



**südwolle**group

**A RESPONSIBLE APPROACH  
TO WOOL**



**mounthesse**



# SUMMARY

## ORGANIC



COMBING



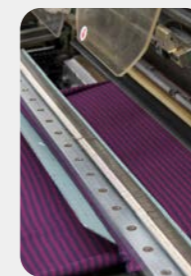
TREATMENT



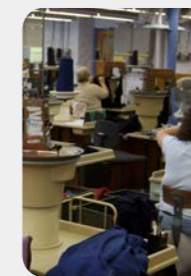
SPINNING



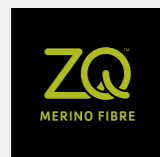
DYEING



KNITTING



MANUFACTURE



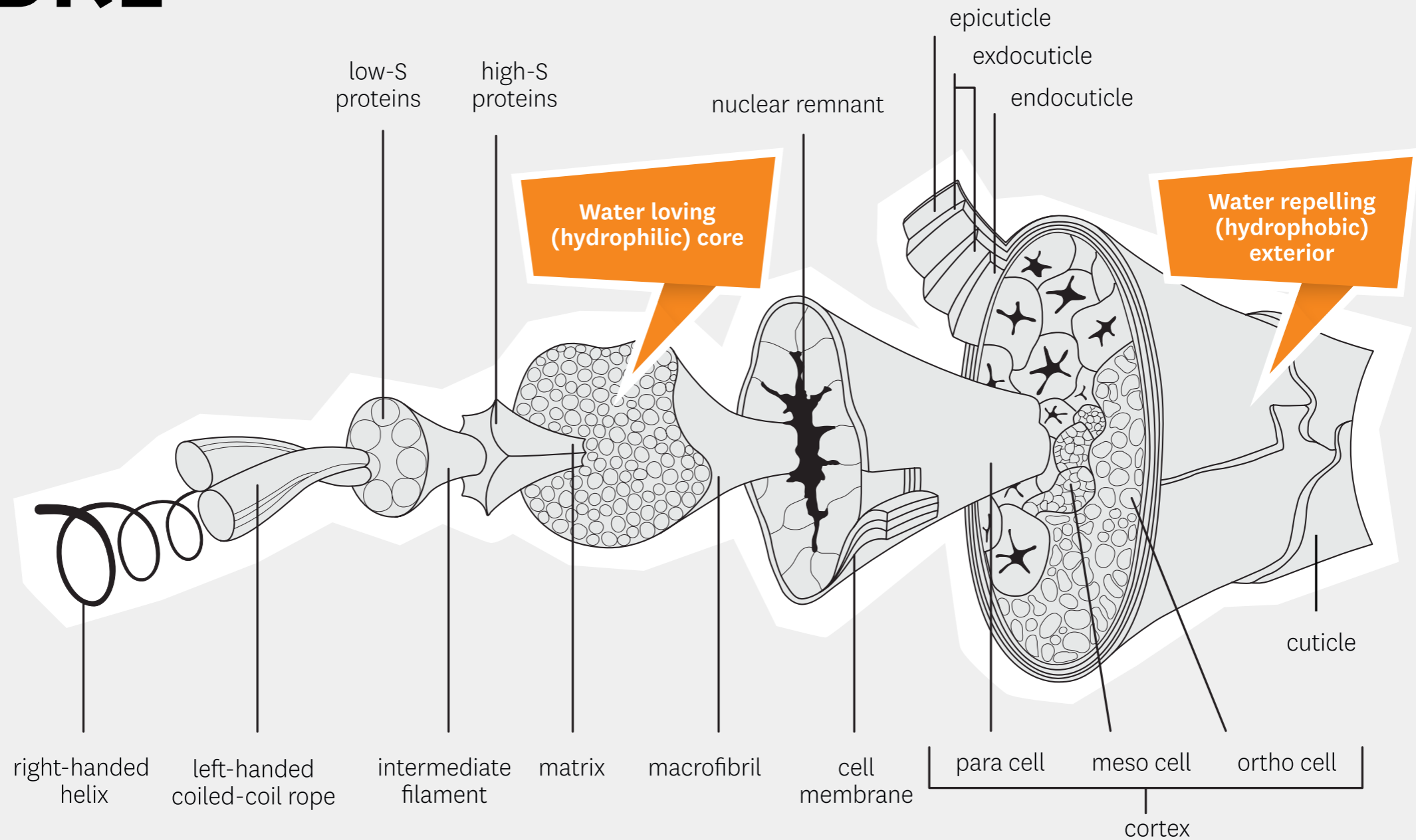
**DESIGNED  
BY NATURE,  
NOT ENGINEERS**



