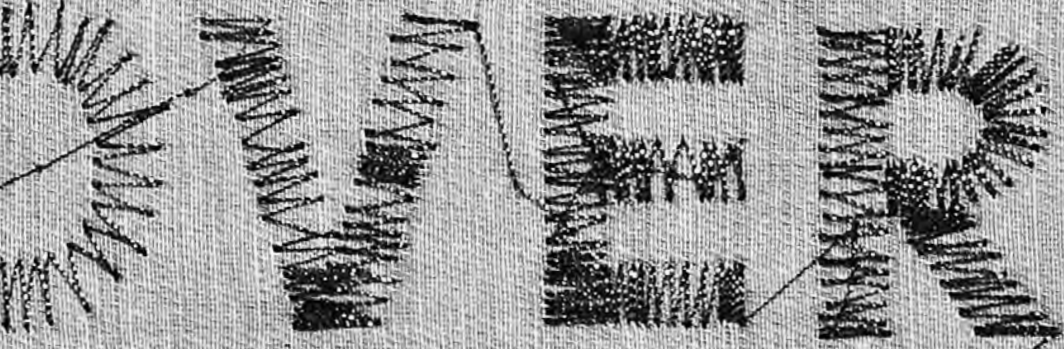
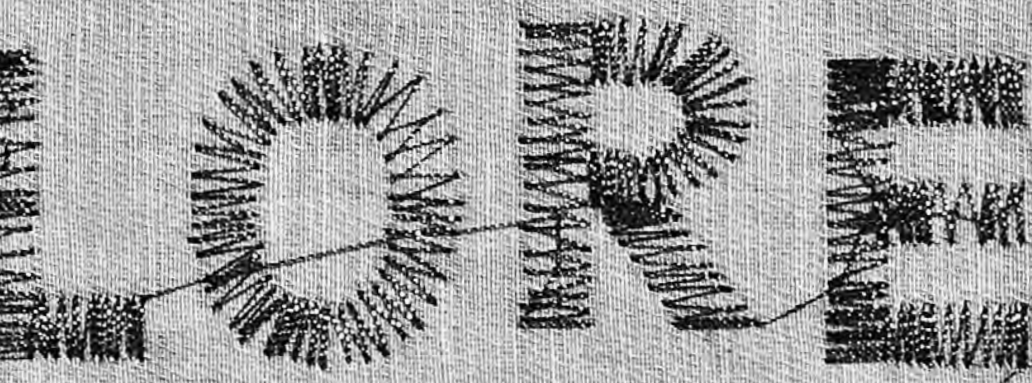
**FIRE FIGHTER:** flame resistant embroidery thread

















# CLASSIC - Neat as a pin!



Unique shine and silky feel. The natural viscose is still worldwide the number 1 in embroidery on fashionable

garments for high quality results. CLASSIC is your choice! From very fine to extremely thick. There are no limits...MADEIRA!







Handwritten text in a cursive script, likely Latin or Italian, located at the top of the page. The text is arranged in several lines and appears to be a preface or introductory note. Some legible words include "Hic", "est", "descriptio", "et", "historia".



Die Medusen De Viri Romae


Handwritten text in a cursive script, likely Latin or Italian, located at the bottom of the page. The text is arranged in several lines and appears to be a continuation of the text from the top of the page. Some legible words include "Hic", "est", "descriptio", "et", "historia".





