

WORLD PREMIERE

Revolutionary thread colouring for the textile industry

– one thread, unlimited colours

After many years of hard work under strict confidentiality, the revolutionary Swedish technology Coloreel, was revealed for the first time to the world. The Coloreel technology enables high quality colouring of textile thread on demand and the first product to be launched based on this technology is Embroline, a groundbreaking thread colouring attachment for embroidery machines.

The 13th of September at Avantex Paris, a trade fair dedicated to high-technology for fashion, Coloreel presented their innovative technology with the potential to bring forth a paradigm shift in the global embroidery industry.

We are talking about a completely new approach.

By instantly colouring a base thread in any chosen colours during embroidery production, the Embroline unit enables unique designs and vastly improves overall production efficiency.

Their own expression "One thread, unlimited colours" is basically the essence.

– I am really excited that we have been able to develop such an amazing product. We all look forward to this year's demonstrations and the Embroline product launch during 2017, says Bjarne Hammar, CEO at Coloreel.

The Embroline attachment offers a solution to some of the greatest challenges in the embroidery industry. Requiring only one reel of thread per embroidery head, Embroline will bring the industry to a new level. The precarious handling of a large stock of thread reels and the time demanding rethreading of the embroidery machines may soon be nothing but a memory!

– To be able to provide a product that enables better looking and higher quality embroideries along with vastly reduced time from customer order to delivery, is a dream coming true for me, says Joakim Staberg, the innovator and founder of Coloreel.

*For more information, go to www.coloreel.com
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Embroline
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