# WHAT IS WOOL?



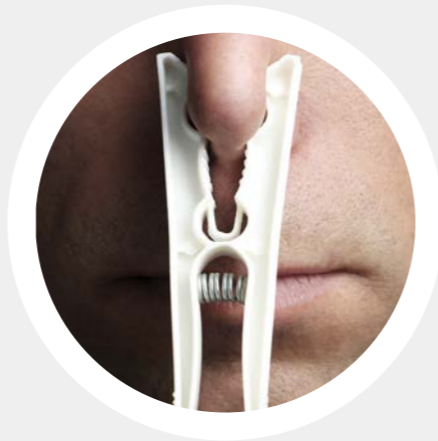
# A REMARKABLE FIBRE



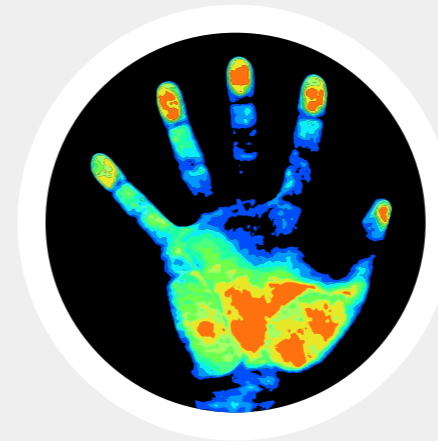
# REMARKABLE FIBRE ATTRIBUTES



RESILIENCE



ODOUR  
SUPPRESSION



THERMO  
REGULATION



FLAMMABILITY



UV PROTECTION



SOFTNESS



BIODEGRADATION



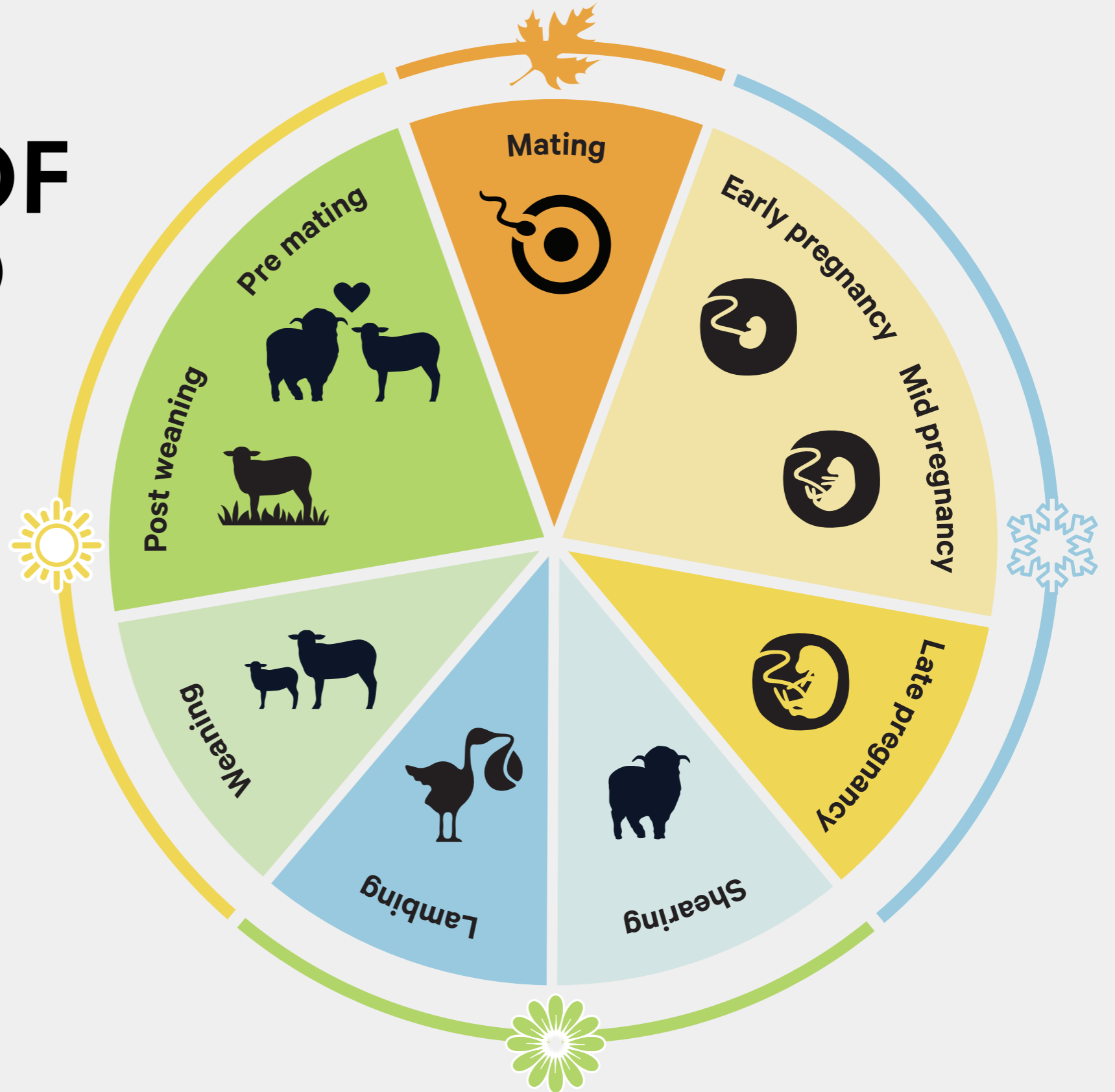
MOISTURE  
MANAGEMENT

# WHAT IS MERINO?





# A YEAR IN THE LIFE OF A MERINO



# SOURCING MERINO RESPONSIBLY



# ANIMAL WELFARE

## THE FIVE FREEDOMS



**FREEDOM FROM HUNGER OR THIRST**



**FREEDOM FROM UNNECESSARY PAIN OR DISTRESS**



**FREEDOM FROM DISCOMFORT OR INADEQUATE SHELTER**



**FREEDOM FROM SIGNIFICANT INJURY OR DISEASE**



**FREEDOM TO DISPLAY NORMAL PATTERNS OF BEHAVIOUR**



# MULESING



# ALTERNATIVES TO MULESING





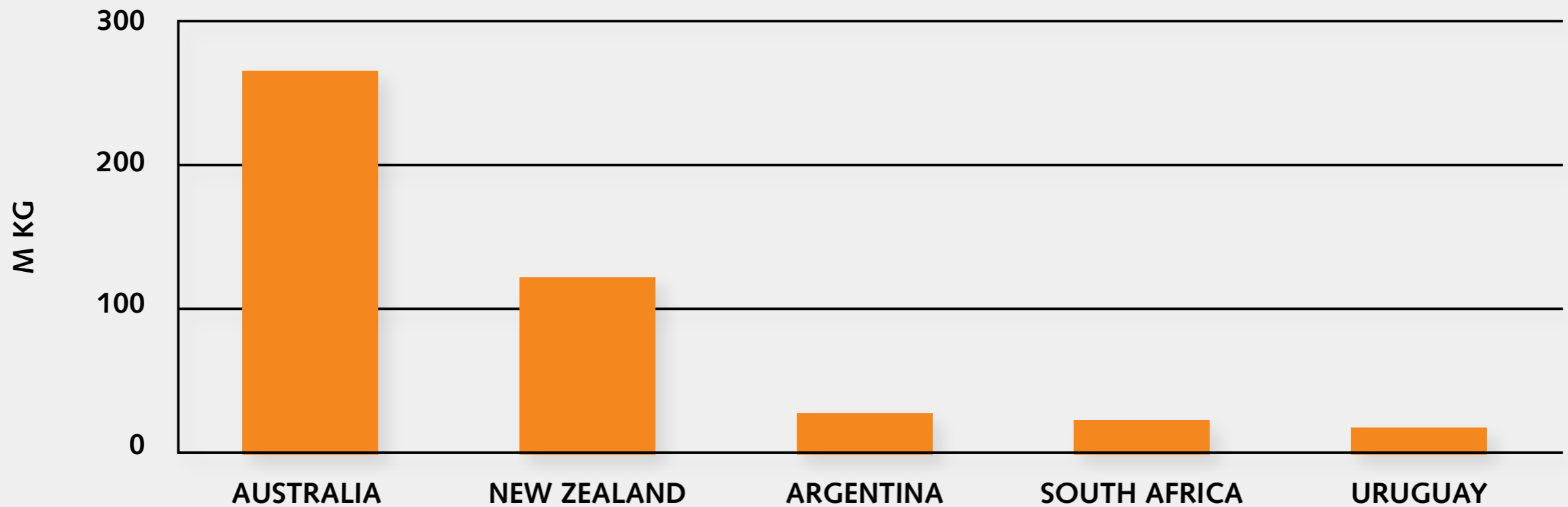
**LAND  
MANAGEMENT  
& SOCIAL  
RESPONSIBILITY**

