



Twizel, Inc

To Challenge the Status Quo to create positive social and environmental change globally

Twizel Goods is a platform and a brand to inspire and educate people to buy better. There is a long term cost to cheap merchandise

Our house brand will be primarily wool, that is manufactured in the US

At Ibex the challenge
was:

Why Wool

Today the
Challenge is?

**Why your
wool**





The Internet has created major change
Empowered the consumer

Meaningful Trends relating to American Wool

- Conscious Consumers want to know more about the products they buy.
- Retail is undergoing major change
- Purchases happen from marketing direct to consumer
- Middle men are being eliminated (value added is being reviewed)
- Wool is being blended with other materials and called better
- Most people believe Climate Change is real. How does the sustainability of wool fit
- Animal welfare will get stronger (Shearing seems like the next target)
- Price promotion has become the motivation to purchase





Wool Marketing is Weak

Wool is a premium product and should command a higher price
Most companies are now getting into price promotion vs
marketing creativity



Take what you do and make it special

Your wool is more than a commodity
Treat it as such, believe it.

Market it

Be known for the value that you add

The Marketing Goal

- Get closer to the consumer no matter where you are on the supply chain
- It is a storytelling World: Tell great stories
- What is unique about what you do (find something)
- What makes your job interesting (be authentic)
- You are a brand



Create Content

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- What kind of wool do you grow
- What products are best for your wool
- What kind of sheep do you raise and why
- How are your animals cared for
- How are you trying to improve your flock
- What are you striving to do with your ranch or business
- What is unique to your ranch
- What is your environmental footprint
- What is your biggest challenge
- Most importantly, why do you do what you do.

If you say Nothing

- You are vulnerable
- You sell a commodity (okay if you are lowest cost)
- You are standing still, meaning you are falling behind
- You are not reaching Millennials (future buyers)?
- You are not being proactive with a strategy?

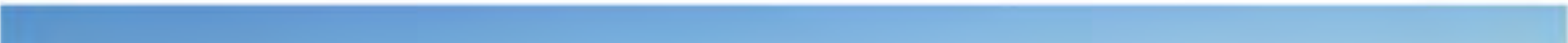


Challenges for US Wool

- The Value Chain
- Knitting
- Weaving
- Finishing
- Craftspeople and Machinery
- Innovation
- Most Importantly: Marketing



Collaborate and Partner

- Be an important part of the consumer brand story
 - What are the products that your wool is perfect for
 - Make it known that the value you add is important
 - What is it you do that makes you unique
 - Identify Brands that make those products?
 - Articulate Why Your Wool !!!!!
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Examples

Pozzi Wool / Sonoma Wool Company

Helle / Duckworth

Nestor/ Farm to Feet

Conclusion

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While companies are busy targeting comfortable, incremental improvements, the market, technology and their consumer's expectations are very likely changing exponentially. And this is a problem. As someone once said, if the disruption outside your organization is greater than the disruption inside it, you're in deep shit. I'm paraphrasing but you get the point.

