



GREEN PRODUCTS FROM A GREEN COMPANY WITH A GREEN LOGO

Nearly 100 years ago, Madeira began producing embroidery thread in the heart of the Black Forest of Germany. Surrounded by wooded mountains and bordered by the Rhine Valley, the founders of Madeira demonstrated their fondness for the location with a respectful and responsible attitude towards its resources.

From raw material to finished thread, the manufacturing process that Madeira put into place is intended to produce the least amount of upset to the eco-system, while producing the finest quality embroidery thread. Over the years, Madeira has set an industry standard for eco-friendly production and unconditional, responsible behavior.

EMBROIDER A BETTER WORLD

**ONE
STITCH
AT A
TIME.**



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MADEIRA

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RAW MATERIALS

Madeira's Classic Rayon embroidery thread originates from sustainable resources. The word, *Madeira*, translates to "wood" in Portuguese, and it is, in fact, the harvesting of wood that begins the production process. Pine trees are planted for the purpose of turning them into wood pulp for the manufacture of Madeira's Classic Rayon. Pine trees grow fast, and do not require huge amounts of water. Their seeds provide food for birds and squirrels and their needles are eaten by some species of butterflies.



DYEING

Madeira uses only the best possible dye available, from certified manufacturers who hold ISO and Oeko-Tex® certificates. The dyeing process utilizes state of the art technology and processes that ensure peak ecological and environmental standards.



WATER RECYCLING

One of the most precious of natural materials, water is another example of how Madeira demonstrates a responsible attitude towards the environment. Water consumption is controlled in two ways:

First, water is recycled as much as possible. When manufacturing is complete, the water is "cleaned" and allowed to flow directly into a purification plant which is controlled by strict German environmental laws.

Second, the thread dyeing mill uses the patented *acquaZero*® process which reduces the use of water in dyeing by 60%!

ENERGY RECYCLING

Madeira uses only clean energy in the form of natural gas in order to reduce emissions. A special energy transfer/heat exchange drying system was developed in order to use recycled heat from other processes. As a result, in four years, Madeira attained a 40% reduction in the total amount of energy it consumed.

HARMLESS SUBSTANCES

Leading the list of Oeko-Tex® certified embroidery threads is Madeira's Classic Rayon, followed by its 100% polyester Polyneon. These two threads hold the coveted Class 1, or "baby standard" from Oeko-Tex®. They are certified to be free from any harmful substance, making them ideal for use on all clothing, even for infants. Madeira's specialty threads, such as Frosted Matt, X.tra, Supertwist and Burmilana all have earned certification from Oeko-Tex®, as well.

The threads go through a rigorous testing process by an independent lab for at least 10 different heavy metals and harmful substances such as formaldehyde. Classic Rayon in particular, since it begins as a natural element, can truly be considered a "thread from nature".