Design & Digitizing:  
Franco Biraghi, Glesse Group/Italy

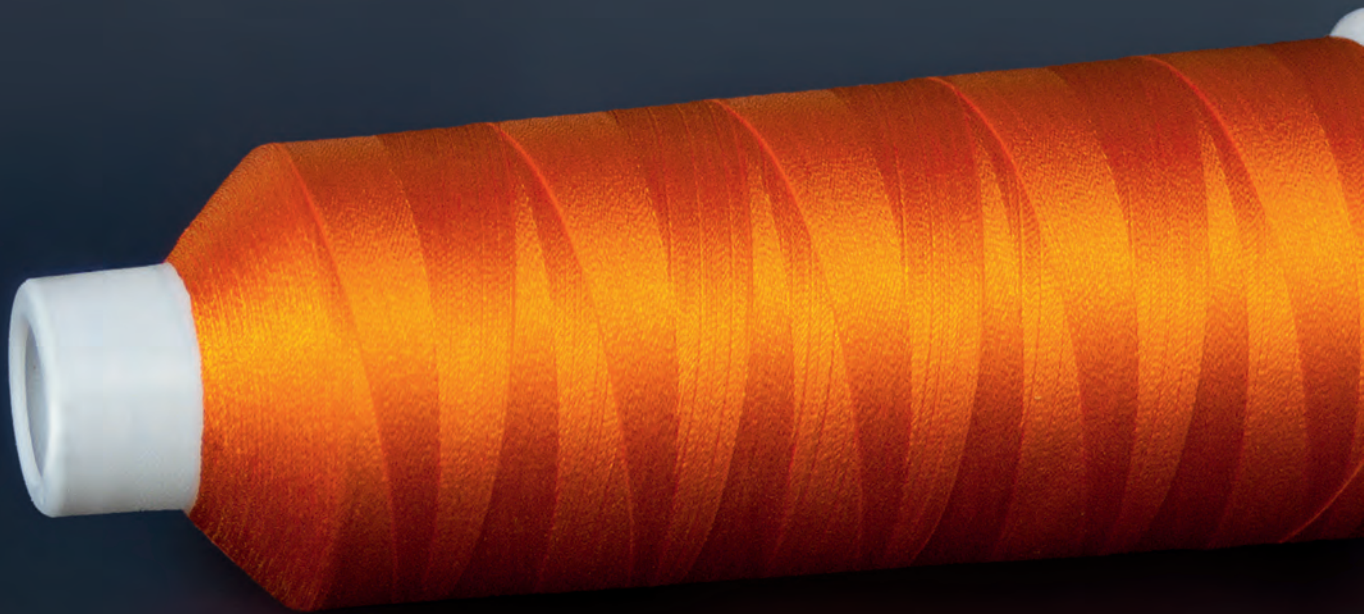




This strong and chlorine resistant polyester thread is perfect when you need a thread that is heavily strained. POLYNEON is ideal on Jeans, bags, shoes etc. 359 plain, fluorescent and multicolour shades are waiting to highlight your brand and collection.



THE ENVIRONMENT IS  
ALWAYS ON MY MIND...









Have you ever  
tried to freeze shine? Oops, MADEIRA did it!  
**FROSTED MATT**, the world's first truly matt and  
light-fast embroidery thread brings a new sensation to the  
perception of colours. Due to the unique ceramic core material  
this embroidery thread reflects the true colour intensively with  
enormous colouring  
power.









# TRANSLATING IDEAS INTO STYLE. MADEIRA



fill with  
Satin Stich  
Classic Ombre  
2029

FSK-metallic

San Nielsen



1  
HANDDOORE









*M*etallized threads from Madeira offer a

*lavish, sophisticated and precious look and the glorious*

*mix of colours and counts meets the highest requirements*

*regarding the variety of colours, thicknesses and of*

*course quality! Many thread weights and structures*

*from the finest possible to the very heavy ones that look*

*great if used for decorative stitching. FS is available*

*in a variety of golds, silvers, precious metals, multicolours*

*and lovely subtle elegant shades.*

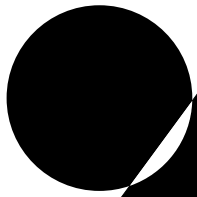




**MAD**



I see colors that do not exist



**ERA**







Here comes the sparkle & glitter! Beautiful metallized effects in iridescent tones, dazzling jewel and opal shades, pastel crystal hues and magnificent multicolours. Two different thread counts can be used for embroidery, ornamental seams and many other decorative applications on high speed sewing and embroidery machines. SUPERTWIST brings that extra something to your garment!





