

# *Marketing & Technical services Overview*

- **Industry Review**
- **Product development opportunities**
- **Education**

# *Industry review*

- **Who still remains and where?**
- **Wool manufacturing mostly east US**
- **Old staff running old equipment**
- **Many are supported by Berry Amendment**



# *Non-Wovens*



- **No need for spinning weaving or knitting.**
- **Consume lower quality wools (25-31 micron)**
- **Felts and Battings**
- **Apparel & technical end-uses**
-

# *Mergerized Wool*

- **Fiber-smoothing process carried out at Chargeurs.**
- **Makes fine wool feel like cashmere, and makes stronger wools feel like super-kid mohair**
- **End-products include socks, suitings, base-layer garments even paint rollers**
- **In Mar 2017 successful trial was carried out wools of 23 and 25 microns**



# *Wool Blends Developments*



- **Explore new Wool Blends and their Applications for Apparel, Accessories and Furnishings**
- **Better price points and new product opportunities, eg footwear.**



# *Education*

- **Colleges have forgotten wool (only 1.5% of textile fibers)**
- **This year's graduates are next year's designers and product developers**
- **Students not learning about wool and its amazing properties**
- **Major textile universities need help to teach wool**



# *Marketing & Technical services Summary*

- **Introduce new manufacturers to wool**
- **Take advantage of new trends in footwear, fillings and next to skin**
- **Inspire a new generation to work with wool.**

# *Marketing & Technical Services*

Thank you