# ORGANIC WOOL



# WOOL SUPPLY

## COUNTRY BREAKDOWN

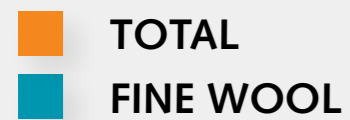
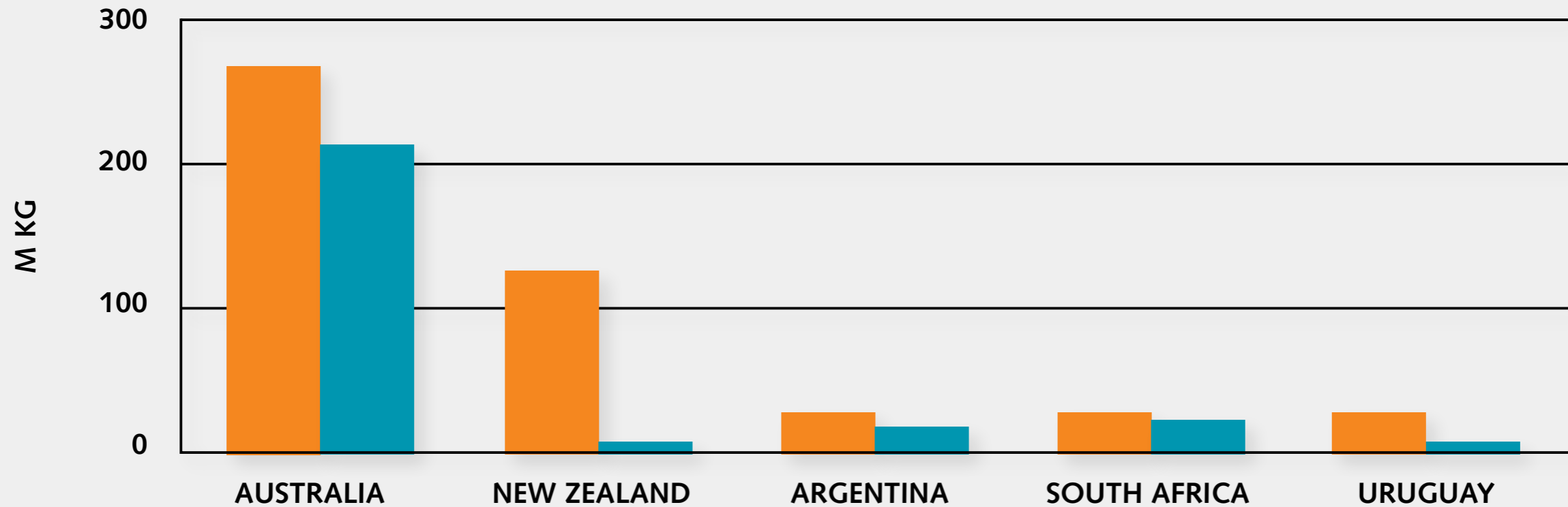


■ TOTAL



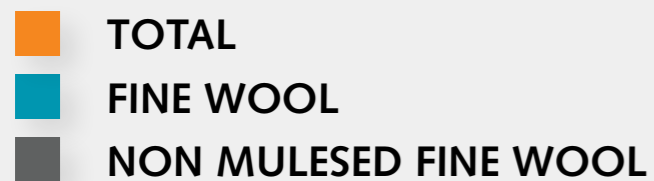
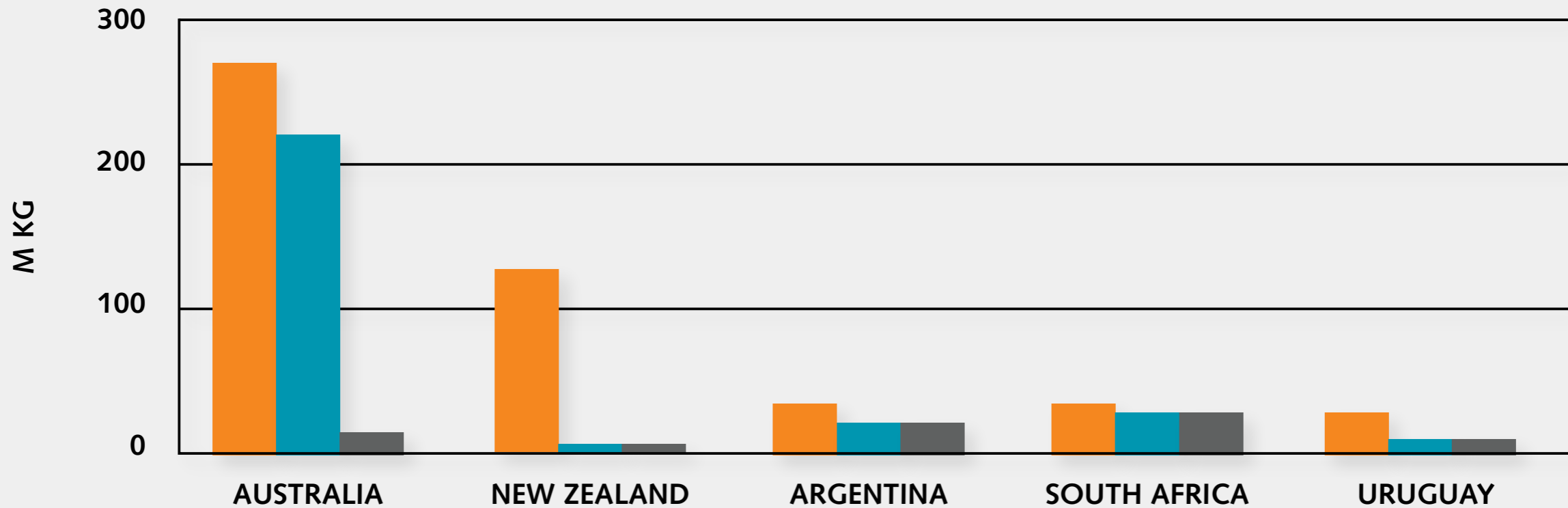
# WOOL SUPPLY

