

## Press Release

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Jönköping, Sweden

### Product launch for Coloreel's thread coloring unit at Avantex

**The product launch of the revolutionary Coloreel unit will take place at the high-tech fashion fair Avantex in Paris, 17-20<sup>th</sup> September. Coloreel will present the final form of the groundbreaking thread coloring unit, ready to order. Shipping will start at Q4 of 2018.**

On the 17-20<sup>th</sup> September, Coloreel will launch their revolutionary thread coloring unit for industrial embroidery machines at Avantex, the fair where high technology meets fashion industry. At stand Z428, the customers will be able to meet with both Coloreel and the European distributors.

"Come to Avantex and be the first to witness the beginning of our revolution of the textile industry. There will be live demonstrations of the groundbreaking thread coloring unit that will produce designs never seen before, you don't want to miss it," says Magnus Hellström, VP Sales & Marketing at Coloreel.

The innovative fair Avantex has a good geographic location, in the middle of Europe, which makes it easy for all markets and potential customers to come.

"Avantex is the right place for us to launch our product, the right people are here, and we have a great history with them. We had our world premiere here in 2016 and presented the technology with great results. We then came back in 2017 to show our prototype in action and the market response was enormous. And we are now very excited to return in September 2018 for the product launch of our revolutionary thread coloring unit," says Joakim Staberg, Founder & Innovator at Coloreel.

The Coloreel technology enables high-quality instant coloring of textile thread while the thread is being used in textile production. The first product to be launched based on this technology is a groundbreaking thread coloring unit that works with any existing industrial 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.

"It feels great that an innovative company like Coloreel chooses to do the product launch of their thread coloring unit for industrial embroidery machines at Avantex, says Barbara Kuntzel, Avantex & Texworld Paris Show Director.

World-leading companies in textile, fashion and sportswear are standing in line to use this revolutionary product that will launch 17-20<sup>th</sup> September at Avantex, the gathering of high-tech fashion, in stand Z428.

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

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**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 a thread coloring unit which is created to be used with industrial embroidery machines.