T O U C H

I N G E F A

S H I O N





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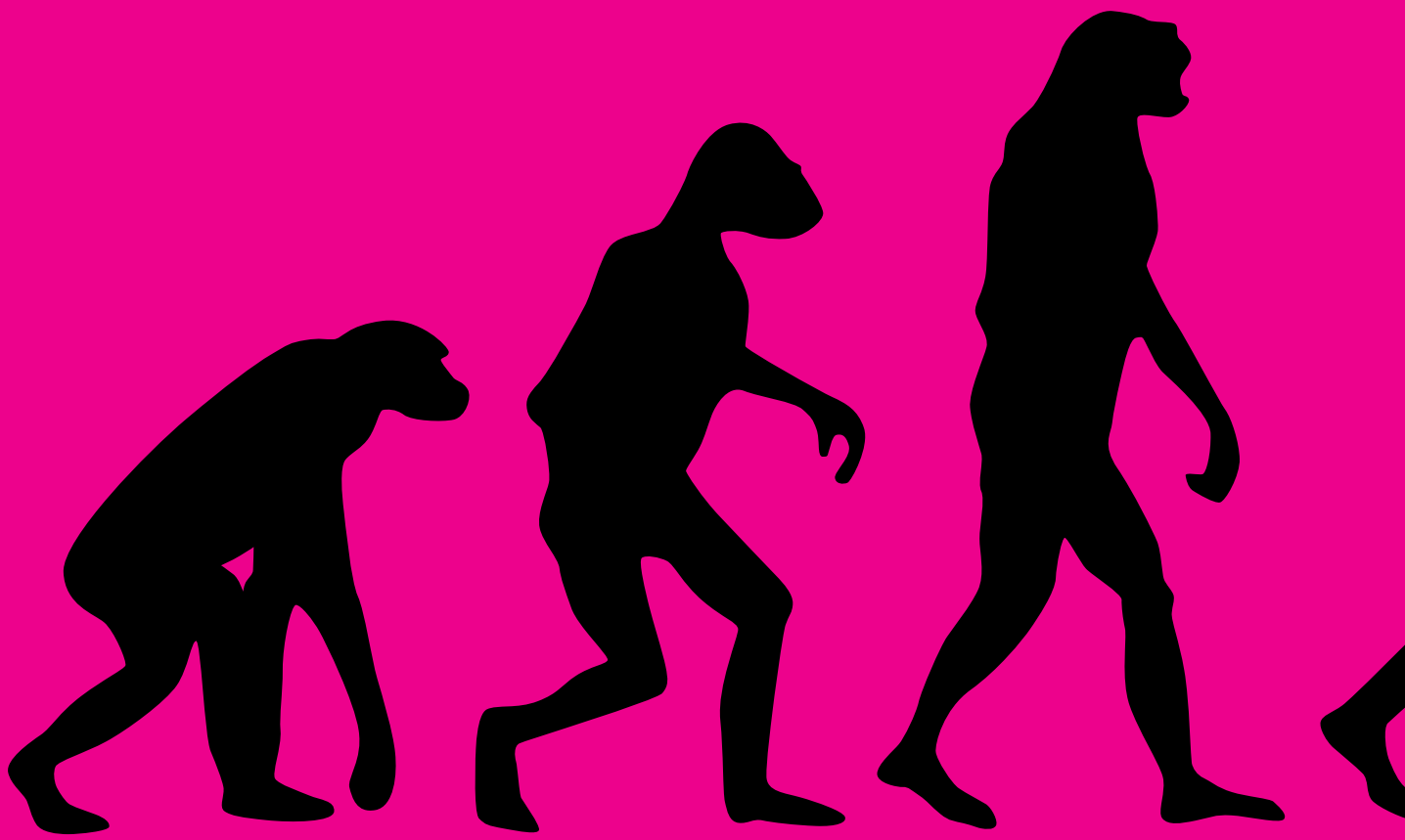




You want to touch it when you see it. Due to the high percentage of wool, the warm and soft colour shades of BURMILANA allow outstanding effects in a hand-crafted look. Affordable exclusivity with a few stitches.

