

Beware of fakes

How does the word 'fake' sound to you? There are a multitude of fakes and a multi million, if not multi billion dollar industry in fake branded textile goods with over £50 MILLION fake football shirts sold in the UK alone.

'Unofficial' i.e. fake football shirts can contain a huge range of hidden dangers for the buyer, wearer and a death sentence for the maker, according to an article written by John Gibbon of Corporate Clothing director-e. Interviewing Asif Shah of Shirley Technologies, a leading UK testing house, John reported that genuine shirts are tested for PH value to see how much of an irritant the material can be, whether it contains allergenic or even carcinogenic harmful dyes.

In contrast, factory workers in illegal sweatshops are often exposed to deadly chemical cocktails, each and every day as poor quality, dangerous substances and processes are used.

A cut price or illegal shirt thus takes not only money from the genuine licensee, people's health and even lives are put at risk.

Which is why MADEIRA has guarantees in place to ensure EACH AND EVERY ONE of its products has always and will always, be absolutely safe for use on each and every item, from factory to finished product - even for baby garments. And why you should look to MADEIRA, awarded the highest level CLASS I OEKO-TEX Certification and more, to play your part in conscientious resource management.



MADEIRA EnviroSystem

- Made in the European 'green' city of Freiburg, Germany
- ISO 9001 -2008 production processes
- Raw Materials only from Accredited sources
- Biodegradable Classic Viscose Rayon from sustainable sources
- Dyestuffs & Chemicals only from registered REACH suppliers
- Acquazero (by Nosedá) patented processes for dyeing-reducing precious water usage by 60%
- Recycled water used in production
- Energy recycling and conservation
- Reduced carbon emissions
- Continual investment in technology to reduce use of natural resources
- Clean Water output – rigorously enforced conforming to regulations for Freiburg, Germany
- Strict Codes of Conduct towards Employees
- Strong Ethical policies
- World Class OEKO-Tex Certification for products
- Highest Quality in colour fastness & tenacity – long lasting embroideries
- Reduced embroidery time due to smooth running of threads – energy saving production
- No APOs used in finishing – so nothing to contaminate water courses when completed embroideries are washed
- Recognized standards meeting those required by NIKE, PUMA, New Balance, Marks & Spencer, etc

the choice of market leaders
MADERA

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Resource Management



Energy saving • Energy recycling • Sustainability
Energy consumption • Ecological aspects • OEKO-
TEX Standard 100 • Social responsibility • Product
related certificates • REACH procedures • Company
related certificates • Environmental responsibility
Code of Conduct

the choice of market leaders

MADERA





From Freiburg, European Green City in the beautiful Black Forest



Production Control
ISO 9001-2008



Biodegradable CLASSIC
(Viscose / Rayon) from
sustainable raw materials



Tested for harmful substances
according to Oeko-Tex® Standard 100



REACH Compliant
DYESTUFFS + CHEMICALS
from accredited sources



Patented 60% Water & Energy Reduction



40% Reused recycled
energy via energy
transfer system

Recognized standards meeting those required by NIKE, PUMA, New Balance etc.



No APOs used, so no chemicals leached into end user water systems



High production efficiencies



WORLD CLASS I OEKO-TEX
CERTIFICATION - No dangerous or banned substances



Strict ethical codes of conduct for employees



Clean water output

MADEIRA - Resource Management

Through the media, we are all aware that every single one of us has accountability for the environment and the legacy of our actions or lack of them.

MADEIRA's beautiful and exclusive threads harmonize style, quality and colour with all environmental and ethical needs. Almost 100 years of experience in producing the most consistent high quality, fashionable and widest range of embroidery threads, means MADEIRA threads are the choice of leading brands worldwide.

Applied onto wide and varied items from shoes to hats, toys to towels and across diverse industries from fashion and sportswear to automobiles – critical from the outset is the selection of only the best raw materials.

REACH & MADEIRA EnviroSystem

REACH = Registration, Evaluation, Authorisation and Chemical Restriction. Even prior to REACH, MADEIRA subscribed to the philosophy of only using substances which were neither hazardous nor dangerous to people or the valuable eco-system. No APO/APE softeners (Alkyl Phenol Oethoxylates/Ethoxylates), which are found in some threads, are used to finish MADEIRA's threads. All meaning that, following supplier's recommendations, MADEIRA's dyestuffs are non-toxic to workers, the environment and the end user – before, during and after production.

Created with sensitive production processes in the heart of the naturally environmentally conscious 'Black Forest', MADEIRA's EnviroSystem applies long term commitment to the global impact of environmental issues, second to none.

MADEIRA & GOTS

One of the most globally recognized textile labels for organic or sustainable products is GOTS which stands for Global Organic Textile Standards.

Upon application to the Soil Association or any of the approved GOTS certification bodies, licensees are permitted to use MADEIRA's viscose CLASSIC and polyester POLYNEON for embroidery and decorative stitching within GOTS V4 guidelines for non-organic accessories. The Soil Association Charity is a founding member and a 25% owner of GOTS. It means another important step for manufacturers for their eco label accreditation and extra reassurance for the environmentally and ecologically aware philosophy of today's caring customers.