

COLOREEL®

Unlock your
potential



Coloreel – Unlock your potential

Coloreel is a Swedish textile innovation brand with a ground-breaking technology for embroidery that enables high-quality coloring of textile thread on demand, unlocking a world of potential.

Maximum creativity

Minimum Impact

Improved efficiency



<https://www.youtube.com/watch?v=WYwc8kz5UsQ>

COLOREEL

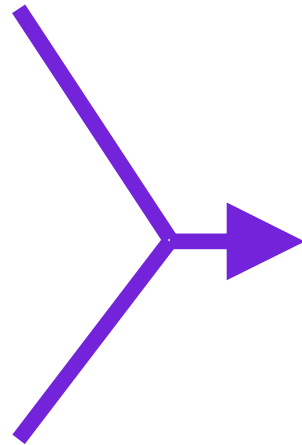
Coloreel - Business Proposition

**Direct to
Garment
Printing**

Design freedom

**Traditional
Embroidery**

Premium quality



**Unlock your
potential**

Maximum creativity

Minimum impact

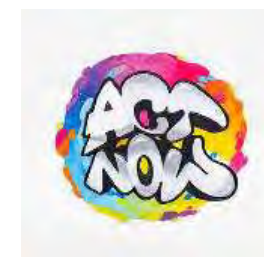
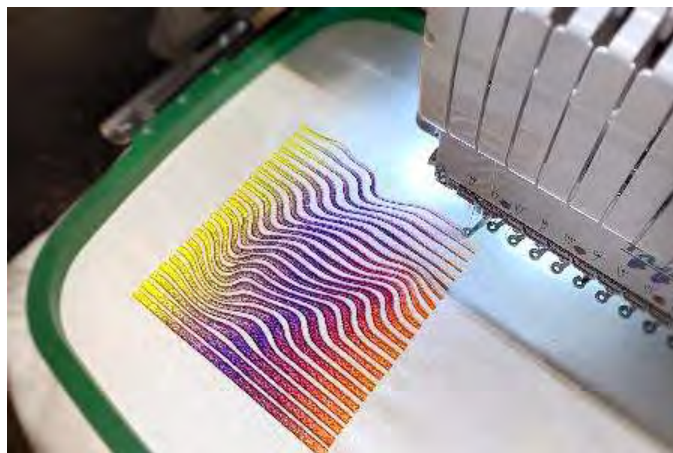
Improved efficiency