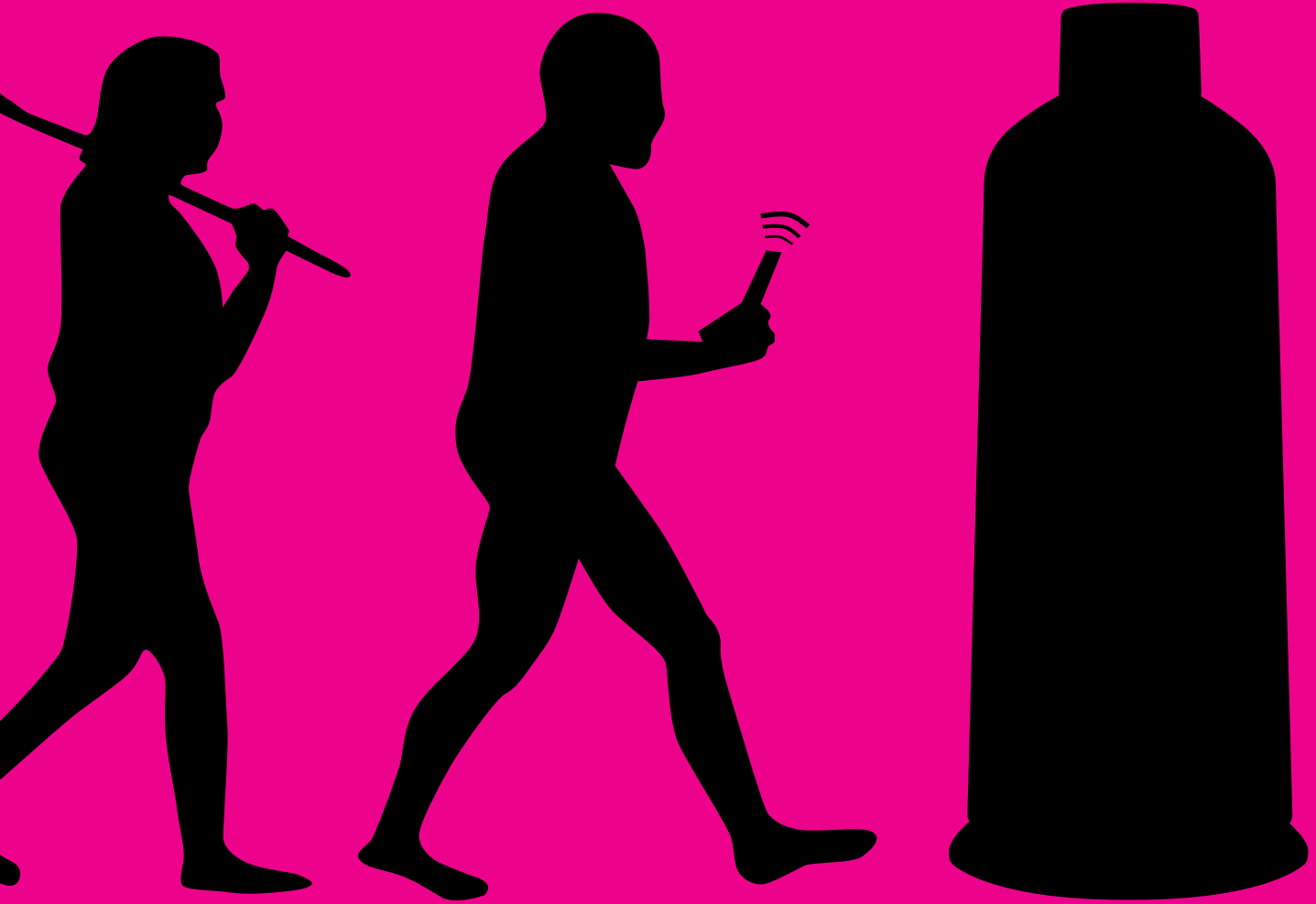






**EVOLU**





# EVOLUTION

Evolution is the change in the inherited characteristics of biological populations over successive generations. Evolutionary processes give rise to diversity at every level of biological organisation, including species, individual organisms, embryonic tissues and molecular sequences, such as DNA and proteins.

[[www.wikipedia.org](http://www.wikipedia.org)]







A vertical strip of fabric showcasing various decorative stitching patterns. The fabric is dark, possibly black or dark blue, and features several horizontal bands of stitching. The stitching is primarily in shades of orange and red. The patterns include simple straight lines, wavy lines, and more complex, intricate designs. The texture of the fabric appears slightly wrinkled and soft.

“Officially”, our threads are made for embroidery but it is very motivating and interesting to learn that more and more brands are using MADEIRA threads on a variety of sewing/overlock machines for any kind of decorative stitches.





## **One World - One Thread!**

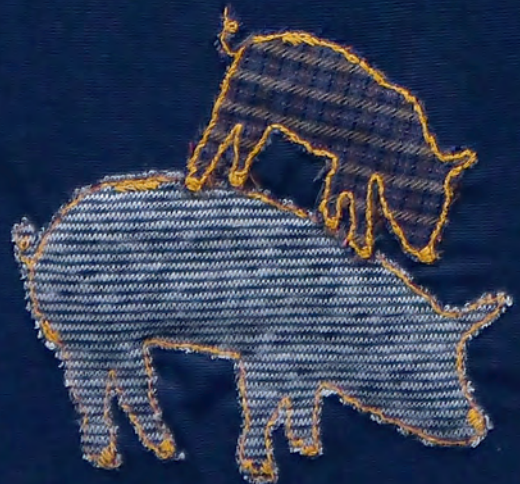
**Earth is the third planet from the Sun, and the densest and fifth-largest of the Solar System's four terrestrial planets. It is sometimes referred to as the "Blue Planet" due to its large oceans.**





**argest of the eight planets in the Solar System. It is also the largest  
ferred to as the world, the Embroidery Thread Planet. [www.wikipedia.org]**

