

# NEW WOOLMARK TICKETS AND LABELS

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Australian Wool Innovation (AWI) has refreshed the Woolmark brand identity and merchandising collateral to enhance its appeal to today's consumers.

## **1. Updated design – new contemporary look and feel**

A fresh, new design, color palette and eco-friendly paper stock combine to communicate a message of quality and the natural benefits of the fibre, which have been hallmarks of the world famous Woolmark brand for more than 45 years.

AWI has worked with James Cropper Speciality Papers and the SML Group to create a natural, sustainable and biodegradable board for the new range of Woolmark, Woolmark Blend and Wool Blend garment tags.

The natural white board is uncoated with a soft tactile finish. Produced from a combination of accredited post-consumer waste fibre (PCW) and FSC-certified paper pulp, it has excellent environmental credentials.

Paper from James Cropper is manufactured without the addition of chemicals that would be hazardous in use. It can be recycled, incinerated for energy recovery, composted, and is suitable for bio-degradation.

## **2. State of the art technology**

The 'Nautilus Hidden Image' garment ticket security can be easily identified by a simple authentication process. This security embossing technology is a first in the garment ticket merchandising industry.

Simply use the special credit card size plastic reader included in this pack to overlay the ticket to see the hidden image. The hidden image – the AWI corporate logo – is unique to this application.

The new labels include a tagged infra red yarn which will be in a position specified by AWI and may be moved from time to time. The reader for the yarn is a hand held light pen.

## **3. New ticket and label supplier**

AWI has appointed the SML Group as its preferred global supplier of Woolmark tickets and labels. The SML Group has a network of offices and production sites that is aligned to the AWI global network and demand for Woolmark tickets and labels.

AWI is working closely with the SML Group to introduce the new Woolmark tickets and labels. The roll out of the new Woolmark ticket and label system will be progressive. It will commence for licensees in China, Hong Kong, UK, France and Turkey from January 2010. The remainder of the Woolmark licensee network roll out is expected to be completed by late 2010.

For more information please contact your local AWI representative.



WOOLMARK

#### 4. On-line ordering

As part of the new service, AWI and SML will be offering a bespoke web site dedicated to on-line ordering of products which will be accessible via wool.com. Each company will have a secure, dedicated ordering facility and AWI will authenticate every order.

The system will provide an on-line tracking facility for each order placed, ordering overview and easier re-ordering, as well as access to brand guidelines and other information updates.

SML will provide a global customer service operation using their local network of offices. This network can also offer off-line ordering facilities for companies without access to the on-line system.

#### 5. New Range of tickets and labels

This pack contains the range of tickets offered in the new Woolmark tickets and labels merchandising program and shows a limited sample from the full range of garment sew-in labels.

The garment labels shown in this pack are produced using the panel label format. They also represent limited garment care information. The complete range of labels offered within the Woolmark program covers all care parameters for wool including Hand Wash, Dry Clean, Machine Wash and Machine Wash and Tumble Dry. Colour options will be available in black, white and neutral ecru to complement the garment tickets. Damask yarns are available on request.

For a full set of visuals and brand guideline information, please contact your local AWI representative.