

Press Release
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Jönköping, Sweden

Coloreel in the USA

Coloreel will together with Hirsch Solutions display its instant thread coloring unit at the show Impressions Expo Long Beach, 17-19 January 2020.

Hirsch Solutions is the largest apparel decorating equipment distributor in the world and has a broad network of sales representatives och service technicians all over the USA.

"It feels great to show the Coloreel unit with Hirsch Solutions who is a fantastic company with a huge network. Impressions Expo Long Beach is the ideal show to display the Coloreel unit and start the sales process for the American market," says Magnus Hellström, VP Sales & Marketing at Coloreel.

Impressions Expo (formerly ISS) Long Beach is the industry's leading and most advanced decorated apparel trade show and conference. Over 400 top exhibitors come to gain insights into the trade and network with thousands of industry peers.

The first product based on the Coloreel 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.

"The Coloreel unit has what the American customers want. It can create amazing color effects, provides the right color when you need it and will minimize your stock of thread cones," Magnus Hellström concludes, VP Sales & Marketing at Coloreel.

Coloreel and Hirsch Solutions will display the Coloreel unit at booth 1637; the customers will be able to see the Coloreel unit produce embroideries never possible before.

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 groundbreaking innovation that enables high-quality coloring of textile thread on demand, opening amazing new design possibilities. Coloreel's first product based on the technology is a thread coloring unit which is created to be used with industrial embroidery machines. In the future, the technology can also be used for sewing, knitting, weaving and more.