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

Embroidery Library Stock Design
Embroidered by Jane Swanzy
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

Embroidery Library Stock Design
Embroidered by Jane Swanzy
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

Designs by Pat William
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

Design by Pat Williams

Design by Rich Medcraft
SPARKLE AND SHINE

Supertwist #30 Metallic Embroidery Thread

Design by Pat Williams
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

Momo Dini
Stock Design
Embroidered
by Jane Swanzy
Glows Under Black Light

Frosted Matt Fluorescents

Design Courtesy of Urban Threads
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!

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