

PRESS RELEASE

Retroreflective sewing and embroidery threads for improved visibility

Bönningheim, April 2026 – With **Sera Reflect** and **Isa Reflect**, AMANN is introducing two retroreflective sewing and embroidery threads that make textile products more visible in low light or in the dark. Seams and embroidery created with Sera Reflect and Isa Reflect can reflect artificial light directly back to the light source, thereby specifically enhancing visibility. This is precisely where the key benefit lies: visibility is not added to the product as a separate feature, but is integrated directly via the thread, seam and embroidery.

The technical basis for this is retroreflective glass bead technology. Thousands of micro-glass beads embedded in a polymer coating act like micro-lenses, focusing incoming light and reflecting it back to its source. For users, this means that seams and embroidery, for example, become much more visible in the glare of headlights.

Isa Reflect is designed for retroreflective embroidery. The thread ensures improved visibility on outdoorwear, sportswear and children's wear in low light or at night. It also offers excellent embroidery performance without any loss of reflectivity during processing, high abrasion resistance for long-lasting applications, a brilliant finish and a pleasantly soft feel.

Sera Reflect is the solution for retroreflective seams. This product also focuses on improved visibility in low light. At the same time, the thread is characterised by its good sewability, a soft feel for high comfort and a decorative effect.

“The benefits of Sera Reflect and Isa Reflect are immediately apparent: they make textile products more visible in low light – directly through the thread. At the same time, it was crucial for us that the products could also be processed cleanly and reliably. It is precisely this combination of function, processability and design impact that is important to many customers”,

says **Christine Bauer, Chief Commercial Officer of the AMANN Group.**

AMANN announced the market launch of **Sera Reflect and Isa Reflect** in March 2026; in the official Texprocess preview dated 14 April 2026, the two products are listed among the six new products to be showcased at the trade fair. AMANN will be exhibiting from **21 to 24 April 2026** in **Frankfurt, Hall 8.0, Booth H47**.

About us

The AMANN Group, headquartered in Bönningheim, is one of the world's leading manufacturers of high-quality sewing and embroidery threads. Since its foundation in 1854, the company has combined tradition with innovation, working together with its customers to develop forward-looking products and individual solutions for a wide range of applications and industries – including apparel, automotive, technical textiles and work safety. With around 2,800 employees, its own production sites in Europe and Asia, and sales operations in over 100 countries, AMANN has a global presence. Sustainability, quality and technological advancement are at the heart of the company's business activities.

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