Our products



COLOREEL

A world of potential



COLOREEL

Maximum Creativity

offered by Coloreel technology

Gradient effects

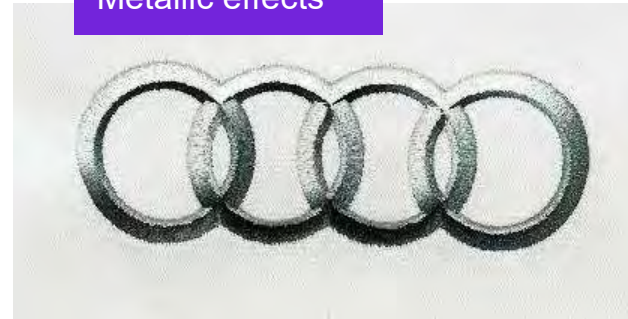


Any color any time

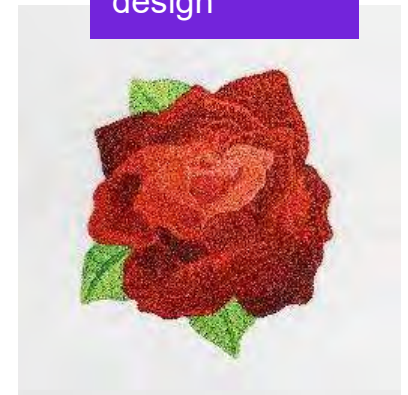


Creative use of
gradients and stripes

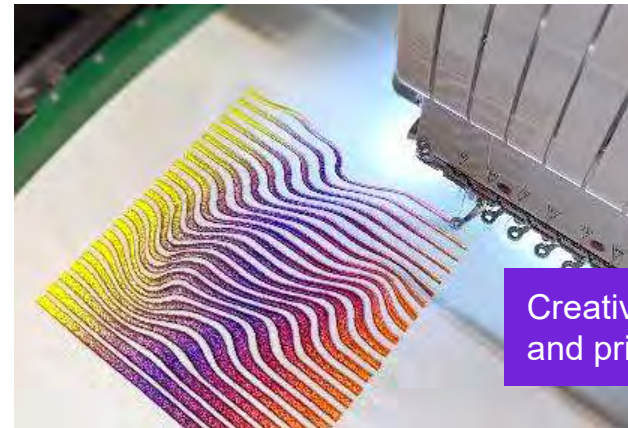
Metallic effects



Any traditional
design



Creative freedom
and print quality



Noise effects



COLOREEL



Minimum impact offered by Coloreel technology

Zero wastewater

Thread with 100% recycled polyester

Produce what you use without waste

COLOREEL

Increased revenue potential offered by Coloreel technology

Makes the impossible - possible

Offer your client something new

Enhance your offering

Always right color on stock



COLOREEL®

Improved efficiency offered by Coloreel technology

Faster set up – no thread reel change

Faster production – minimized trims

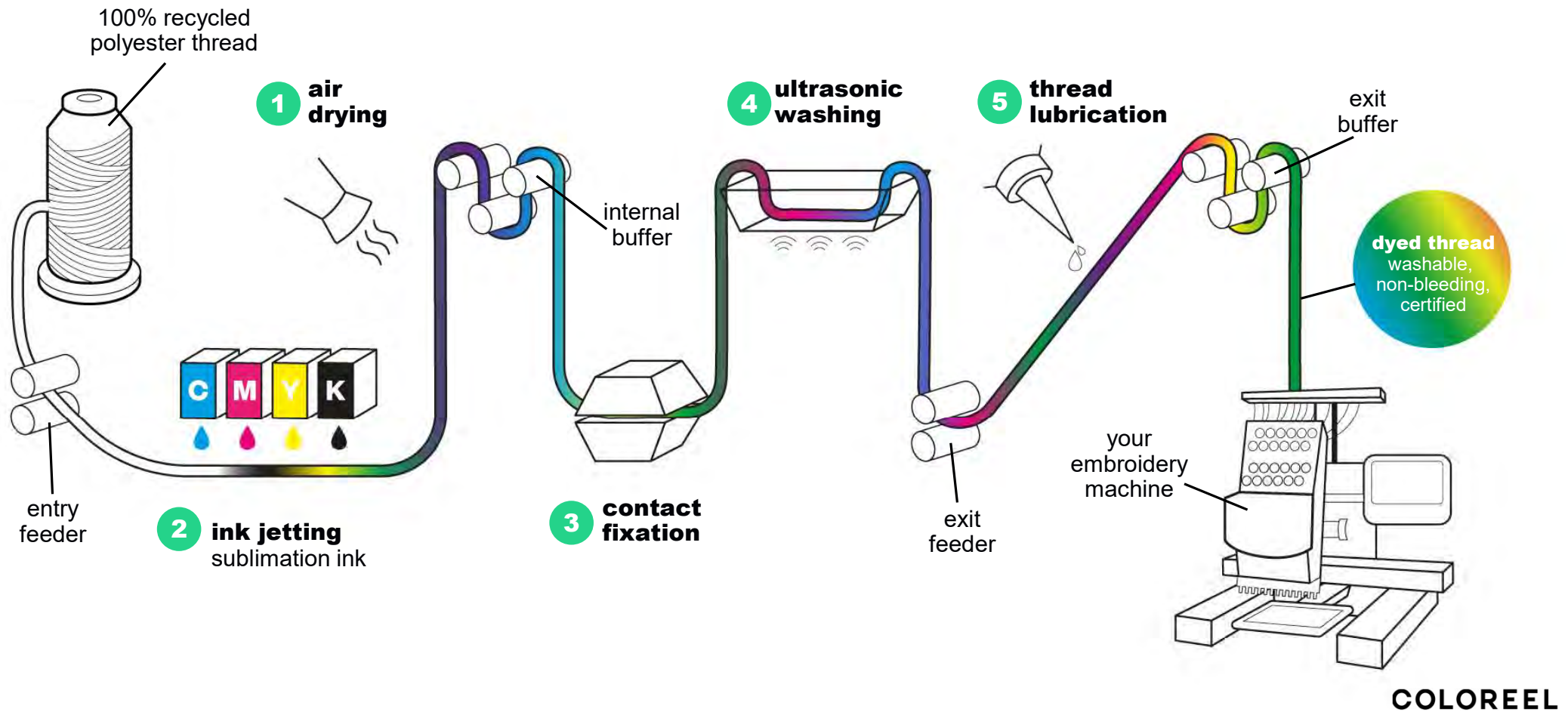
Fully digitalized – automation ready

COLOREEL



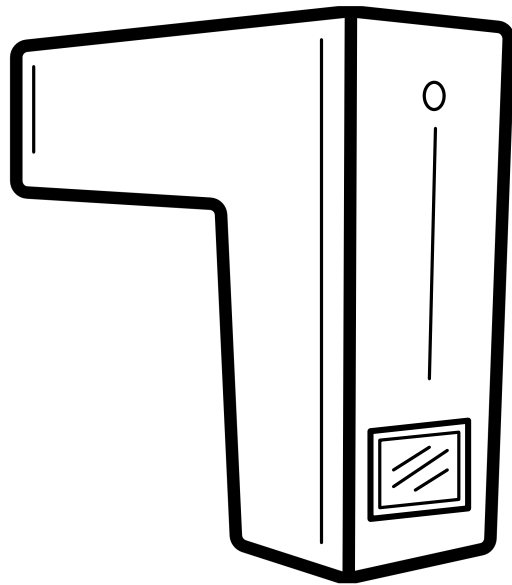
Our technology

Inside of the Coloreel Unit
A complete instant thread dyeing microfactory



The World of Coloreel

examples of embroidery application areas



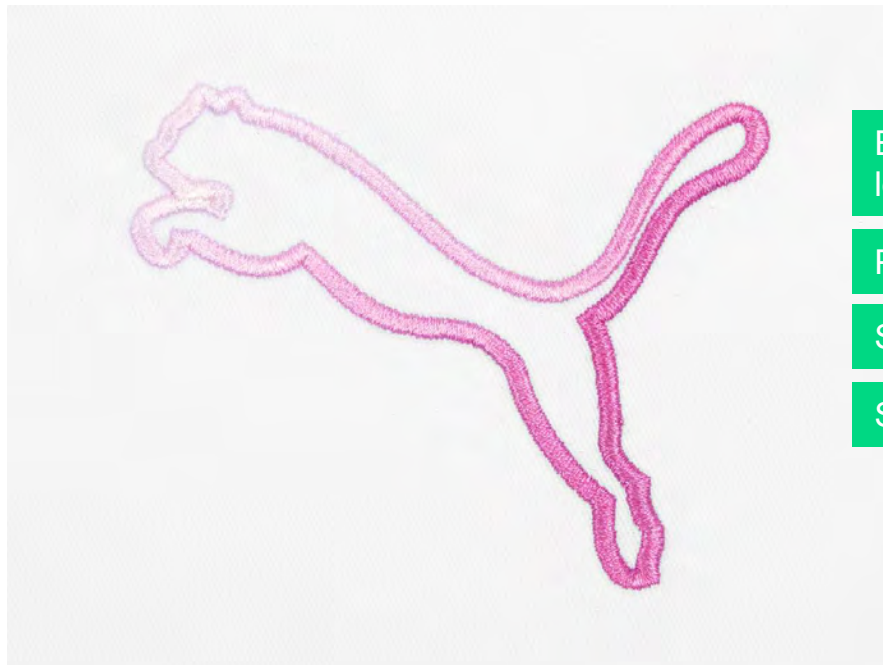
1. SPORTS & BADGES

