

## AFS (Automatic Frame System)

MADEIRA presents for the first time at the IMB the patented innovative embroidery frame system, AFS (Automatic Frame System) and the essential consumable AFS foil on special continuous frames.



Abb. AFS 1

AFS is a system which enables increased automation and more efficient production of badge and logo style embroideries.

The target group are customers using industrial embroidery machines equipped with one to six embroidery heads who have already gained experience with logos and badge embroideries, or those who had refused such orders as being too complicated, time-consuming, inefficient and expensive.

AFS is an intelligent, machine neutral, special frame system, which can be used on all embroidery machine types currently used in Europe. At first, sales are only envisaged for Europe in close cooperation with the most important manufacturers of embroidery machines, and might be extended later to the US and Canada.

The AFS runs with continuous single use embroidery frames. These are paper frames (size 12 x 12 cm), similar to continuous printing stationery, but equipped with the special AFS foil to form the actual base for the embroidery, instead of fabric. These are offered in cardboard boxes containing 100 frames.



Abb. AFS 2

Phase I of the marketing and distribution period incorporates the IMB 2006 Exhibition in Cologne. Here, the AFS and foils will enable the production of fully embroidered badges or logos.



**Abb. AFS 3**

In Phase II, the process will develop to produce first the outlines or backgrounds to the badges and logos, which can be 'finished' later, for example with names within the design. For this purpose, MADEIRA will offer AFS foil with pre-cut blanks in various standard forms and sizes.

Conventionally embroidered badges requiring an extra process, for example a name added in a separate working process, can be difficult to manage. It is almost impossible to fix the existing design quickly, accurately and correctly in the frame or to place it in alignment with the start position. No problem with AFS: Pre-embroidered logos remain in the special foil and are introduced a second time into the special AFS frame, to complete the logo so it aligns perfectly. This stage can be done at any time or even any location, not only from the same origin.



**Abb. AFS 4**

The most important advantage when using AFS: The embroidered design is removed by simply pushing it out of the special foil - that's all! You will obtain perfectly embroidered edges without non-woven backings, no frayed base fabrics and, above all, no costly cutting work is required!

Each embroidery series has to be adjusted only once, the desired production quantity preset, then all designs are embroidered fully automatically!

The AFS can be quickly and easily fixed to the machine whenever required and removed just as quickly if you want to create "standard" embroideries.



**Abb. AFS 5**

Demonstrations at the headquarters in Freiburg /Germany are possible, by arrangement.

A detailed offer and a product description can be sent to interested customers on request.