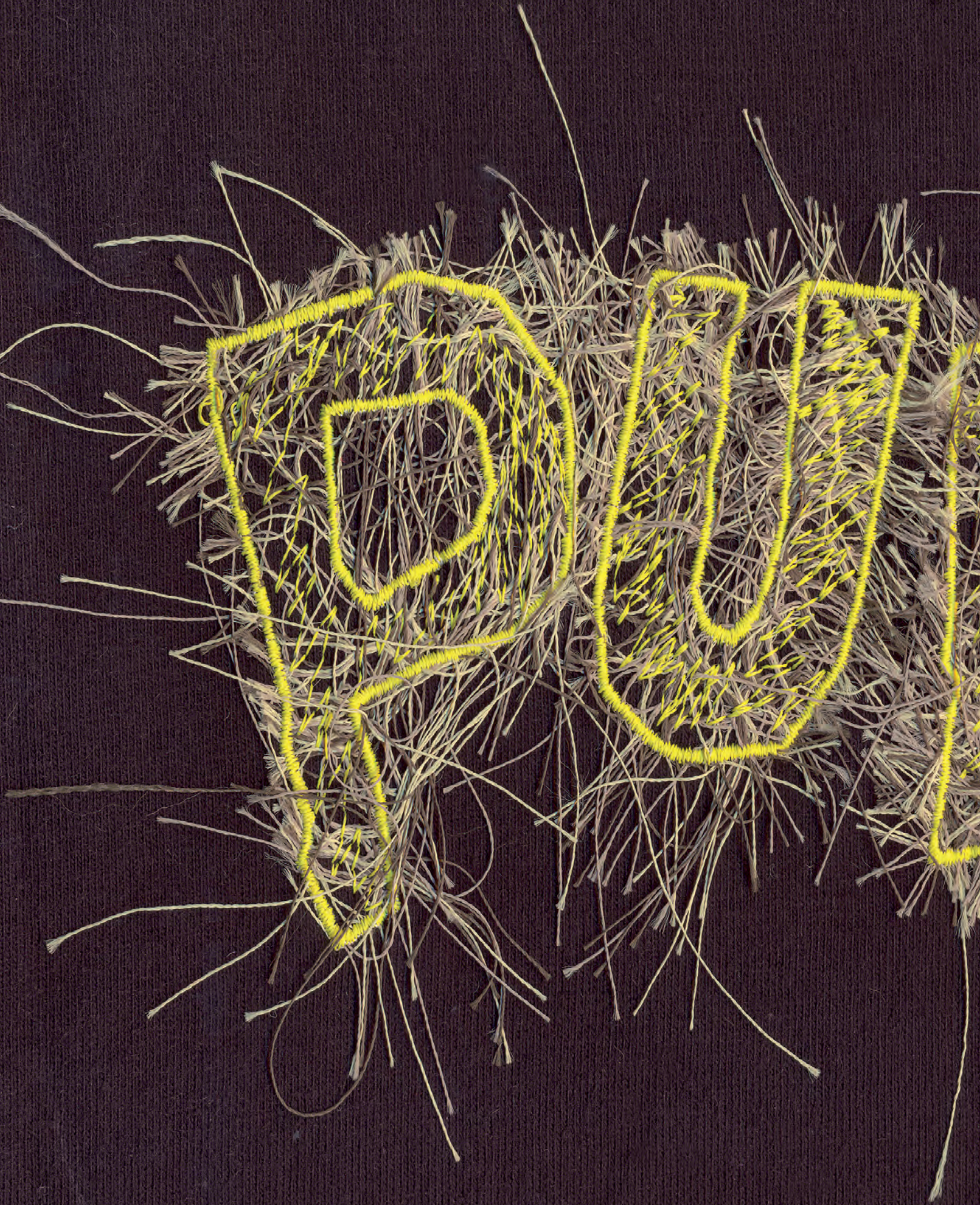




























**MAD**



I see colors that do exist

ERA



## **The Photo Stitch Revival!**

An embroidery technique from the 1990s has made its return.

This special stitching technique to simulate photo images and graphic designs of color or standard black and white can easily be produced. Unusual color combinations and other additional embroidery stitching technique have modernized the photo stitch and are making its way into a fashion trend.