2. LOGOTYPES & WORKWEAR

3. FASHION & ARTISTIC

COLOREEL

1 Sports & badges



Easy to customize in low volumes

Precise colors

Special effects

Smooth backside



COLOREEL

2 Logotypes and workwear

Any color any time

Correct colors & gradients

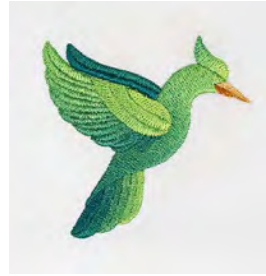
Efficient small batch production

Superior durability & quality



COLOREEL

3 Fashion and Artistic



Creativity unleashed

#sustainable embroideries

Efficient & fast workflow

Superior quality

Painting with a thread

COLOREEL

Facts and figures

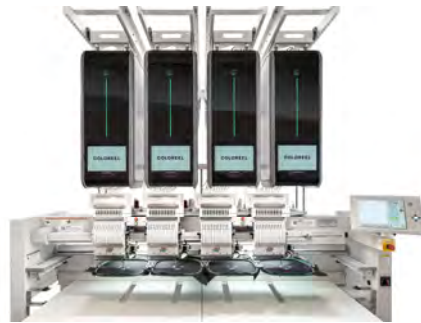
COLOREEL®

Complete Coloreel offering for successful customers

Products and Solutions



Single Head



Multi Head



Consumables



Coloreel Studio

Support & Service*

On-line support

Service & Installation

Digitizing support

Coloreel Academy

**Through distributor or direct from Coloreel*

COLOREEL

Running cost

A complete set of consumables
for your Coloreel ITCU



ANNUAL CONSUMPTION

One shift full production uses
2.4 L ink and 400 km thread

1. THREAD

100% recycled 40w
from Madiera

2. LUBRICANT

Same as in traditional
embroidery

3. WASHING LIQUID

Mild soap solution

4. INK

200 or 75 ml cartridges
factory refilled by Ricoh

COLOREEL

