

## **Henderson Sewing Machine Co. Inc to become Twine's new distribution channel in the US market**

The US partnership adds to the already existing partnerships in Europe and Asia



Petach-Tikva, January 2022: Twine Solutions Ltd. And Henderson Sewing Machine Co. Inc. (Andalusia, AL. USA) announce a partnership for marketing, sales, and support of the TS-1800 digital thread and yarn dyeing system in North America. Consistent with both companies' philosophies regarding digital transformation in the sewing, embroidery, and knitting industries, this partnership will usher in broader adoption and implementation of digital technology in today's rapidly changing markets while promoting speed to market, reduced inventory, and sustainability.

Henderson Sewing Machine Co's CEO, Frank Henderson, said, "It is an honor to partner with Twine as we enter a new year in our world of Digital Transformation. Twine's technology and products will be invaluable to Henderson Sewing Machine and our Textile Industries as a whole in 2022 and beyond."

Twine Solutions Ltd CEO and Co-founder Alon Moshe added, "Henderson Sewing Machine Co. history has already brought to fore their vast experience of technology innovations in the US Textile industry markets. It is this premise of clarity and understanding that makes Henderson perfectly matched to our mutual Visions and Mission; Our honor to have Henderson as part of the Twine family."

Henderson will be exhibiting Twine's technology at TexProcess Americas Expo in Atlanta, Georgia, May 17-19, 2022, in Booth #1017. Come see it!

[Click here](#) to register for TexProcess



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### **About Twine Solutions**

Twine Solutions has created the first technology of its kind for digitally dyeing thread on-demand. Launched in 2015 by twin brothers Alon and Erez Moshe, Twine digitally dyes raw or off-the-shelf, white polyester thread in any color and length for immediate use in sewing, knitting, and embroidery. Twine's process is sustainable, uses no water, and reduces significant amounts of thread waste. Twine helps companies meet their sustainability goals, reduce thread waste, and cut costs.

Learn more at: <http://twine-s.com/>

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