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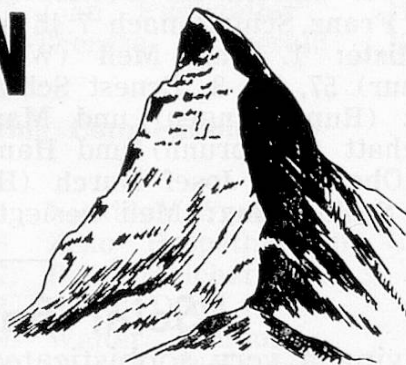
Embroidering . . . with an Iron!

Thanks to "Transferit", a new process for ironing embroideries onto fabrics perfected by an embroidery factory and cloth mills at Rebstein (St. Gall—Switzerland), it is now possible for anyone, in a matter of seconds, to decorate an article of clothing, a piece of bedlinen, a lampshade, or even a fabric shoe, with different embroidery motifs. The motifs—there is a whole range of them from garlands of flowers to childhood scenes—is embroidered on a chemically treated fabric; on the front, the coloured yarn is normal, whereas on the back it melts at a temperature of about 150 degrees C. The Transferit motif is simply laid on the fabric to be decorated—whether woven or knitted, in natural or synthetic fibres—and pressed for about 15 seconds with an iron set to a temperature of 180 degrees to 200 degrees C. The yarn on the back of the embroidery melts into the fabric on which it has been laid, while the backing disintegrates and turns brown under the effect of the heat, and can easily be brushed off as soon as it is cool. Among other things, this new process offers the advantage of making it possible to decorate articles not only with compact embroidery motifs but also with scattered embroidery effects, as well as embroideries in bands or allovers; the motifs can also be cut out and combined as desired. In between Transferit embroidery and normal embroidery, even after being view of its perfect adhesion, it is impossible to detect any difference washed several times. (SODT)

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