

## Madeira: Experience the touch of nature The 27 August 2021 - [Yarns](#)

From <https://www.premierevision.com/en/magazine/>

World premiere of sustainable 100 % TENCEL™ Lyocell embroidery thread

TENCEL™ Lyocell fibres are well known as being one of the most sustainable textile fibres on the market, and many eco-conscious manufacturers are already using it to create fabrics that are soft but strong. Out of this renewable raw material and together with our European partners, we have developed a truly **innovative and eco-friendly embroidery thread**.

TENCEL™ Lyocell fibres are made from sustainable wood and harvested from certified and controlled sources. They are derived from trees that have a remarkably lower water consumption than cotton, and that are grown on non-agricultural land. The fibres benefit from a **closed-loop production** process, awarded with the EU Ecolabel. This process uses only organic solvents, which are recovered and reused to more than 99 %. Spun and dyed exclusively in Germany, it has a low carbon impact due to the shorter transportation cycles and is certainly one of the most sustainable threads available on the market.

### Introducing Sensa Green



This brand-new thread is named Sensa Green, referring to its outstanding touch and its truly green heart. **Sensationally soft**, it not only offers top performance on industrial embroidery machines but also opens up completely **new opportunities to designers and manufacturers**. Optimised to run at high speed, the **smooth but strong** Lyocell thread glides with ease on every machine without forming loops or risking thread breaks.



Designers get an **entirely new look** to play and create with. An **elegant, silky matte gloss** – not too shiny, not too dull – invites the designer to realise **trendy vintage styles** with a **warm, natural look**, as well as more **daring creations** for lifestyle or luxury brands and corporate fashion. Free of any harmful substances and certified STANDARD 100 by OEKO-TEX®, product class I, Annex 6, Sensa Green is also a perfect solution for kids' wear, underwear and home-textile **manufacturers**.



Starting with **144 carefully selected shades**, including earth colours, global evergreens such as black, white and navy, and an undyed version for tone-on-tone **overdyeing**, there will also be the possibility to create dye-to-match shades.

*TENCEL™ is a trademark of Lenzing AG*