Press Release

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SMAGZ – new SCHMETZ online magazine is going live

SMAGZ, the new free online magazine from SCHMETZ for hobby sewers and keen tailors, will be launched on 1 April 2020. Readers will find helpful tips and tricks in four categories, along with step-by-step instructions and interesting reports and stories from the world of sewing.

There is lots to discover in the "Discover" category. Exciting reports take the reader on journeys that may not appear to be connected with textile and sewing at all at first glance. The first SMAGZ report is about sailing, for example – a sport that relies completely on strong seams.

But SMAGZ offers much more: The online magazine keeps users up-to-date with developments in the world of fashion, trends and ideas in the "Design" area. So you won't miss out on the latest style and the "Do-it" area contains instructions for your own next sewing project.

The online magazine from SCHMETZ will also include the "Dates" segment to ensure that you won't miss any important events. Here, you will find dates for interesting events, conferences and trade fairs from the world of fashion, design, art and hobby sewing.

All SMAGZ content can be viewed free of charge and without registration. SMAGZ is available now at: www.schmetz-magazine.com

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About SCHMETZ

SCHMETZ is a subsidiary of the Groz-Beckert Group and produces high-quality sewing machine needles for industry and the household segment. The company has a strong tradition and was founded in Herzogenrath, Germany, in 1851. It now has around 700 employees worldwide. In fiscal year 2019, SCHMETZ generated an overall turnover of around 28 million euro. The worldwide presence of the company is guaranteed through numerous sales partners and a tight dealer network on all continents.