

# Madeira reports good news from Texprocess

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[Madeira](#) reports good news from [Texprocess](#). Compared to the first show in 2011 the number of contacts registered at the Madeira booth increased by 50%. Another noticeable difference was the extreme internationality of the trade visitors.



The show offered a great opportunity to have a lot of very interesting discussions, with focus on all the details of Madeira's range of embroidery and effect threads as well as accessories such as backings and toppings.

Madeira's presentation on the booth included lots of original embroidery designs and was a clear invitation to detailed talks. All major machine manufacturers also displayed some of the nearly unlimited possibilities of creation offered by embroidery.

Another noticeable feature of Texprocess show was the quality of the visitors. Next fall, Madeira will be coming up with some new products. Thus the show was the opportunity to inform the Madeira partners who decided to come to Frankfurt as well as a number of regular customers.

## Comprehensive range

It is the quality that counts and embroidery remains one of the most precious ways of embellishing textiles and garments of all kind. Madeira's product range can be used for the production of name batches or for the implementation of the most creative and sophisticated ideas.

Once more many visitors have realized that Madeira's comprehensive thread range is not only meant to be used on embroidery machines, but can also be used for many other applications such as decorative seams increasing the individuality of designs.

