

PRESS RELEASE

Coloreel wins the prestigious Texprocess Innovation Award 2017

The groundbreaking thread colouring technology from Coloreel continues to impress the world of textiles.

During the Texprocess 2017 exhibition in Frankfurt, Germany, Coloreel won the Texprocess Innovation Award for outstanding new technology.

“We sought out innovations that are pioneering for the whole sector”, says Jürgen Brecht, Chairman of the international expert jury. “Coloreel’s technology is a completely new approach for the embroidery industry.”

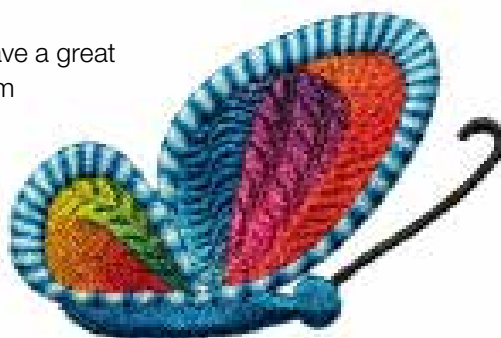
Coloreel also recently received a 2.1 million Euro development grant from the European Commission.

The Coloreel technology enables a high-quality instant colouring of textile thread while the thread is being used in textile production. The first product to be launched based on this technology is Embroline, a ground-breaking thread colouring attachment that can be used with any existing embroidery machine. By instantly colouring a white base thread during the embroidery production, Embroline enables complete freedom to create unique embroideries without any limitations in the use of colours. Colour changes on the thread can be made rapidly from one solid colour to another or gradually, to make smooth transitions or any colouring effects you can imagine.

During 2016, Embroline has only been demonstrated in exclusive sessions. In February 2017, Embroline was shown in public for the first time at Avantex in Paris. Texprocess in Frankfurt was the second official performance of this ground-breaking thread colouring solution and the interest for the technology was overwhelming.

Dirk Wiese, Parliamentary State Secretary at Germany’s Federal Ministry for Economic Affairs and Energy, who handed over the award, was one of many to applaud Coloreel’s technology.

“It is a very good idea, a very good application and I think it will have a great future”, he said. This is something the European Commission seem to agree on since Coloreel recently received a funding of 2.1 million Euros from the commission’s framework program for research and innovation, Horizon 2020. <http://ec.europa.eu/easme/en/horizons-2020-sme-instrument>



Read more on the next page.

The Embroline units will be available to the market during next year. Until then a few exclusive partner customers will be able to design and order unique Embroline embroideries, e.g. for exclusive limited-edition apparel or other products through Coloreel's embroidery production facilities.

The Texprocess innovation award ceremony: <https://youtu.be/ngSoecwVt3E>
The Coloreel technology in a nutshell: <https://youtu.be/1vkRRpJXrCc>
Embroidery production using Embroline: <https://youtu.be/eTgVSH8rE7k>
For photos of embroideries and more: <http://www.coloreel.com/press/>
Für Fotos von Stickereien und mehr: <http://www.coloreel.com/de/presse/>
Pour les photos de broderies et plus encore: <http://www.coloreel.com/fr/presse/>
Per foto di ricami e altro: <http://www.coloreel.com/it/stampa/>
Para fotos de bordados y más: <http://www.coloreel.com/es/prensa/>

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Dirk Wiese, German State Secretary in the German Ministry of Economics and Energy, Joakim Staberg, founder of Coloreel and Jürgen Brecht, Chairman of the international expert jury Texprocess Innovation Award.

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