

Coloreel closes a new deal of six (6) single-head units with Hirsch Solutions in the US

Coloreel, with its unique technology for digital dyeing of textile thread on-demand for more sustainable and creative embroideries, announces the sale of six (6) single-head units in the United States to Hirsch Solutions, the world's largest distributor of embroidery machines.

The deal is announced less than four weeks after the very successful Impressions Expo at Long Beach, Los Angeles US, where Coloreel and Hirsch demonstrated live the unique capabilities provided by Coloreel's products and technology to several hundred interested visitors.



Sven Öquist, VP Sales at Coloreel Group AB comments:

"Our partnership with Hirsch provides Coloreel with the ultimate reach into the US embroidery market and with this order of six additional single-head units, Hirsch will be able to satisfy the quickly rising demand for our products. I am looking forward to many more units sold through our partnership with Hirsch."

Adam McGrath, Hirsch Solutions, comments:

" These are fantastic results from the very successful Impressions Expo in Long Beach, US. We are looking forward supplying more of our customers with Coloreel's unique technology for more sustainable and more creative embroideries."

For more information about Coloreel, follow the links below or contact:

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About Coloreel

Coloreel is a Swedish textile innovation brand with a groundbreaking technology for embroidery that enables high-quality coloring of textile thread on demand, unlocking a world of potential.

We use our technology to both preserve the craftsmanship of embroidery and take embroidery to the next level. The unique solution makes previously complicated designs accessible, including gradients, textures and other stunning effects. Using only a single thread and needle means that it also significantly improves quality and efficiency, enabling immediate start up and faster delivery. In short, Coloreel empowers creativity and enhances quality and efficiency, making the ordinary extraordinary. In the future, the technology can also be used for sewing, knitting, weaving and more.

Coloreel is also part of the movement to reduce waste and move the textile industry towards more sustainable production. By coloring the thread directly, there is no wastewater, hence no water pollution. And using a single reel of thread and needle also means minimized thread waste and minimized microfiber pollution.

The result, of course, is embroidery at full potential.

About Hirsch Solutions

Since our inception in 1968, Hirsch Solutions have been helping apparel decorators of all levels - beginners to professionals - dramatically grow their business. From embroidery to screen printing to textile laser engraving to direct to garment digital printing and more, Only Hirsch provides you with all of the tools you need to succeed.