## MICRON BREAKDOWN



# WOOL SUPPLY

## NON-MULESED AVAILABILITY



# PEOPLE ARE SEEKING LEADERSHIP



# WOOL ACCREDITATION





**ORGANIC  
CERTIFICATION**



*we know wool*



*m*  
NewMerino®

# NEWMERINO



- Australian non-mulesed supply
- Certified chain of custody
- Independant
  - Not associated with other part of the industry
- Acts in two ways
  - Supply facilitator
    - Finding the right supply of certified merino for brands
  - Certification organisation
    - Monitor adherance to existing standards



# SUPPLY FACILITATOR



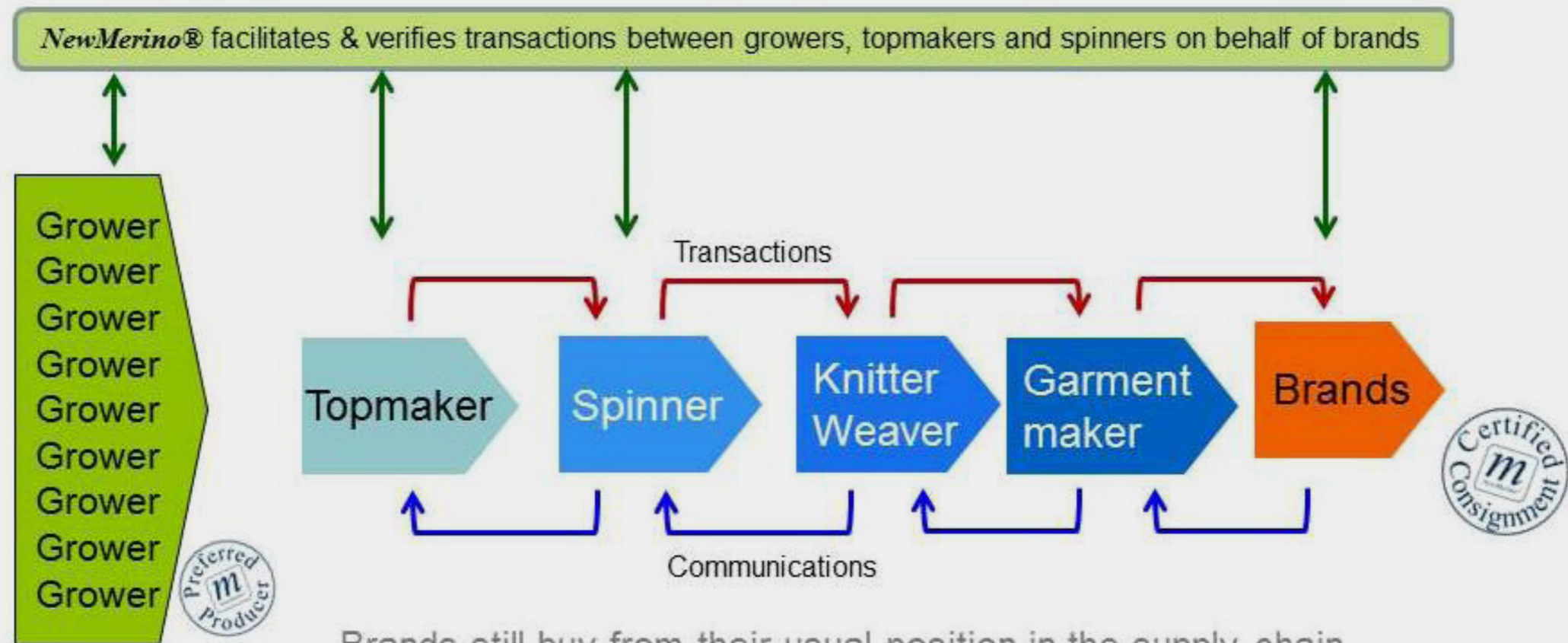
- Help brands set specifications
- Plans supply availability
- Identifies suitable farmers
- Advises/negotiates on price
- Liaise with top makers and spinners
- Keep growers informed about demand

# CERTIFICATION ORGANISATION



- Visit farms & create supplier profiles
- Verify attributes (mulesing status, sustainable farming system etc.)
- Verify origin
- Provides full transparency / traceability
- Maintain documentation
- Provide Certificate of Origin & Attributes

# CHAIN OF CUSTODY



Brands still buy from their usual position in the supply chain  
Change of ownership occurs at each processing stage

# WHICH STANDARDS?



NewMerino check compliance against existing standards to verify

- Animal welfare – including 5 freedoms
- Holistic farm management

Farms complete annual declarations  
also subject to audit

# WHAT NEWMERINO MEANS



- 100% Traceable
- 100% Non-mulsed
- From farms that meet documented standards
  - Animal welfare
  - Sustainable merino farming
- Independant Service – matching supply to requirements plus supply chain support
- Supply across all microns



# MISSION



Promote a culture of grassland and biodiversity regeneration, so the land will sustain people, their businesses and communities.



