

APRIL 2012 NEWSLETTER



MADERA

APRIL NEWS FROM MADEIRA UK

With Printwear & promotion all wrapped up for another year, and Spring well and truly on its way, Madeira would like to welcome a new office apprentice, Megan Curzon. Also rejoining the Madeira team are Maria Potter, Administrator assistant and Natalie Greetham, Marketing Administrator, both back from maternity leave

The Conspirators' new single is out now, available to download at www.theconspirators.co.uk John Gillies our purchase & Madeira's stock controller, guitarist with the band said, "The song 'Jekyll & Hyde' is an upbeat acoustic tune about someone with a split personality". The song features a guest performance by Glenn Johansson, lead guitarist and songwriter from the 90's Britpop band Echobelly.



PRINTWEAR & PROMOTION 2012

Printwear & Promotion 2012 promised to be bigger and better than ever before and we weren't disappointed. It was a wonderful opportunity for the Madeira team to meet face to face with our customers and we really appreciate everyone who took the time to visit our stand.

The show was a great success and we hope everyone enjoyed the show as much as we did and now are looking forward to Printwear & Promotion 2013!

THIS MONTH'S ONLINE SPECIAL OFFER

20% off

COTONA BOBBINFIL

100% Cotton, Fine Underthread
150 Dernier Thickness
Colour: Ecu
Available in 10000m Cones.
Product code - **93810**

When ordering online or by phone receive 20% off Cotona Bobbinfil.

~~£6.50~~ - **£5.20**



NEW
PRODUCTS

NEW

SEKI METAL BOBBINS

Our new high quality steel constructed bobbins are universally designed and compatible with most embroidery machines. These bobbins are made with a slot for use with all types of bobbin winder (with or without spring clip), and easier to thread. Seki bobbins are made using better grade steel, which causes less resistance and drag, allowing for a perfect wind.

Available in packs of 5
Product code - **55623**



EMBROIDERY TRAINING

Why not enroll on our popular one day training course. Designed to save you time and money, the course is ideal for newcomers and experienced embroiderers, it covers:

- Machines & Maintenance
- Garment Preparation
- Design & Software Skills
- Problem Solving

Courses coming up 30th April and 14th May, for venue information or to make a booking contact: sales@madeira.co.uk

Learn about...

HINTS & TIPS FROM PROFESSOR T.H. READ

HOW TO PREVENT PUCKERING?

1. Always use a cut away backing, this will stabilise your garment. Madeira's Ezee 80g soft polyester backing is recommended.
2. Reduce the stitch density in your design. Consult with your designer to see if the number of underlay and top stitches could be reduced and try embroidering at a slower speed to ease tension.
3. Reducing your needle size to No.65 will prevent fabric damage and movement.
4. Make sure your embroidery hoop is framed almost to the size of your design and that the fabric is nice taut.
5. Loosen the bobbin tension - If the tension here is too tight it will pull the fabric down.



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