



# ASI Annual Convention San Antonio February 1, 2018

## Update on Marketing Wool Domestically & Internationally

presentation by Goetz Giebel

## Activity update



### My professional background

- Contact with the American Sheep Industry Association goes back almost 25 years when purchasing raw material for Bremer Woll-Kaemmerei, Germany, integrating American Wool in the topmaking programmes
- Through my 18 years employment with Suedwolle, Germany, a leading worsted wool spinner as director for raw material procurement and yarn sales into the outdoor market
- Into my fifth year of consulting in the wool industry on projects with companies from raw material through manufacturing to garment making
- President of Interwoollabs, an organisation set up by IWTO (International Wool Textile Organisation) for the harmonisation of Almeter and Micron tests
- Several visits over the years to US warehouses of most regions and in contact over many years with exporters
- Regular meetings with the Wool Council at IWTO and other occasions
- Large industry network to liaise with for the benefit of wool use and information sourcing

Activity update



### My role for the American Sheep Industry Association

- Promotion of American Wool in the US and overseas, also across industry sectors, creating more awareness about availability and point of contacts for sourcing, explaining performance features in products, trying to focus on neglected wool categories
- Identifying international companies and production sectors as potential users for American Wool
- Establishing contacts at fairs with brands to motivate for the use of American Wool under aspects of quality and marketing
- Liaise with FAS overseas providing information about ASI programs and activities
- Constant market research for new or changed manufacturing technologies and new wool applications in textiles

Activity update

Presentation Overview



- Fair Visits (some international fairs such as OR in the US, most overseas)
- Presentation and Promotion
- Projects
- Liasion
- Comments

Activity update

Fair visits



- Outdoor shows, yarn fairs, fabric shows, industrial and interior fairs are visited (OR, ISPO, Outdoor, Performance Days, Pitti Filati, Spinexpo, Premiere Vision, Heimtextil, TechTextile)
- Information collection about use and potential application of wool, new trends and industry requirements (certification, traceability etc.), new manufacturing technology, treatments, fibers and directions for marketing
- Providing information about American Wool, networking, motivation for use of wool in new products and assistance with technical information or connecting companies to find solutions in manufacturing
- Direct company meetings with information on specific subjects or general information about production and outlook, as well as sourcing possibilities

Activity update



### Presentation and Promotion

- Ensure the distribution and placement of suitable promotion material in printed form, powerpoint or product samples (swatches etc) at fairs, with companies or media
- Direct company meetings with information on specific subjects, about production outlook and sourcing contacts
- Point of contact at fairs (often through recommendation)

Activity update



## Projects

Multiple industry contacts for:

- batting fleeces with US, European and Asian manufacturers
- recommendations for new yarn types
- treated wools for the sock industry
- fiber combinations for specific use in the protective market
- wool for shoes
- enhancement of felted products

Activity update



## Projects

### Comments

- Aiming to initiate new projects for the use of American Wool
- Case studies with young designers for the realisation of a concept garment for fair display – the aim is to bring American Wool properties to the market, media and students
- Quality and commercial assistance to either enhance or overcome issues with more suitable wool types for better product realisation



Activity update



## Liasion

- Information distribution to various organisations to ensure proper level of knowledge about the US wool industry and production
- Connecting in forums, with certification organisations and workshops with industry partners from NGO's to man-made fiber manufacturers
- Offering FAS on overseas trips an update and specific data about the wool industry
- Co-operation with international ASI team or regional sales agents

## Activity update



## Comments

- Vast amount of information to process and relate to US wool for relevance
- Understanding motives of interest groups and how to deal with them
- Difficulty to access company information re supply chains or manufacturing due to confidentiality matters
- Motivation for trials and getting samples
- Continuous need for personal/company contact
- Great basis for authentic marketing/product stories
- Appreciation of high US production standards
- Photographic country images inspire brands
- Interest in special wool property values (resilience)

Activity update



Thank you!