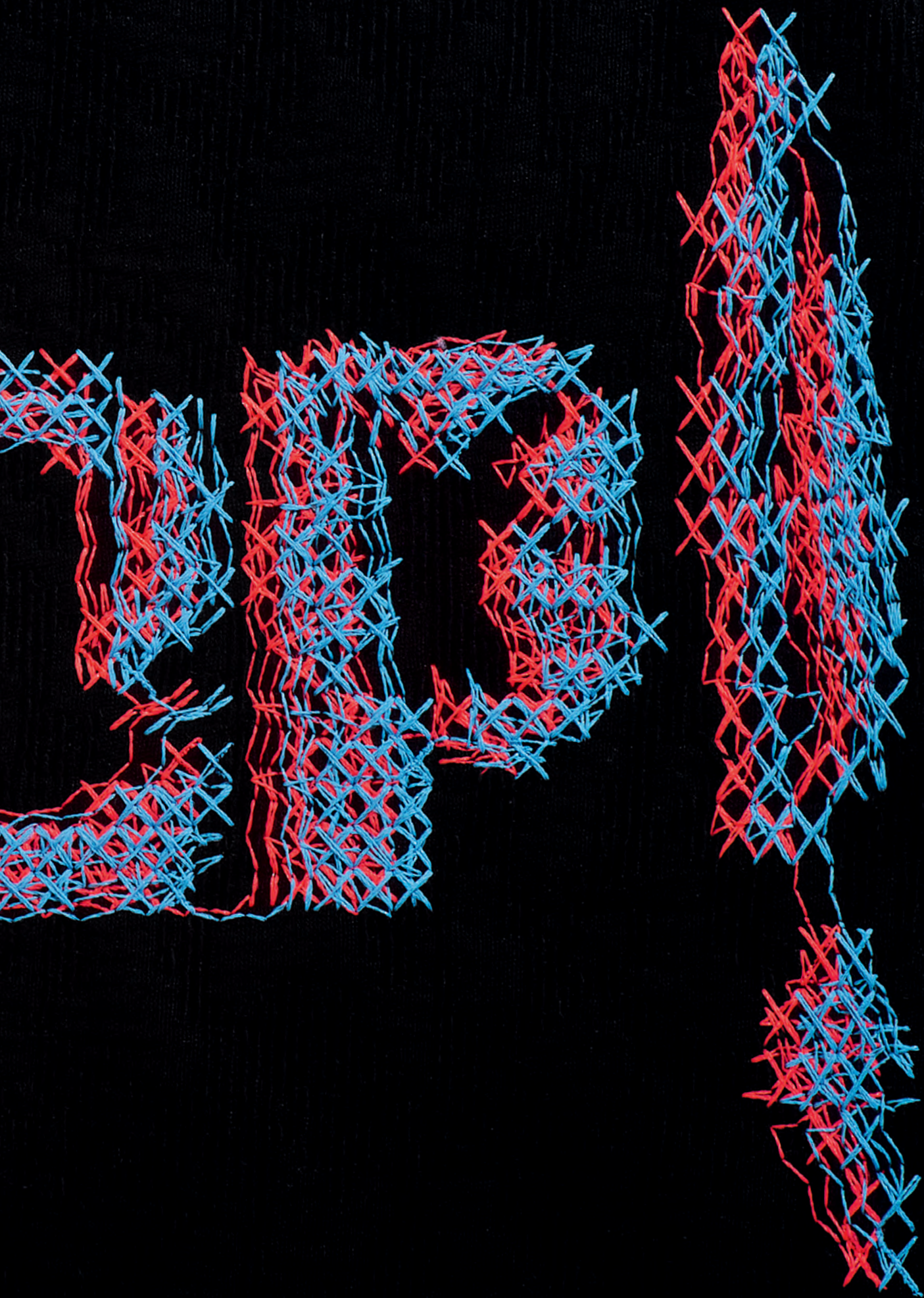






STW



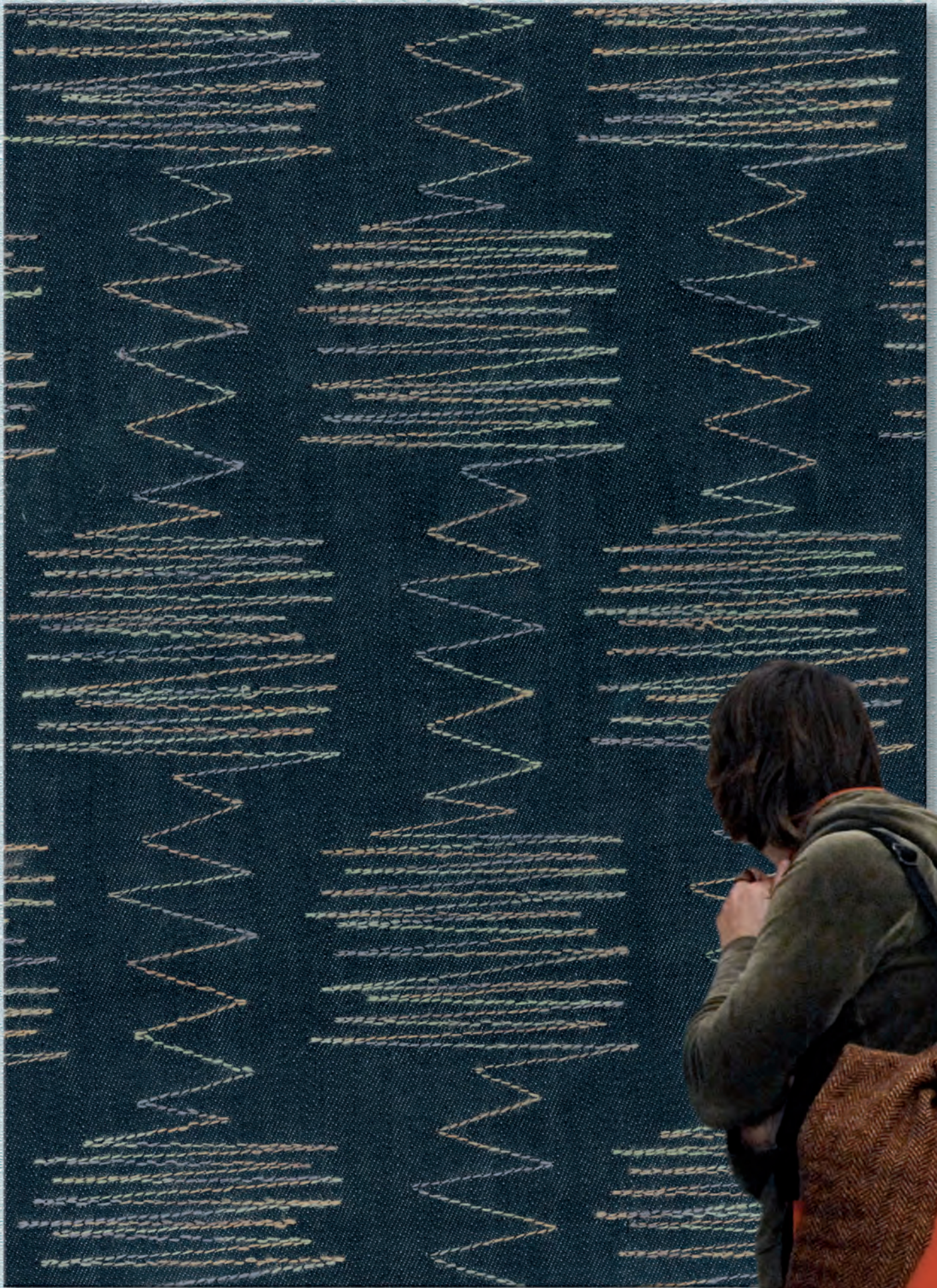






FS 20 used on Quilting Machine





BURMILANA 12 used on Quilting Machine