# HUMID MAGELLANIC STEPPE





# GRASS



*Grassland Regeneration and Sustainable Standard*  
Estándar de Sustentabilidad y Regeneración de Pastizales



# MEDOW IN RÍO NEGRO



RHI -



RHI +

# THE NETWORK



- More than 160 properties in Argentina, Chile and Uruguay
- 53 properties GRASS Certified (1,3 millones de Hectares, 3,2 million acres)
- 64 trained and accredited professionals

# SUB ANDEAN GRASSLAND



# ANIMAL WELFARE



- Grassland management is combined with a breeding programme to improve animal health, and meat and wool quality
- Wool classing standards to improve wool quality
- Genetics and climate means no need for mulesing
- OVIS 21 is Developing animal welfare standards

# PATAGONIA



**patagonia®**

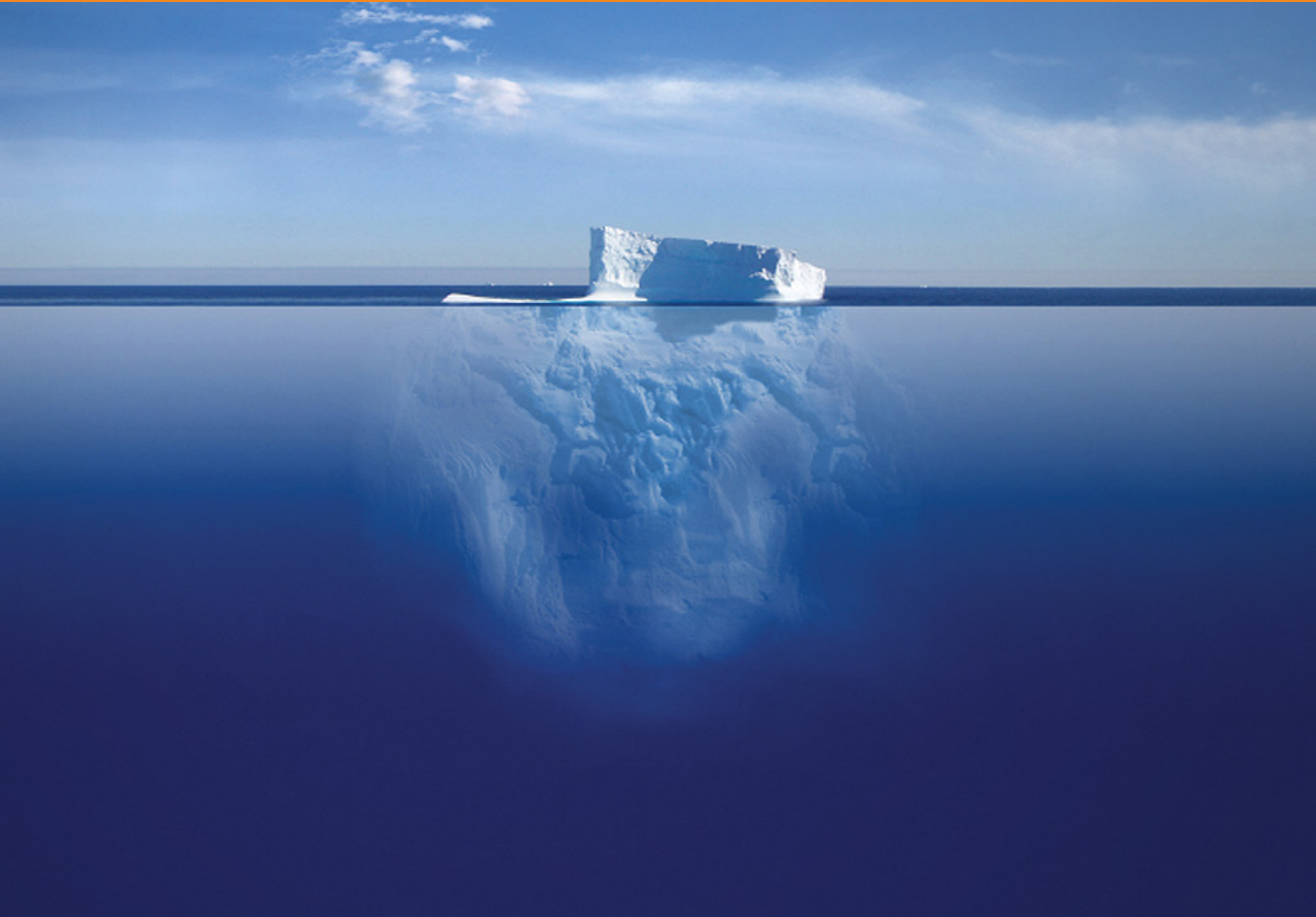
*“We have worked hard to be sustainable and do the least harm... this is the first time we can do good by placing business there.”*

Jill Dumain, Director of Environmental Strategy, Patagonia Inc.  
Todd Copeland, Environmental Product Specialist, Patagonia Inc.

# WHAT OVIS21 MEANS



- 100% Traceable
- 100% mulesing free
- From farms whose practices improve ecosystem health, and stop desertification
- Quality assurance – consistency in wool
- Win for farmers, win for ecosystems, win for brands





A large iceberg floats in the middle of a vast, calm blue ocean under a clear blue sky with a few wispy clouds. The iceberg's reflection is clearly visible in the still water below. The overall scene is serene and emphasizes the natural origin of the wool.