Coloreel dyed thread quality

Industry standard quality
High color precision
Minimal environmental impact

100% recycled 40 weight polyester thread from Madeira

Washable at 60°/95°/dry cleaning

Resistant to UV light, artificial light and perspiration

No harmful substances – Oekotex class I – baby safe

Compatible with GOTS certification

High color precision and repeatability within <2 dE

GRS 4.0	Recycled post consumer polyester	100%
ISO 105-C06 (M)	Domestic/Commercial laundry 60°C	≥4 *1
ISO 105-C06 (M)	Domestic/Commercial laundry 95°C	≥4 *2
ISO 105-X12	Rubbing/wet	≥4
ISO 105-X12	Rubbing/dry	≥4
ISO 105-D01	Dry cleaning	≥4
ISO 105-B01	Artificial light, Exposure method 2	≥5 (scale 1-8)
ISO 105-N01	Bleaching	≥4
ISO 105-E01	Water Fastness	≥4
ISO 105-E01	Perspiration	≥4
Oekotex 100	No harmful substances	Class I

COLOREEL

Embroidery production (ITCU)

considerations & limitations

Single head or multi-head

Fully connectable

Fits any embroidery machine

Single head with configurable stand

Multi-head 2-8 with modular stand solution

Thread speed matching normal production speeds

Ambient conditions < 29C/84F and RH>30%

Connectable with LAN/WAN

Easy to use operator interface

COLOREEL



Embroidery production (ITCU)

