



MASTERING EMBROIDERY TECHNIQUES FOR INCREASED VISIBILITY



Nancy Mini is Madeira USA's senior marketing coordinator and backing specialist for the E-Zee Backing & Topping® division at Madeira USA's headquarters in New Hampshire. Self taught to run multi-head commercial embroidery machines.

She problem solves, creates stitch outs for illustrating articles in trade press, and provides stitched color samples. A product expert, she often leads internal product trainings with an emphasis on backing stabilizers and toppings.



Jane Swanzy, owner of Swan Marketing, dba Swan Threads, located in Houston, Texas, is an award winning decorator who specializes in embroidery. Jane started the business in 2001 as a part time venture that became full time in 2004.



Combining stock embroidery designs, changing thread colors, and placing them in unusual spots to create unique items is what she loves to do. Jane is a member of the editorial advisory board for *Wearables Magazine* and an active member of the Houston Promotional Products Association.



Mastering Embroidery Techniques for Increased Visibility



WHAT YOU WILL LEARN ABOUT



GOVERNMENT-COMPLIANT APPLIQUÉ MATERIAL

- 3M™ Scotchlite Silver Reflective Fabric



LIGHT-ACTIVATED SPECIAL EFFECT

- Reflectra® Stitchfoil Appliqué Material



TEMPORARY GLOW-IN-THE-DARK

- Luna Glow-in-the-Dark #40 Embroidery Thread



SPARKLE AND SHINE

- Supertwist #30 Metallic Embroidery Thread



GLOWS UNDER BLACK LIGHT

- Fluorescent Polyester Embroidery Threads





GOVERNMENT-COMPLIANT APPLIQUÉ MATERIAL

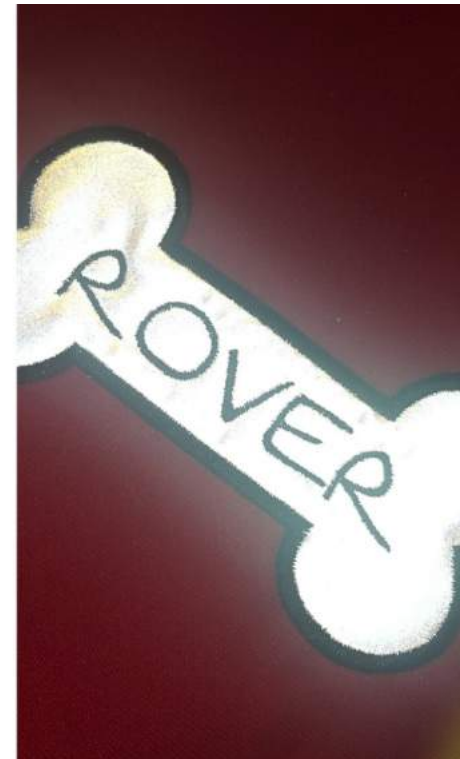
3M™ SCOTCHLITE REFLECTIVE APPLIQUÉ FABRIC





GOVERNMENT-COMPLIANT APPLIQUÉ MATERIAL







3M™ SCOTCHLITE REFLECTIVE APPLIQUÉ FABRIC





GOVERNMENT-COMPLIANT APPLIQUÉ MATERIAL

3M™ SCOTCHLITE REFLECTIVE APPLIQUÉ FABRIC

-  Government certified for high visibility safety apparel
-  Made of 65% polyester/35% cotton with 3M™ Scotchlite material
-  Recommended for use on light to medium weight fabrics
-  Daytime color is silver; reflects light at night
-  12" wide, available by the yard
-  Washable