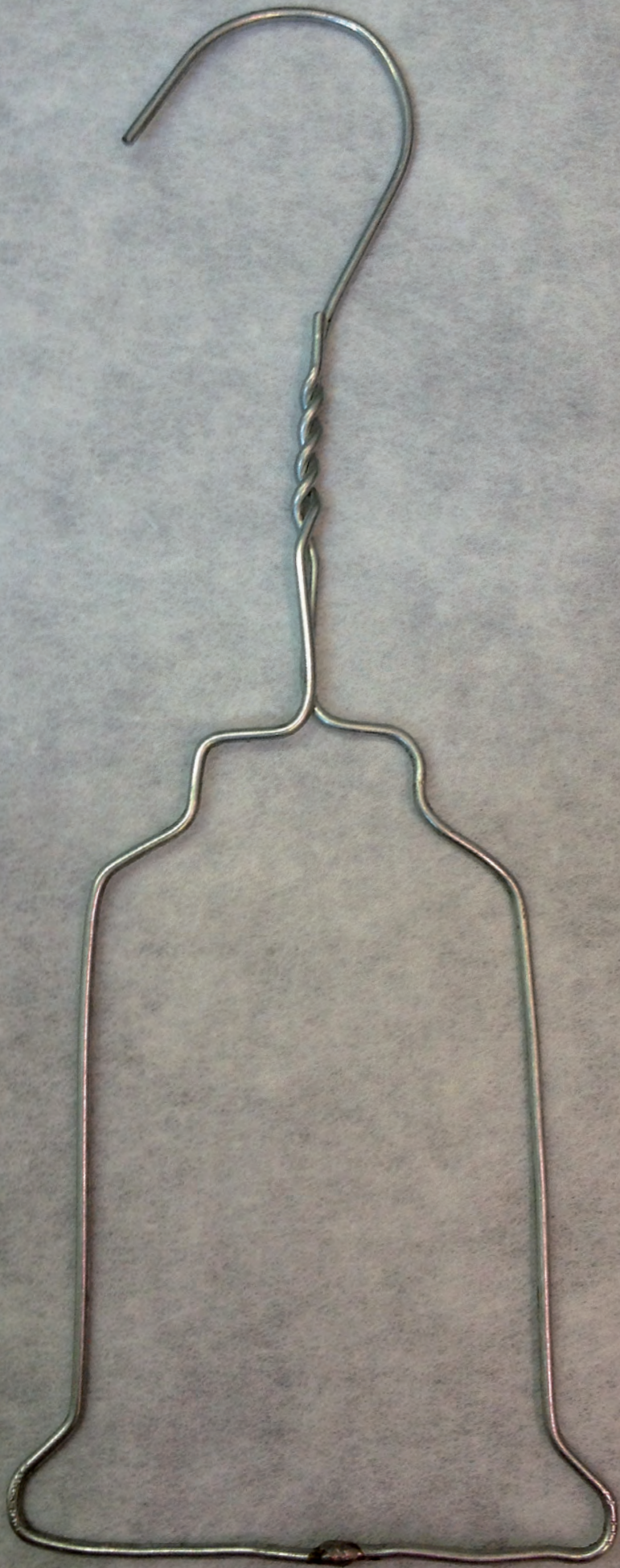


High Quality Embroidery  
Threads for  
Creative Embroidery!  
the choice of market leaders  
**MADERA**

AMERAL