considerations & limitations

Single head or multi-head

Fully connectable

Fits any embroidery machine

Single head with configurable stand

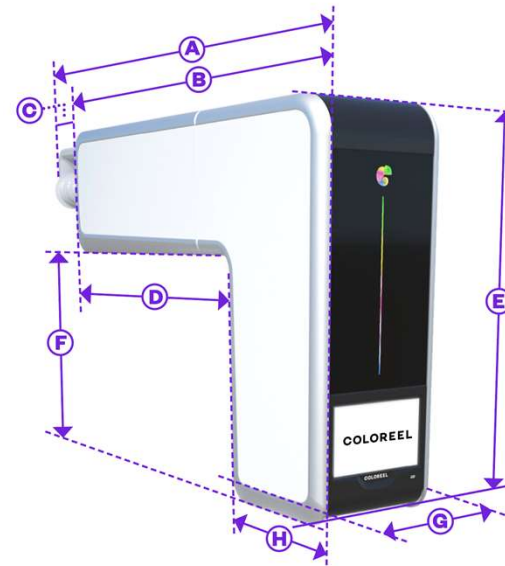
Multi-head 2-8 with modular stand solution

Thread speed matching normal production speeds

Ambient conditions < 29C/84F and RH>30%

Connectable with LAN/WAN

Easy to use operator interface



Picture ref.	Millimeters	Inches
A	1265	49.8
B	1034	40.7
C	230	9.1
D	716	28.2
E	844	33.2
F	518	20.4
G	305	12
H	318	12.5

Weight	Kg	Lbs
Coloreel Unit	<64	<141

Installation

Power supply	AC 100-240V ~ 5.5A 50/60Hz, rated 600W	
LAN/WAN Connection	Wired network with a minimum of 2Mb/s internet connection	
