



WOOLMARK



THE BENEFITS OF WOOLMARK MEMBERSHIP

The Woolmark brand is the world's best known textile brand.

The value of the Woolmark brand is well established the world over in the apparel, interior textiles and home laundry sectors.

The Woolmark brand provides consumers with guaranteed fibre content and an assurance of quality.

The Woolmark brand is backed up by technical specifications and stringent testing.

HOW DO I BECOME A WOOLMARK LICENSEE

The Woolmark brand is owned by Australian Wool Innovation (AWI), the world's leading wool textile organisation.

1. CONTACT AN AWI OFFICE

If you have a product suitable for Woolmark, Woolmark Blend or Wool Blend endorsement or you wish to enhance the quality of your product to achieve Woolmark approval, then contact your local AWI office (or email licensing@wool.com) who will be able to provide you with information on the Woolmark Licensing Program.

We will require some background information regarding your company and products, to allow us to assess your licensing requirements and determine your licence fee level.

2. SUBMIT YOUR PRODUCTS FOR ACCEPTANCE TESTING

For a small, non-refundable application fee you will be asked to submit your products for acceptance testing in our testing laboratory to ensure they meet the quality standards set out in our Product Specifications. An AWI representative will also contact you to arrange a visit to explain the Woolmark Licensing Program in more detail.

Should your products fail to meet our standards we will advise you of the steps you need to make to improve product quality.

3. RECEIVE YOUR WOOLMARK LICENCE MEMBERSHIP

Following successful completion of product acceptance testing and payment of an annual usage fee, we will issue you with a unique licence number and certificate. We will also provide you with access to tickets, labels and merchandising support material, which will enable you to make optimum use of the brand(s) to which you are licensed.

A Woolmark licence allows you to use one of our logos as an independent quality endorsement on your products. Each of our three main brands - Woolmark, Woolmark Blend and Wool Blend - are licensed separately.

4. RECEIVE ADVICE ON QUALITY ASSURANCE

We can provide you with quality assurance advice on your products and any on-going quality testing you may require.

The Woolmark Company and its brands have a reputation and legal requirement to provide consumers with a quality assurance endorsement and as such we carry out spot checks on products labeled with our trademarks and take action to remove sub-standard or counterfeit products from the market.

ADDITIONAL BRANDS

In addition to the Woolmark brand, we offer brands for blends:



WOOLMARK BLEND



WOOL BLEND

We also have a number of apparel sub-brands:

- Merino Extrafine
- Wool Plus Lycra
- Natural Stretch
- Pure Merino Wool
- Cool Wool
- Merino Cool
- Super S

OUR SERVICES

We offer a number of services to our Woolmark licensees aimed at adding value to their business:

1. WOOL SUPPLY CHAIN

We can assist with introducing you to woolgrower groups, to enable a better understanding of:

- the types of wool and how it is grown
- traceability and VAM (Verification of Australian Merino)
- heritage/provenance stories
- animal health and welfare.

2. SOURCING

We can assist with finding for you and introducing you to suitable manufacturers.

- We have offices in many parts of the world. Through our global network we can help you to find and introduce you to suitable manufacturers.
- We are particularly strong in Asia (especially Hong Kong, China and the Indian subcontinent) and European countries such as Italy and Turkey, where we have teams of experienced technical staff to provide on the ground support.

3. WOOLMARK SPECIFICATIONS AND TESTING

We can provide you with access to Woolmark specifications and testing.

- Woolmark specifications are very stringent and product specific.
- The specifications and standards are set at a high level to minimise consumer dissatisfaction, thereby reducing the risk of the product being returned.
- Woolmark licensees can adopt the Woolmark specifications as their own.
- We can help develop wool specification guidelines for your products.

4. PRODUCT DEVELOPMENT INITIATIVES

We can provide you with access to AWI product development initiatives.

- Each year AWI funds seasonal product development collections: Autumn/Winter and Spring/Summer.
- Collections are presented to retailers and brands in detail on a "one to one" basis.
- If there is anything of interest to retailers and brands, we can then assist in its development with the retailer/brand supply chain.

5. IN-STORE MARKETING PROMOTION

We can provide you with in-store marketing advice and assistance, in relation to:

- tickets and labels
- development of fibre and/or product stories
- development of point of sale concepts
- joint promotion based on a leverage model
- wool specific copy (text) and access to images.

6. RETAIL TRAINING PACKAGES

During 2010, we will be offering retail training packages:

- **The Front Store:** Training aimed at shop floor staff to educate them about "wool", providing them with more confidence and knowledge when dealing with customers.
- **The Back Room:** Training aimed at buyers, merchandisers etc to provide detailed information on manufacturing stages such as spinning, knitting, dyeing and finishing etc.

7. FASHION AND COLOUR TRENDS

We can provide you with access to fashion and colour trends:

- Twice each year we commission PeclersParis to develop fashion and colour trends for apparel.
- These fashion and colour trends are available exclusively to Woolmark licensees.

8. SUPPORT FOR LICENSEES

We provide you with support:

- On becoming a Woolmark licensee, we will appoint a Key Account Manager as your first point of contact.
- The Key Account Manager is supported by our global network of AWI offices and experts in a variety of fields such as: wool supply chain, sourcing, technical, Woolmark specifications and interpretation of test results.

CONTACT US

If you are interested in becoming a Woolmark licensee, please contact your local AWI office as detailed on www.wool.com or email licensing@wool.com



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