

Press Release

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Jönköping, Sweden

Coloreel signs distributor in the Netherlands

Coloreel is expanding its European distribution network with Pals Print & Screen, a Netherlands and Belgium distributor of embroidery machines, digital printers and now Coloreel units. Pals Print & Screen will be responsible for sales, service and installation to all customers in their market.

"It is an amazing, innovative development that the embroidery business was waiting for. For us, the Coloreel unit is a unique product as an addition to our range of machine brands. It supplies great opportunities and solutions in the modern world, with for example webshops who now can embroider designs with limitless colors and even full-color gradients," says Anton Pals at Pals Print & Screen, Coloreel distributor for the Netherlands and Belgium (Dutch-speaking part).

Pals Print & Screen is a family-run business with father, daughter and son all working at the company and have spent their whole lives inside the industry. Their main segments are profile embroidery, workwear, logos and sports.

The Dutch and Belgian markets are well known for their extremely high requirements in the field of print and embroidery quality. The combination of using different technologies, personalization and the demand for fast delivery times are very important. The markets are well developed within online and web services for the embroidery industry.

"We now cover the whole Western Europe with our distribution network and through this agreement, we have another motivated and enthusiastic partner who wants to work with our revolutionary Coloreel unit," says Magnus Hellström, VP Sales & Marketing at Coloreel.

The ground-breaking Coloreel technology enables high-quality instant coloring of textile thread during production, opening up new amazing design possibilities and increased productivity with minimum waste of resources.

The fair visitors will have the opportunity to meet Pals Print & Screen at Texprocess 14-17 May alongside the other European distributors. At stand C42 in Hall 5, Coloreel will demonstrate the many possibilities of the Coloreel unit.

For more information about Coloreel, visit 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 up for new amazing design possibilities. Coloreel's first product based on the Coloreel technology is a thread coloring unit which is created for industrial embroidery machines. The patented base technology can also be used for sewing, knitting, weaving and more.



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