

## Joint Press Release

16 April 2018  
Jönköping, Sweden

# The future of textile industry will be built in Sweden

— Partnership between Coloreel and Scanfil

**The global contract manufacturer Scanfil will build the Coloreel Embroline that will revolutionize the textile industry. This fall, production will start in Åtvidaberg, Sweden with the goal to completely disrupt the market with this innovation.**

Coloreel who has invented instant thread coloring for the textile industry has recently signed a partnership agreement with Scanfil in Åtvidaberg. Scanfil is a global contract manufacturer with 3500 employees of which 240 works in Åtvidaberg. The manufacturing will take place in Sweden during the first years of the production.

- We have been working many years with technology development, and Scanfil has a high level of competence in production, purchasing, quality assurance and industrialization. Together we have an efficient organization for producing good products, says Mattias Nordin, CEO at Coloreel.

Established in Sievi in 1976, Scanfil has grown from a Finnish manufacturer of sheet metal mechanics for the electronics industry into an international contract manufacturer and system supplier. Today, they are the market leader in the Nordic countries, among the largest companies in their sector in Europe and a household name in the global market.

- We are very pleased that Coloreel chooses Scanfil as its strategic partner. We have extensive experience working on developing and manufacturing technically advanced systems, which has been crucial for Coloreel. Another advantage is our industrial structure where our local units enable close dialogue with the customer regarding, for example, technologies, prototypes and volume ramp-up, while at the same time our global factory network can provide alternative production options throughout the product lifecycle, said Steve Creutz, Managing Director of Scanfil Åtvidaberg AB.

Scanfil's services to Coloreel include manufacturing, product development and sourcing activities. Scanfil will also support with all the logistics around the machines. With long experience of quality assurance, Scanfil also makes sure that their suppliers meet or exceed all environmental requirements. The cooperation between Coloreel and Scanfil started in the summer of 2017.

- It was important that Scanfil participated in the final phase of the development project. It has been a very good way to get to know each other and learn what our strengths are. For the strategic subsystems, Coloreel is in the final phase of negotiations with other international players, says Mattias Nordin, CEO at Coloreel.

The Coloreel technology enables a high-quality instant coloring of textile thread while it is in textile production. The first product to be launched based on this technology is the groundbreaking thread coloring attachment Coloreel Embroline that works with any existing embroidery machine. By

instantly coloring a white base thread during the embroidery production, Coloreel enables complete freedom to create unique embroideries without any limitations in the use of colors.

World-leading companies in textile, fashion and sportswear are standing in line to use this revolutionary product.

- It's very exciting that we together in this cooperation, a tech company and a production company can lead the development of the textile industry in Sweden, concludes Mattias Nordin.

**For more information about Coloreel, visit [www.coloreel.com](http://www.coloreel.com) or contact:**

Mattias Nordin, CEO at Coloreel, [mattias.nordin@coloreel.com](mailto:mattias.nordin@coloreel.com), +46 708 558 557

Steve Creutz, Managing Director at Scanfil Åtvidaberg, [steve.creutz@scanfil.com](mailto:steve.creutz@scanfil.com), +46 705 151 797

#### **About Coloreel:**

Coloreel is a Swedish technology innovation company within the textile industry. Since 2009 the company has developed the Coloreel technology, a ground-breaking innovation that enables high-quality coloring of textile thread on demand, opening amazing new design possibilities. The technology can be used for industrial embroidery, sewing, knitting, weaving and more. Coloreel's first product based on the technology is "Coloreel Embroline," which is created to be used with industrial embroidery machines.

#### **About Scanfil:**

Scanfil is an international contract manufacturer and system supplier for the electronics industry with 40 years of experience in demanding contract manufacturing. Scanfil provides its customers with an extensive array of services, ranging from product design to product manufacturing, material procurement and logistics solutions. Vertically integrated production and a comprehensive supply chain are the foundation of Scanfil's competitive advantages: speed, flexibility and reliability.

Typical Scanfil products include mobile and communications network devices, automation system modules, frequency converters, lift control systems, analyzers, various slot and vending machines, and devices related to medical technology and meteorology. Scanfil services are used by numerous international automation, energy, IT and health service providers, as well as companies operating in the field of urbanization. Scanfil's network of factories consists of 10 production units in Europe, Asia and North America. The total number of employees is 3,500.