LIGHT-ACTIVATED SPECIAL EFFECTS

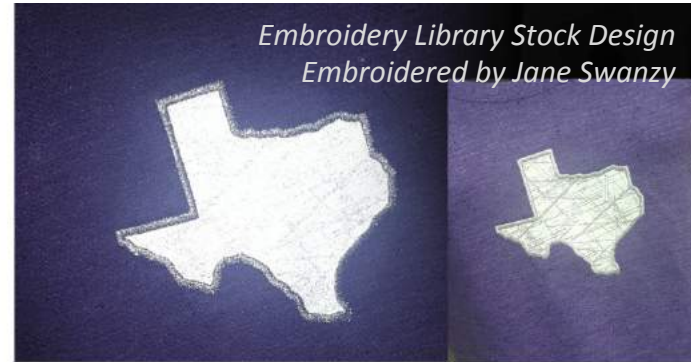
reflectra® STITCHFOIL APPLIQUÉ MATERIAL





LIGHT-ACTIVATED SPECIAL EFFECTS

reflectra® STITCHFOIL APPLIQUÉ MATERIAL





LIGHT-ACTIVATED SPECIAL EFFECTS

reflectra® STITCHFOIL APPLIQUÉ MATERIAL

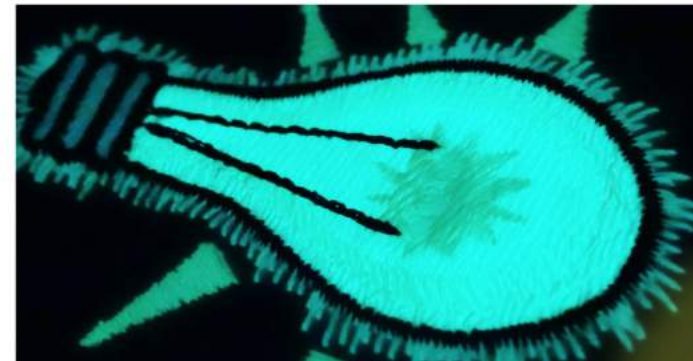
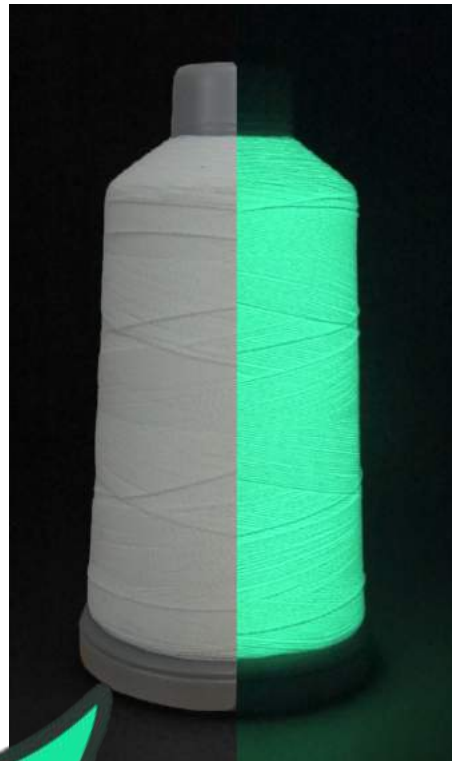
- ✦ Sheet size 18 ¾" x 12 ½"
- ✦ Bright colors for daytime visibility
- ✦ Variety of colors, textures & fluorescents
- ✦ Can be customized with Pantone® colors or logo
- ✦ Oeko-tex® certified to be free from harmful substances
- ✦ Translucent foils that require light for surprise effect





Temporary Glow-in-the-Dark

Luna Glow-in-the-Dark #40 Embroidery Thread





Temporary Glow-in-the-Dark

Luna Glow-in-the-Dark #40 Embroidery Thread



*Urban Threads Stock Design
Embroidered by Jane Swanzy*







Design Courtesy of Urban Threads





Temporary Glow-in-the-Dark

Luna Glow-in-the-Dark #40 Embroidery Thread

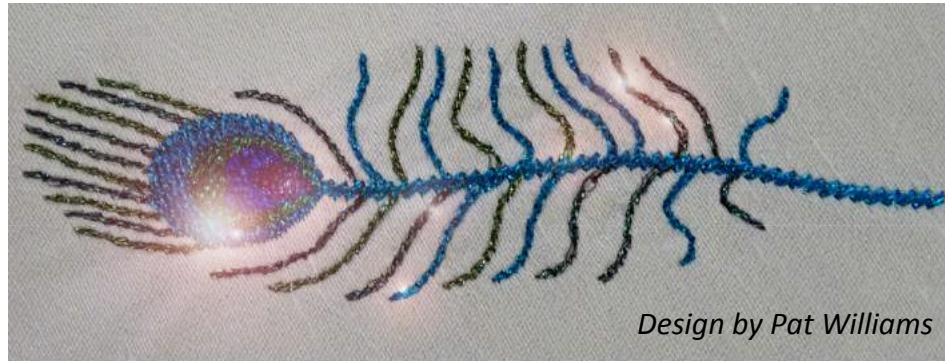
-  Green glow activated by exposure to bright light
-  Digitize for 4.0 to 5.0 density
-  Soft, smooth feel
-  Ideal for children's wear and costumes





SPARKLE AND SHINE

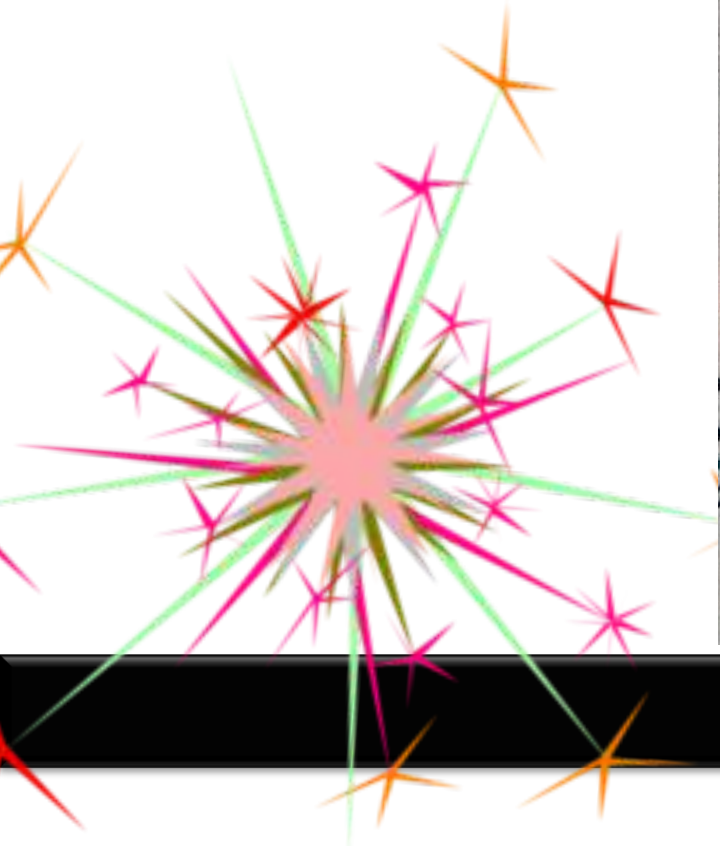
Supertwist #30 Metallic Embroidery Thread





