

## Press Release

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2022-02-11

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### **SCHMETZ industry standards for home sewing**

**Albstadt, Germany: From now on, household sewing machine needles from SCHMETZ will come chrome-plated as standard and have a new blade design. The two quality features have already proven themselves in the industrial sector and are now also available to household customers. The interplay between chrome plating and optimized blade geometry enables less needle and thread breakage and fewer skipped stitches.**

The optimized scarf enables reliable loop formation. The rounded edges of the thread groove increase thread protection and reduce stress on the thread.

Thanks to its optimized blade shape, the household sewing machine needle is more stable. With its chrome plating for household sewing machine needles, SCHMETZ's quality standard, which has long since proven itself in fashion studios and tailor shops worldwide, is also available for hobby sewers.

Another advantage of the chrome plating: Chrome-plated sewing machine needles are less susceptible to wear, resulting in low needle consumption.

#### **About SCHMETZ**

SCHMETZ is a subsidiary of the Groz-Beckert Group and produces high-quality sewing machine needles for the industrial and domestic segment. The company has a strong tradition and was founded in Herzogenrath, Germany, in 1851. It now has around 440 employees worldwide. In fiscal year 2021, SCHMETZ generated an overall turnover of around 25.5 million euros. The



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worldwide presence of the company is guaranteed through numerous sales partners and a tight dealer network on all continents.