

# Coloreel announces a break-through order with Snuggle on the UK DTG print fulfillment market

Coloreel, with its unique technology for digital dyeing of textile thread on-demand for more sustainable and creative embroideries, announces a new order to Snuggle, one of UK's leading & largest DTG print fulfillment companies based in Peterborough.

The deal is announced a few days before the Printwear & Promotion trade show in Birmingham where Coloreel is exhibiting together with distribution partner AJS Embroidery Services Ltd. You can see and experience the Coloreel technology live in booth nr K40, between April 24-26<sup>th</sup>.



Sven Öquist, VP Sales at Coloreel Group AB comments:

*“We are very excited that Snuggle UK has decided to expand their print fulfillment offering by investing in the Coloreel technology and our products for more sustainable and creative embroideries. It’s another proof that our offering is a perfect match for the most successful print fulfillment and print on-demand companies.”*

Shabbir Maimoon, Director Snuggle UK comments:

*“As a digital printer we can see the changes in the industry and customers requiring innovative printing solutions to offer as large a colour gamut as possible. Coloreel brings embroidery to the modern age by removing the shackles of colour limitation and allowing suppliers to embroider garments in full colours, gradients and true to how customers would like to see their logos/artwork represented. It’s exciting to be able to work with Coloreel and be one of the first to offer this innovative solution to an age old problem.”*

**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 well patented, ground-breaking 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 of 100% recycled material 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 Snuggle**

Snuggle is one of the UK's leading & largest DTG print fulfilment companies. Since launching in 2011 Snuggle has offered its services to businesses large and small across a wide spectrum of industries. By focusing on service, quality and turnaround times for the trade they have enabled DTG to be embraced by a multitude of companies. Launching with UV printing they now offer Direct To Garment, Sublimation & Embroidery services for print on demand sellers as well as to the industry, a core part of their mission is offering a sustainable, eco friendly print on demand fulfilment service