Stitch counter	Optical stitch sensor included, connected to embroidery machine	
Configuration	Single head/Multi-head stand for up to 8 units	

Operation

Maximum thread coloring speed	200 mm/s	7.9 inch/s
Operation temperature	18-28 °C	64-82 °F
Operation Humidity (RH)	30 - 80 %	

Coloreel Studio

Design & digitizing

Free software to colorize stitch design

Works with your favorite stitch design software

Color and effect libraries

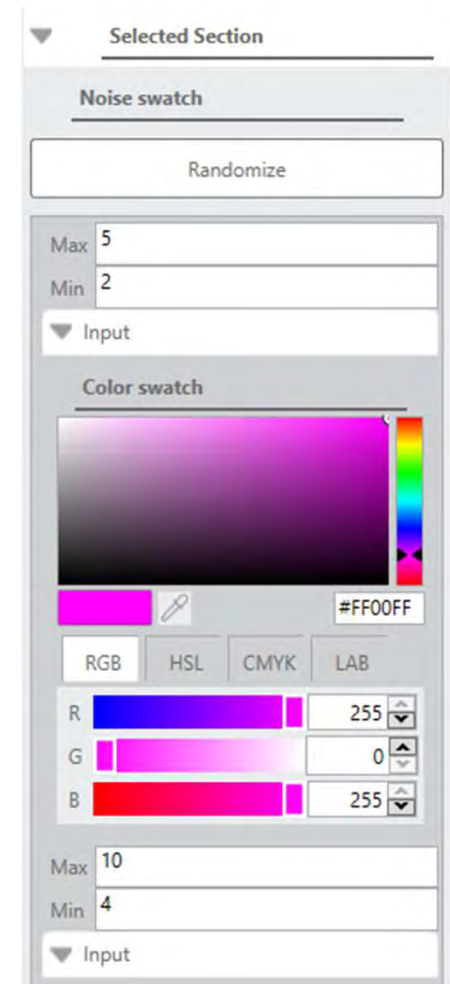
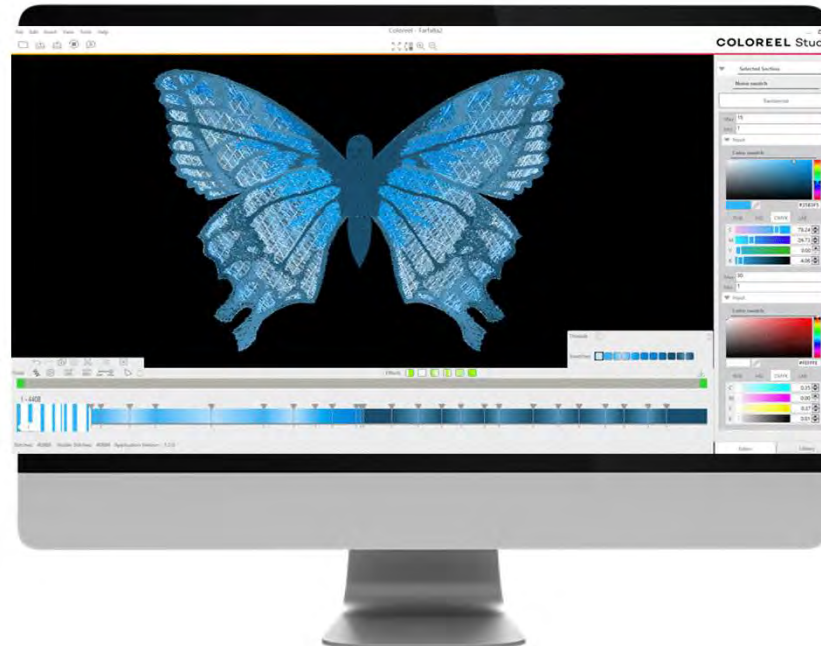
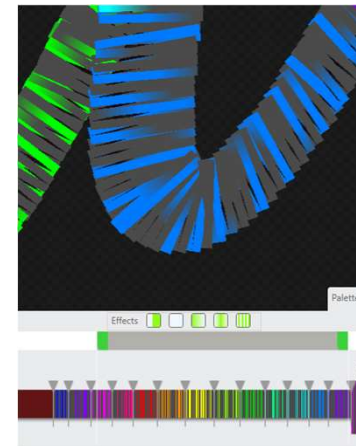
Need stitch file for one thread only in .dst format