market leaders

# ADEIRA



Alex





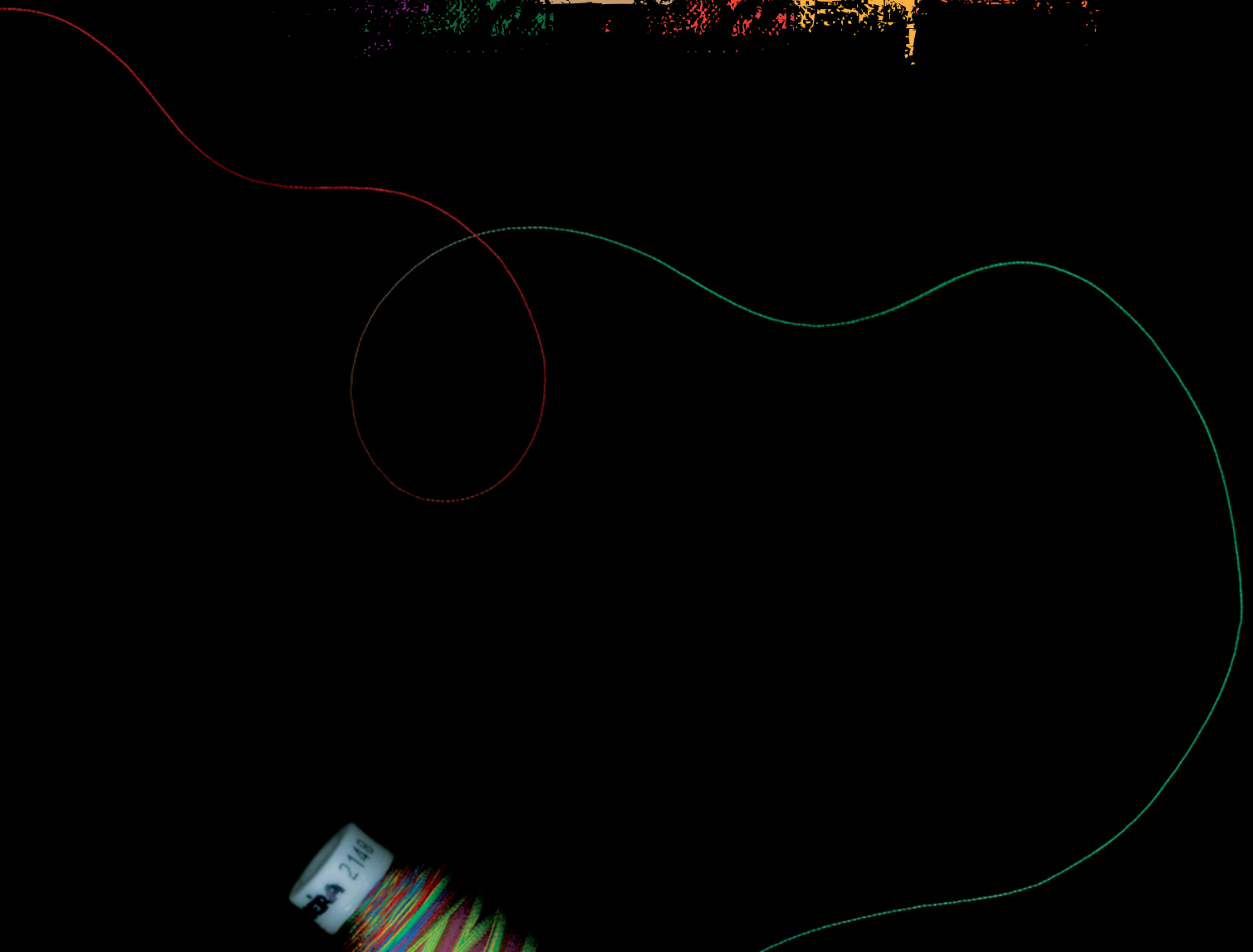








# WE LOVE COLORS















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**MADEIRA**