

dery thread range ISABOB and LIFECYCLE ART 35; the latter is Amann's first thread from 100 per cent recycled polyester. A green step forward towards eco-conservation.

Madeira does it !

Madeira, the manufacturers of high-quality embroidery, decorative and special effect threads for the international embroidery and fashion industry has been a market leader for the last 90 years, thanks to their constant R&D and amazingly versatile range. Their in-house quality assurance team ensures consistency through compre-



Surrounded by colour : Hartwig Kauschat at Madeira booth

hensive tests during all manufacturing stages, ensuring the best possible production with exceptional visual results. In addition to their use in embroidery, Madeira threads can also be used for unusual and decorative effects in sewing, quilting, over lock and cover-stitch.

In order to contribute to the eco conservation, from current year, Madeira has introduced Ployneon 40 in which a significant portion of recycled polyester fibres has been incorporated without compromising on quality or colour selection. End users do not have to look for a new colour charts - no new colour numbers and no additional items to buy or stock. One can pick up any of 360 Polyneon 40 colours that measures up to all technical standards and optimum running properties.

The company offers a wide range of threads like Classic (naturally shiny, vibrant viscose), Polyneon (shiny polyester), Frosted Matte (special effect matt polyester, Burmilana (for a woolly appearance) among others.

Stop seam puckering with Gutermann A200

Tension puckers occur if the sewing thread is stronger than the fabric thread. During sewing, strong tensile forces act on the thread, which saves it as rebound energy – just like an elastic hand. The stronger the thread, the higher is the rebound energy. This also applies to displacement puckers, which occur if the sewing thread does not have enough space in the fabrics. Then it displaces the fabric threads, which are displaced upwards and downwards. However, the Gutermann A 200 does not just reduce the risk of puckering; it also improves

wearing comfort and optics by adapting itself to the fine, lightweight fabric and thus not appearing to be an over-dimensional foreign object. What characterizes the Gutermann A 200 is its fineness. It is ideal for use on seams in light-weight, fine fabrics which are mainly used for shirts and blouses.

Get everlasting buttons with Gutermann's Buttonfix

No matter how smartly your jacket has been stitched, a hanging button is indeed a sad sight. What's more, such a button loosens quickly and often drops off altogether. Button shank wrapping gives buttons strength and durability makes them look good and therefore the wearer's appearance. Buttons on jackets and coats must be sewn leaving a certain distance from the outer fabric, so that they stay on, but also to avoid unpleasant deformations when they



Himanshu Mahaur with Jurgen Drescher and Gregory Guetermann

are closed. Gutermann Buttonfix is the perfect specialized sewing thread for mechanical button shank wrapping, which provides buttons with reliable positioning, distance and durability.

Gunold would not let embroideries irritate your skin

Who does not like beautiful embroideries ? But many times the reverse side of the embroidery has a rough feel and if that embroidery comes in direct contact with sensitive skin, it can create discomfort, irritation or even rashes. Gunold has a solution for this. If you cover the reverse of the embroideries with the soft protective fusible STICK-PROTECT, you would not have skin irritation. The