RGB, HEX, CMYK or HIS color format

Color libraries for spot colors

Extensive tutorial video library

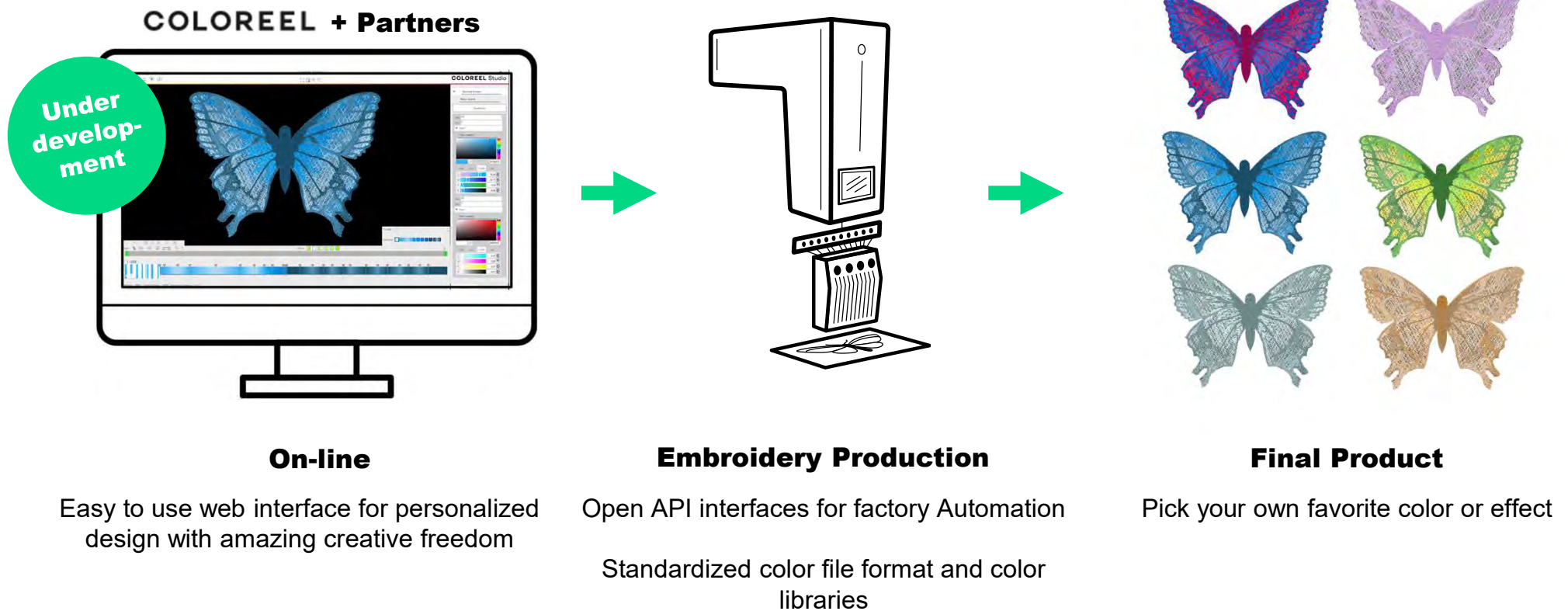
COLOREEL Studio



COLOREEL

Integration & Personalization

For a complete digital process



COLOREEL

Warranty, service & support

Global service & support team

Regular maintenance

Remote access for service & support

Digitizing service & support through partner network

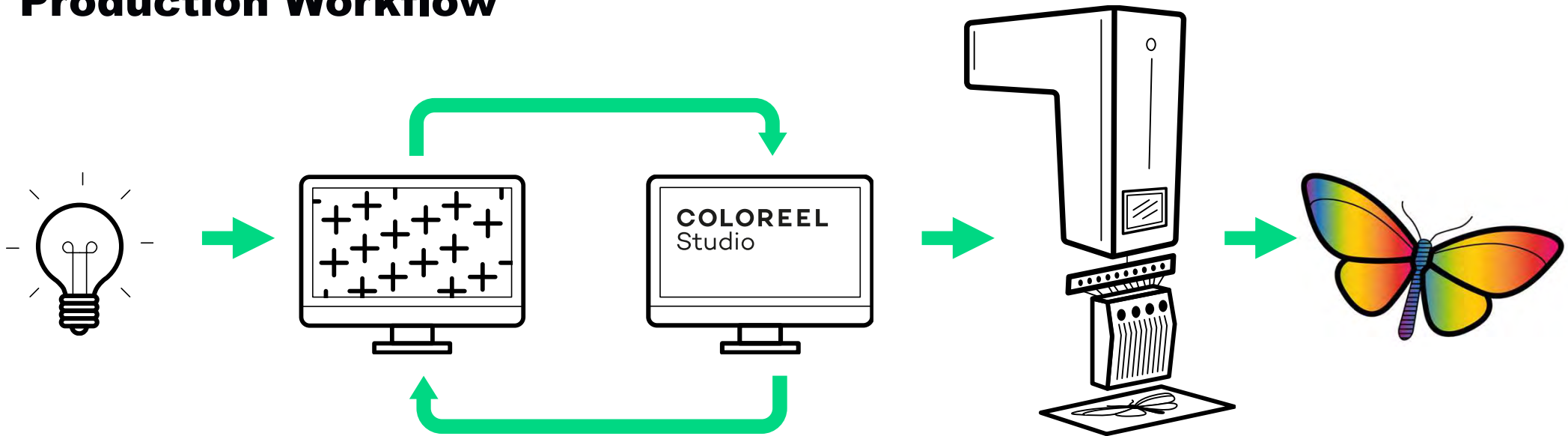
COLOREEL



How does it work?

