

## **Twine Appoints New Regional Sales Manager to the US**

Gary Feltham will take up his new role effective immediately



Petach Tikva, January 2022: Twine today announced the appointment of Gary Feltham to the role of Twine Sales Manager in the US, effective immediately. In this role, he will be responsible for driving Twine's sales and building the company's business across the region.

Feltham is an industry veteran who worked in various positions in both the textile & the digital printing industries. Feltham founded his own consultancy company, in which he worked for the last 7 years. Formerly he held the position of Senior VP Business Development & Director of International Sales in FASTSIGNS and Gerber Scientific Products, respectively. Gary had great success achieving sales growth and business development in all his positions.

*"Gary is a highly capable sales manager with vast experience in the textile industry. In addition to his great sales management skills, Gary is also a strategist and the right person to lead the penetration of Twine Solutions into the US market. He is a passionate individual committed to being successful, thus fitting extremely well with Twine's culture and values"* said Alon Moshe, Twine's CEO.

Feltham added: *"The textile industry is going through the very first stages of digitalization. Twine's solution offers a waterless technology for dyeing*



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*threads on demand while minimizing the time required to produce samples. It's extremely exciting to join Twine Solutions in its early stages of revolutionizing the textile industry, and I am honored to take part in shaping this industry transformation."*

### **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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