ZQ<sup>TM</sup>  
MERINO FIBRE

# FIBRE PLATFORMS OF INTEGRITY

WORKING TO PROTECT & ENHANCE YOUR REPUTATION



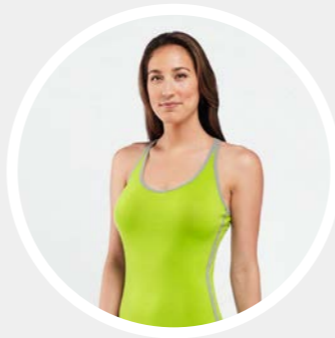
HERITAGE & PROVENANCE



HAND SELECTED



PEOPLE & PERSONALITIES



NATURAL PERFORMANCE



ANIMAL WELFARE

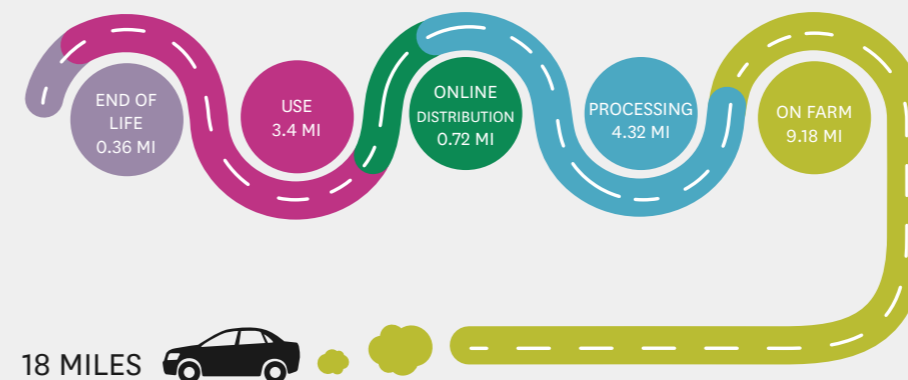
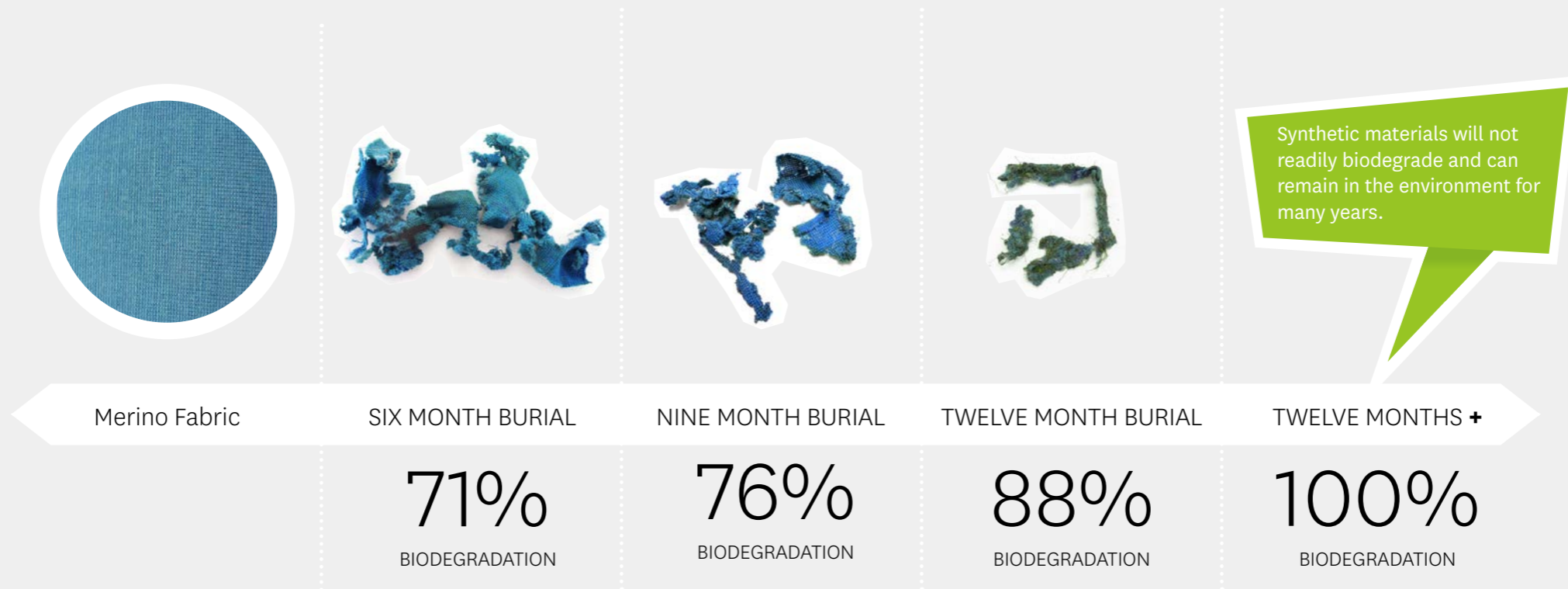
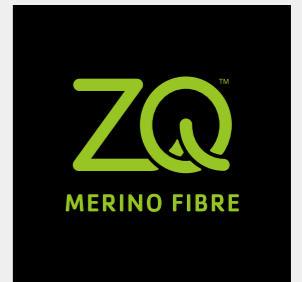