COLOREEL®

Production Workflow



Design Idea

Thanks to our technology there are few design limits

Stitch Design

Use your favorite software for the stitch design. Pulse, Wilcom, EPCWin,

Color Design

Add the color design and effects in our free colorization software Coloreel Studio

Embroidery Production

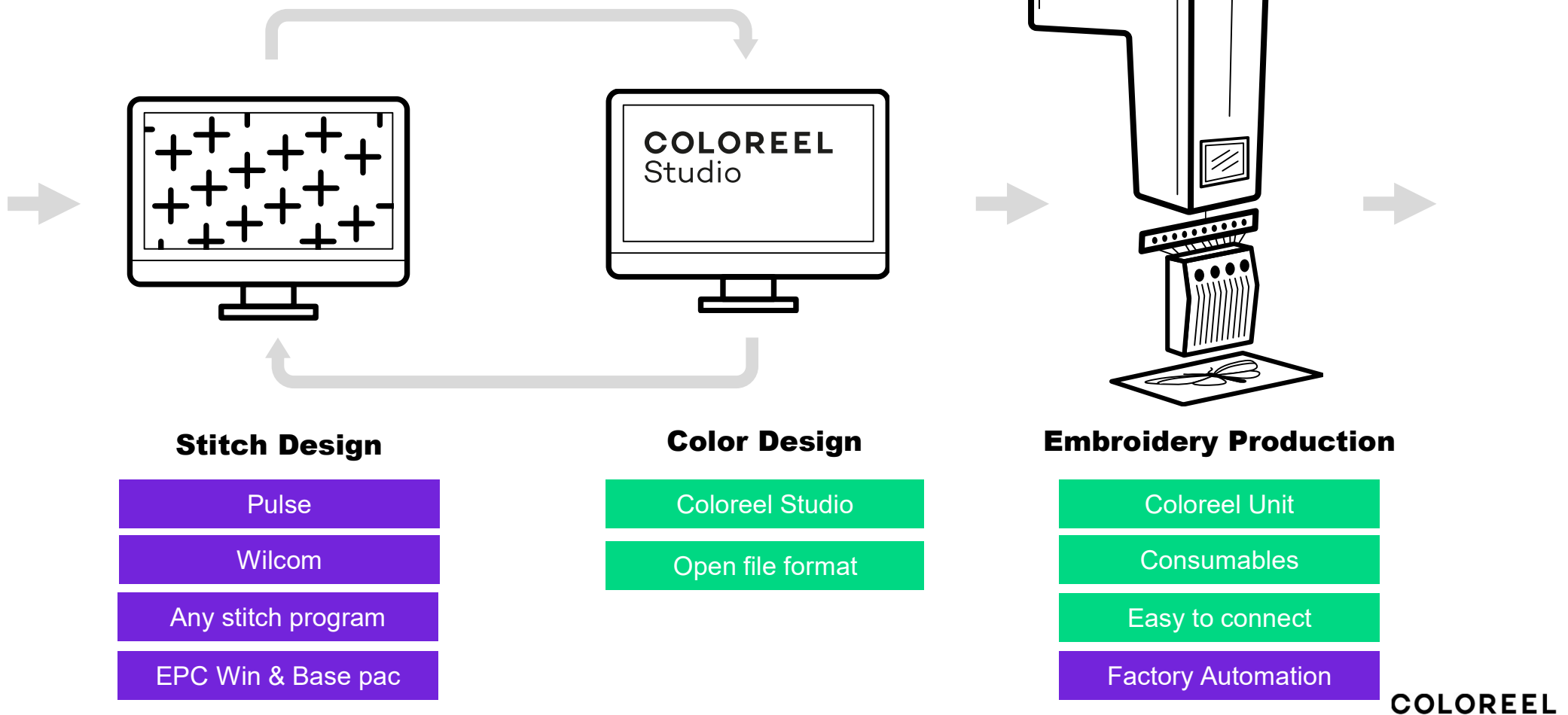
Use the color design file and your stitch design file to produce your #Coloreel embroidery

Final Product

Sustainable and stunning
#Coloreel embroidery with the design freedom of DTG printing

COLOREEL

Coloreel - easy to integrate



COLOREEL

**Let me support you,
unlocking your potential**

Tomas Horvath – Sales Director Coloreel

tomas.horvath@coloreel.com

+46 76 768 87 11

