
Communication materials for Twine investment round and strategic partnership

This collates key documents that can be used for communication about the recent Twine investment round with key stakeholders.

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Audiences

All Twine employees

Media

Financial (investors, advisers)

Customers

Suppliers

1. Core messages

- Twine Solutions, has completed an investment round co-led by New Era Capital Partners and Maverick Ventures Israel
- Two strategic investors COATS Group and HP tech Ventures, and Twine's existing shareholders, Landa Ventures and Gefen Capital also participated in the investment
- Twine Solutions and COATS agree to create an Alliance Partnership
- Twine Solutions' new board members: Ran Simha - General Partner and co-founder at New Era Capital Partners; Michel Abadi - Managing Partner at Maverick Ventures Israel; Michael Schofer - Chief Supply Chain Officer at COATS and a new board observer Irit Hillel - Partner at HP tech Ventures

2. News release

4 December 2019, 07:00 GMT

Twine Solutions successfully completes its growth stage investment round

Twine Solutions, the world's first digital thread dyeing system manufacturer, has completed its growth stage investment round, co-led by New Era Capital Partners and Maverick Ventures Israel.

Two strategic investors COATS Group and HP tech Ventures, as well as its existing shareholders, Landa Ventures and Gefen Capital also participated in the investment round.

Alon Moshe, Twine CEO and Co-Founder:

'By digitally dyeing thread, Twine brings a unique solution to a most basic and fundamental global problem.

This basic component, thread, is prevalent everywhere and is literally in 'every wear'. It is a primary and critical production bottleneck, limiting today's manufacturing of textile goods, ever more pronounced with the advent and growing of mass personalization and customization.

It is with much pleasure that we announce and welcome our new investors and partners, in joining Twine to meet these challenges and push the boundaries to great heights.

COATS will not only join as investors, but as Alliance Partners to cross boundaries and transformations between digital and traditional frontiers among others.

By addressing this singularity point, thread, Twine brings immense economical value, as well as brings paramount importance to the ecological benefits from its offerings and solutions, thus allowing for industry 4.0 to truly set in.'

Rajiv Sharma, Group Chief Executive, said: 'This is an exciting and innovative strategic move. We are investing in future technology which will improve our industry and its sustainability by directly addressing the key needs of our customers: speed, innovation and sustainability. The disruptive technology has the potential to revolutionize the thread industry and Coats will work closely with Twine to commercialize this opportunity.'

Irit Hillel, Partner at HP tech Ventures, said: "Twine's unique technology, positions the company to be a major player in the digital transformation of the textile industry, which we believe is ripe for disruption. We are excited to join Twine's mission to improve the industry's efficiencies, foster creativity and make a sustainable impact on the world."

To download image go to: [Twine's image gallery](#)

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About New Era Capital Partners

New Era Capital Partners is an Early – Growth venture fund that invests in cutting edge technologies. With 'Double bottom line' orientation and offices both in Tel Aviv and Boston, New Era seeks to invest in exceptional entrepreneurs and to support their efforts to build global enterprises.

New Era focuses its investments on sectors undergoing disruption & structural change.

About Maverick Ventures Israel

Maverick Ventures Israel, established in 2013, is a unique Israeli venture capital fund composed of only private investors. Maverick Ventures Israel is focused on early growth Israeli startups across all sectors of technology, including software, SAAS, enterprise solutions and applications, internet, media, fintech, clean technology & energy, marketing technology and consumer electronics.

Maverick Ventures Israel was founded by Yaron Carni, who previously founded the Tel Aviv Angel Group and sold the first Israeli company bought by Google. The fund's managing partner is Michel Abadi. Learn more at:

<https://www.maverick.vc/>

About Coats Group plc

Coats is the world's leading industrial thread manufacturer and a major player in the Americas textile crafts market. At home in more than 50 countries, Coats employs 19,000 people across six continents. Revenues in 2017 were US\$1.5bn.

Coats' pioneering history and innovative culture ensure the company leads the way around the world: providing complementary and value-added products and services to the apparel and footwear industries; applying innovative techniques to develop high technology Performance Materials threads and yarns in areas such as automotive, composites and fiber optics; and extending the crafts offer into new markets and online.

Headquartered in the UK, Coats is a FTSE 250 listed company on the London Stock Exchange. It is the Official Thread Supplier to the Royal Shakespeare Company. Learn more at: <https://www.coats.com/>

About HP tech ventures

As [HP Inc.](https://www.hp.com/)'s corporate venture arm, HP Tech Ventures is fostering an ecosystem of innovation and reinvention that will define tomorrow's world and experiences, through strategic partnerships and investments in disruptive technologies. Learn more at: <https://hptechventures.com/>

About Twine Solutions Ltd

Twine Solutions was founded in 2015 in Israel, with seasoned multidiscipline professionals emerging from the digital printing and textile industry.

Twine is an award-winning technology startup developing a proprietary and revolutionary digital thread dyeing system, and a digital dye to match mobile application.

Twine's system continuously dyes a single raw or off-the-shelf (white) thread to any requested length and in any color, with a choice of millions of colors, shades, as well as color gradients.

Twine's DST (Digital Selective Treatment) disruptive technology eliminates the need for colored thread stock, dramatically reduces logistics, dead stock and other waste costs, as well as dramatically reducing time to market.

The single thread, single needle, multi-color method will free creativity and design limitations, while improving production efficiencies, margins and overall profitability, all that in a sustainable, eco-friendly process. Learn more at: <http://twine-s.com/>

3. Communications timings

| Date | Time | Audience | What | Who from |
|------------------------------|----------|---------------------------------|--|----------|
| Tues 4 Dec 2018 | 0700 GMT | Trade media and Twine employees | News release goes live on Twine-s.com and distributed to media | Twine |
| Thurs 20 - Weds 26 June 2019 | | ITMA, Barcelona | Official company and produce launch | Twine |