ENVIRONMENTAL SUSTAINABILITY

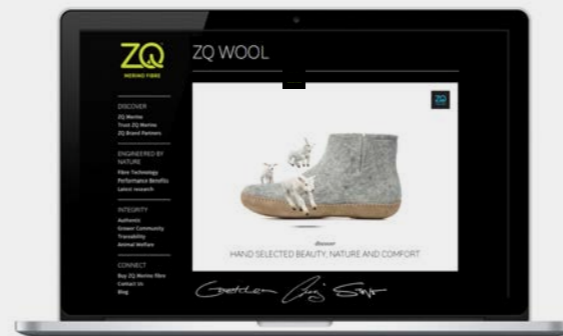


TRUST & TRANSPARENCY

# RESEARCH & DEVELOPMENT



# ZQ MERINO MARKETING & POSITIONING SUPPORT



# WHAT ZQ MEANS:

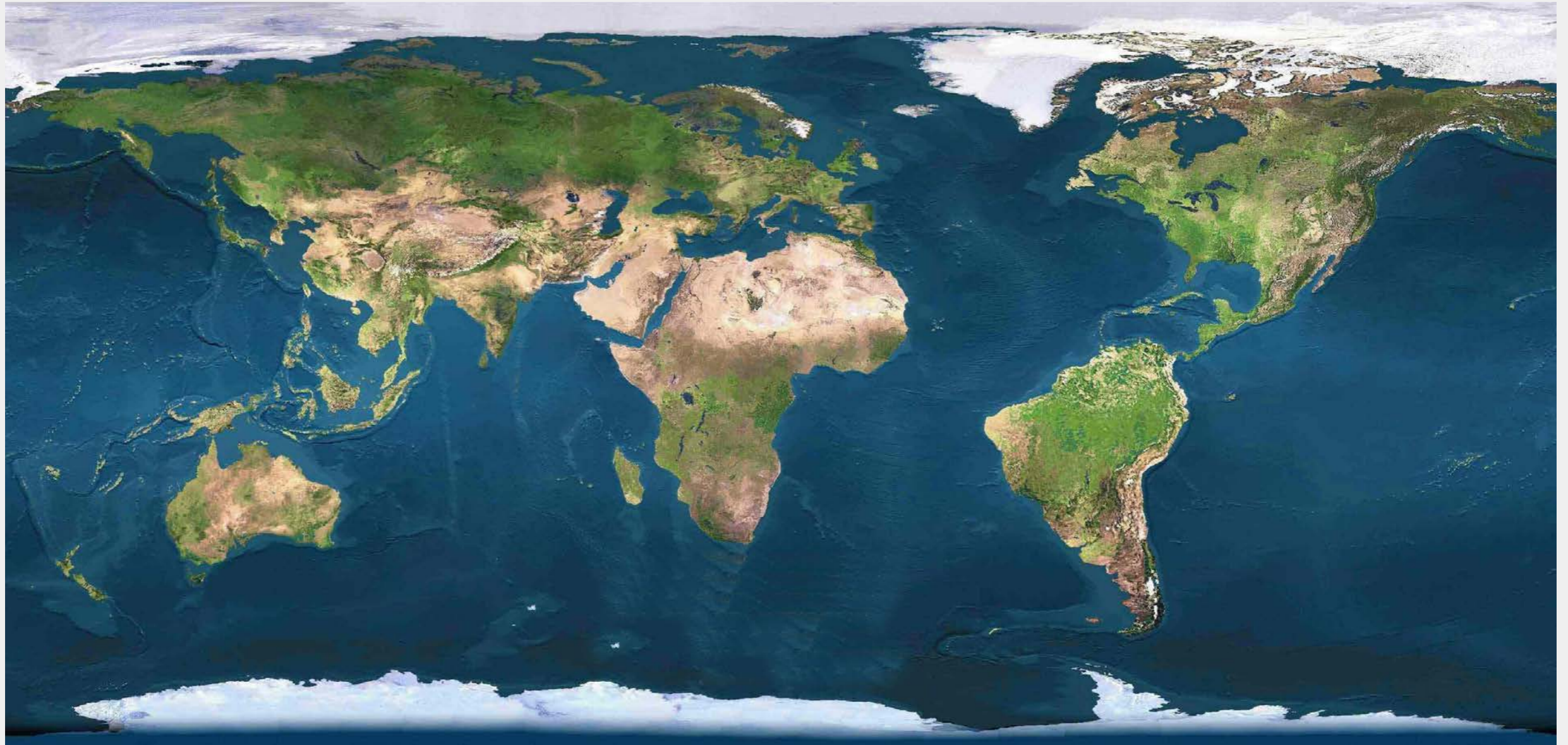


- 100% Traceable
- 100% Non-mulesed
- Supports holistic farm management
- Wool quality, marketing and research support
- Micron range 17.5 $\mu$ –26 $\mu$ , plus strong wool mainly from New Zealand but also South America and Australia
- Privately owned / Industry owned

# CERTIFICATE COMPARISON

|                              | OVIS 21       | NEWMERINO               | ZQ                        | AWEX                 |
|------------------------------|---------------|-------------------------|---------------------------|----------------------|
| NON-MULESED                  | Y             | Y                       | Y                         | Y                    |
| 5 FREEDOMS                   | Y             | Y                       | Y                         |                      |
| HOLISTIC FARM MANAGEMENT     | Y             | Y                       | Y                         |                      |
| ECOSYSTEM IMPROVEMENT        | Y             |                         |                           |                      |
| WOOL TYPE                    | 19-23 $\mu$   | 15-30 $\mu$             | 15-30 $\mu$               | 15-30 $\mu$          |
| WOOL QUALITY ASSURANCE       | Y             | Y                       | Y                         |                      |
| MARKETING & RESEARCH SUPPORT |               | LIMITED                 | Y                         |                      |
| STRUCTURE                    | GROWER CO-OP  | INDEPENDANT FACILITATOR | MARKETING COMPANY         | INDUSTRY ASSOCIATION |
| SUPPLY                       | SOUTH AMERICA | AUSTRALIA               | NEW ZEALAND (+ AUSTRALIA) | AUSTRALIA            |

# COUNTRY SPECIFIC



# RESPONSIBLE WOOL SOURCING STANDARD



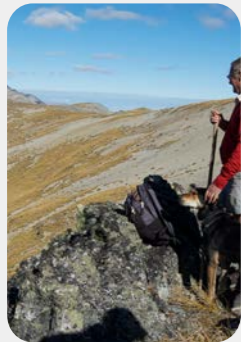
**TextileExchange**  
Creating Material Change



# WOOL SUPPLY CHAIN



# A REMARKABLE FIBRE DESERVES A **REMARKABLE** SUPPLY CHAIN



FARMING



SHEARING



BROKERING



COMBING



TREATMENT



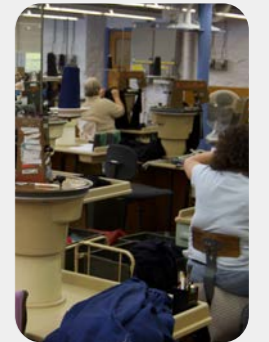
SPINNING



DYEING



KNITTING



MANUFACTURE

# TREATMENTS

|             | UNTREATED | NON-CHLORINE                                    | PLASMA                            | CHLORINE HERCOSET                              |
|-------------|-----------|---|-----------------------------------|--|
| TREATMENT   | NONE      | NON-CHLORINE CHEMICAL DESCALING (WET) + POLYMER | DESCALING USING ELECTRICITY (DRY) | CLOSED LOOP CHLORINE DESCALING (WET) + POLYMER |
| PERFORMANCE | DRY CLEAN | MACHINE WASH                                    | MACHINE WASH                      | TEC MACHINE WASH AND TUMBLE DRY                |
| COST        | -         | +   | +                                 | 0  |
| SUPPLY      | UNLIMITED | CURRENTLY LIMITED                               | CURRENTLY LIMITED                 | LARGE  |

