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
Mercerized 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.
Thank you