SPARKLE AND SHINE

Supertwist #30 Metallic Embroidery Thread



Design by Pat Williams





SPARKLE AND SHINE

Supertwist #30 Metallic Embroidery Thread

Available in 114 solid colors

Comes in 11 multi, 16 opal, and 30 crystal colors

Digitize average density of 6.0

Offers textured effect, sparkle and dimension

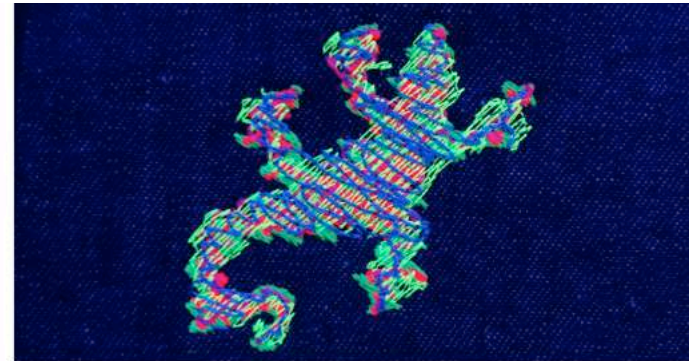
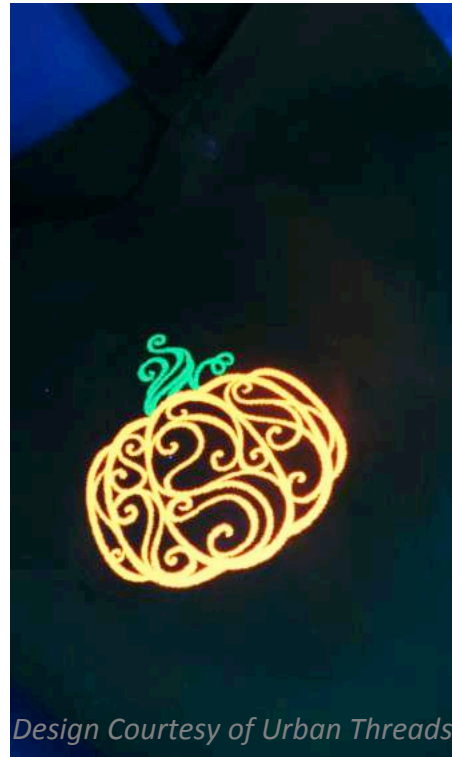
Twisted metallic foil construction enables light reflection





Glows Under Black Light

Polyneon Fluorescents





Glows Under Black Light




Frosted Matt Fluorescents








Glows Under Black Light

Polyneon #40, #60, #75

-  Available in MSCs & Cones
-  24 fluorescent colors
-  Average density 4.0

Frosted Matt #40

-  Available in Cones
-  13 fluorescent colors
-  Average density 3.5 to 4.0





PRODUCTS TO CONSIDER FOR INCREASED VISIBILITY



3M™ Scotchlite Silver Reflective Appliqué Fabric



Reflectra® Stitchfoil Applique Material



Luna Glow-in-the-Dark #40 Embroidery Thread



Supertwist #30 Metallic Embroidery Thread



Fluorescent Polyester Embroidery Thread





WEBINAR SPECIALS

VISIT MADEIRAMART.COM



Include any of the products discussed in today's webinar...

- 3M™ Scotchlite Silver Reflective Applique Fabric
- Reflectra® Stitchfoil Applique Material
- Luna Glow-in-the-Dark #40 Embroidery Thread
- Supertwist #30 Metallic Embroidery Thread
- Fluorescent Polyneon or Frosted Matt Embroidery Thread



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USE PROMO CODE:

SSE-10



Thank you to Urban Threads

For the use of their designs!
Visit www.urbanthreads.com.

URBAN THREADS



Contact Jane Swanzy

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Online: www.swanthreads.com
Phone: 713-290-9761

No other discounts apply. Savings cannot be applied to previous orders. Discount taken off of single unit pricing. This promo code cannot be used to reduce pricing of thread collections, thread kits or drop ship items. Enter promo code in Promo Code Box when placing orders online. Have ready when placing orders by phone.

ACT SOON! Promo valid through October, 12, 2016