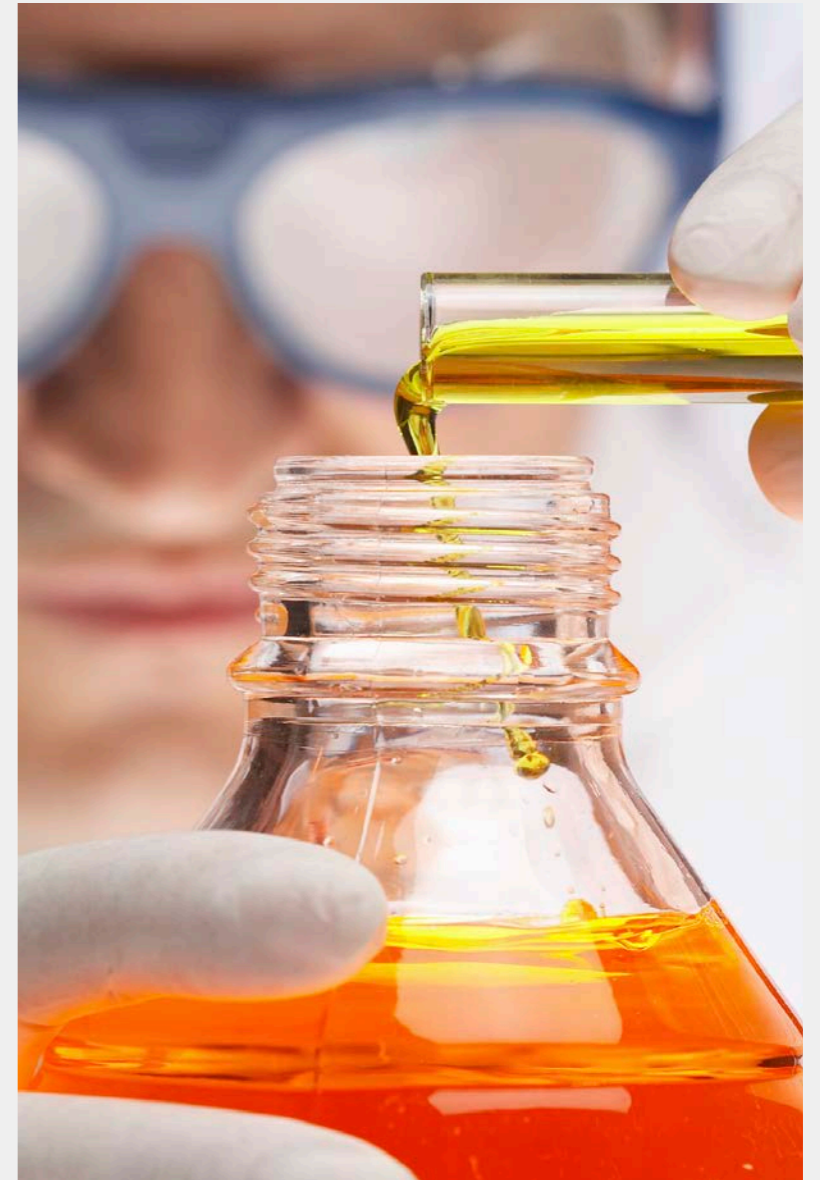








# WOOL vs COTTON vs SYNTHETIC?





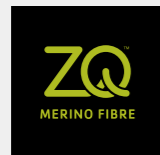
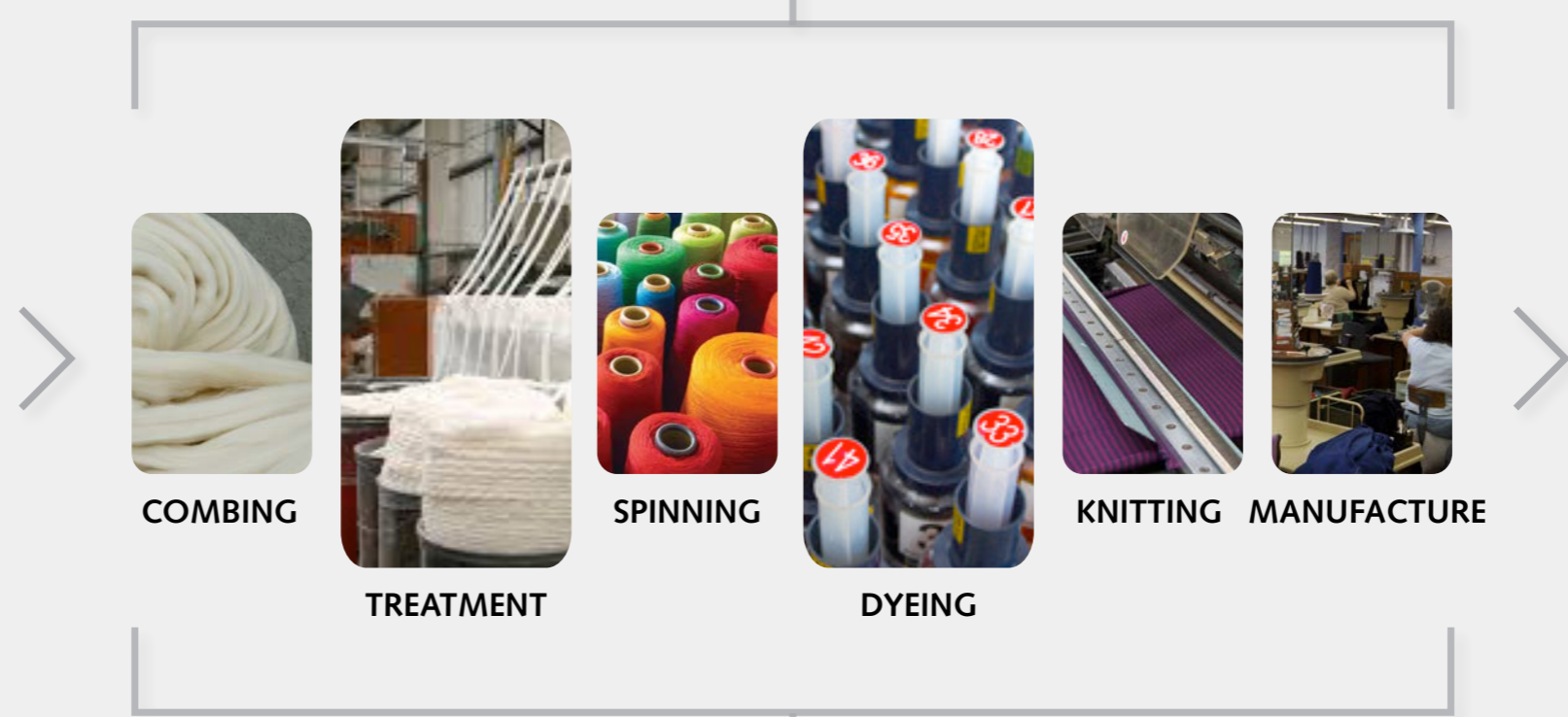


# PROGRESS WITH UPDATES



# SUMMARY

## ORGANIC



The image features a close-up, macro view of two different wool fabric samples. On the left, there is a vibrant orange fabric with a distinct, fine woven texture. On the right, there is a grey fabric with a similar but slightly more open and fibrous texture. The two samples are separated by a dark, vertical shadow. Overlaid on the center of the image is the text 'südwolle group' in a bold, sans-serif font. The word 'südwolle' is rendered in orange, matching the left fabric, and 'group' is in white, matching the right fabric.

**südwolle**group