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Marketing Worldwide

presentation by Goetz Giebel
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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
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My role for the American Sheep Industry Association

• Marketing 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 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
What can the right wool do for a product?

- US wool has plenty of resilience – how does it actually show up?

- Example on „terry loops“ cushion for socks:

  both sock examples are made from the same micron wool – but different origins
  the machine washable treatment, yarn count, spinner and sock knitting machines have been the same
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What is the industry doing for wool?

Examples are: Stoll and Shima Seiki for the fully fashioned flat knitting

- Consumers require new products, more individual looks
- Each category of activity offers new potential for creativity
- Machine makers get strongly involved in trends, design, training
- New machine generations simplify production processes
- Individual make - what does it take? a machine, software, yarn, 1-2h
The German company’s STOLL Trend Collection Spring Summer 2019 SKATEBOARDING is a cool new knit collection inspired by skate culture, produced on its state-of-the-art flat knitting machines.

“Our latest Stoll Fashion & Technology Skateboarding collection is inspired by skate culture too, from graffiti-style street art to urban skate parks – including skate shoes, protective wear, and even a Bluetooth boom box.”

“These products aren’t simply designed to look cool, but perform well. Made from innovative yarns, using our state of the art flat-bed knitting technology, they are designed to be abrasion-resistant, cushioning, breathable, lightweight and free moving. Enjoy the ride.”
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Wholegarment knitting, together with the aforementioned SDS-ONE APEX3, form a synergy that aims to provide greater flexibility in the knit supply chain. Ultra-realistic simulation capability on APEX3 allows Virtual Sampling to minimise the time, cost, energy and material that the sample-making process requires with current manufacturing. With this new manufacturing model, on-demand knitting realises optimised inventory, eliminating waste from the production cycle for truly sustainable fashion.

Because of their capability to produce elegant items in their entirety in 3D without the need for sewing or linking, Wholegarment knitting machines realise high-quality quick response production thanks to reduced lead times, as well as reduced dependence on labour. These qualities are maximised with the latest MACH2XS machine on
What are brands doing?

Example: Adidas with its new Speedfactory:

• Design your own shoe via a website and place the order
• Personalise the product for personal performance
• Manufacturing centers of smaller size are set up regionally
• Faster delivery time
• Less off stock, higher prices
What are man-made fibre manufacturers doing?

Example: CORDURA nylon

• Branding Wool/CORDURA blend yarn as „Combatwool“
• In projects best suitable areas of use are highlighted across the industry
• Brands can label their product differently and sell it with a story
• Promotion is started with advertisements already by the fibre manufacturer, explaining advantages from the combination of fibers
Cordura/Invista marketing statement:

“Incorporating Cordura Combat Wool yarn technology into this specialized gear offers seamless integration of a time-tested traditional favorite such as wool, blended with high performance man-made fiber technologies for enhanced durability. When we can collaborate with brands who share our same passion for pushing the limits of gear and apparel, that helps us enable consumers to Live Durable.”

(source: Cordura)
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**Description**

CORDURA® Combat Wool™ fabric offers the comfort and aesthetics of wool with the durability of nylon. Fabrics are constructed with Merino wool and nylon 6,6 fibers in a variety of styles and constructions. Options include baselayer/mid-layer knits, double face wovens, canvas, ripstop, twills, dobby and stretch woven fabrics. Even styles for socks. It can be a battlefield out there. Now you're ready.

**Benefits**

- The authentic look, comfort, and feel of traditional 100% Merino wool fabrics with built-in long-lasting durability.
- Woven fabrics constructed with an intimate blend of nylon and merino wool offer up to 10X better abrasion resistance, 2.1X better tensile and 1.4X better tear resistance vs 100% merino wool fabrics while maintaining the same look and feel.³
- Enhanced abrasion resistance, tensile and tear resistance compared to 100% Merino wool fabrics
- Knit and sock fabrics constructed with intimate blends of Merino wool and INVISTA nylon 6,6 staple fibers offer enhanced tear and abrasion resistance.
- CORDURA® Combat Wool™ fabrics feature the tradition and comfort of wool and the heritage of the CORDURA® brand which has proven performance in some of the world’s toughest environments.
What are the new directions in the industry:

- Digitalisation for product design
- Connected manufacturing systems
- Less machines involved in production processes
- Fast production set up and model/product changes
- Changed marketing approaches
- Enhanced production methods re energy, labour, efficiency, sustainability
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Wool bridges tradition with modern manufacturing:

- Sustainability
- Superior fibre functionality
- Natural => value enhancing
- Versatility in use from traditional garment to high tech performance wear, shoe upper, felts, industrial use
- Broader application, more blends but use in far more products
- Less waste during manufacturing, recyability
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What can the ASI do to create awareness, reach manufacturers, brands, interest consumers?

- Fair visits
- Contacts at all levels
- Samples shown from production as references
- Getting designers, students and developers involved to work with wool
- Identifying new product categories, trends, markets
- Examples on the following slides:
Masterclass. Shaping ideas.

From scratch to case study.

ISPO Academy Masterclass: In a new hornbeam forest for the "Design of Tomorrow" in the sportswear sector, aiming at the core to design at the forefront for the sport’s industry. International design talent were asked to explore the aesthetic and ergonomic potential of performance wear in the 21st century.

American Wool

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**Giesswein**

Don’t let the casual style of the Vent fool you—this shoe can keep up with your busy life and keep you comfy all day. A removable cork-latex footbed provides the ideal support to soothe tired feet and legs. Adjustable for a comfortable fit, sizes range from a women’s 5 to a men’s 14.5, and SRP is $130.

**Sunday Afternoons**

Keep the night sky close with these graphic beanies inspired by the celestial bodies above. Reversible, with glow-in-the-dark landscape detail on one side and a solid color on the other means two hats in one. An ultra-soft merino acrylic blend, high-visibility accents and a filled design make these beanies ideal for winter play. SRP is $34.
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HELIX™ Filter Media
- Derived from naturally grown wool
- Performance from nature’s chemistry
- Easy to breathe through - low energy requirements
-Feels dry when exposed to water vapour
-Keeps user warm in winter
-Stops bacterial growth
-Reduces dangerous gases in air
Thank you!