

## Positive atmosphere at European Trade Fair

The famed Domotex trade fair in Germany exuded a positive atmosphere this year – much to the delight of Palle Petersen who is GM of PGW's export arm, Bloch & Behrens. He and European representative, Hans Bering, attended the four-day fair in January and then went on to visit key customers based in the UK and Scandinavia.

Whilst visitor and exhibitor numbers at Domotex were down on previous years, Palle reports that all of the many customers he caught up with were very positive about their consumption of New Zealand wool and some are expanding their operations.

**Demand is particularly strong for the high end products such as airline carpets, wool upholstery and wool rugs – which is good news for New Zealand wool!**

*A number of new supply contracts have been negotiated with a large variety of customers from several continents, and as a result we have Fixed Price Forward Contracts available to growers. If you have*



Hans Bering (L) with a customer who has developed innovative felted wool ceiling panels.

*wool to fill these strong European orders, please contact your local PGW wool representative ASAP for more information.*

The positive reaction of our European customers is particularly pleasing given that the wetter summer undoubtedly affected the quality of the New Zealand wool clip. Late last year we were concerned about the poorer quality wool coming forward and consequent softening of prices. However, there has been good demand for these poorer colour carpet wools, mainly from China, and this has helped to stabilise prices across the board.

As the season progresses, we are seeing wider buyer interest and a firming of the market – especially for the better crossbred fleeces on offer – and we anticipate that wool quality will improve as we move into autumn shears.

Please talk to our team about supplying wool for the orders secured at Domotex and our ongoing export requirements.

DOMOTEX

Hannover

11–14 Jan. 2014



Palle Petersen sealing a deal with a representative of Navkar – leading carpet and rug manufacturers in India.



A stunning range of blankets on display - made from NZ lambswool.

## Golden Shears Entertains



Cruise Karaitiana of 'New Zealand's Got Talent' fame entertains at the 2014 Golden Shears. (All Golden Shears photographs courtesy of Pete Nikolaison).

On the first day of March a stadium in Masterton was packed with thrilled spectators gathered to watch some of the world's best shearers and woolhandlers vie for the top titles at Golden Shears.

The 'Goldies' always offers something extra special and this year 'New Zealand's Got Talent' popular finalist Cruise Karaitiana took to the stage to entertain the crowd between the shearing and woolhandling action. The five-hour event was a complete buzz and a huge triumph for organisers and participants.

Congratulations to Hastings shearer Rowland Smith who successfully defended the 20-sheep Open Title in a hard fought battle that saw him narrowly beat four-time shears champ John Kirkpatrick. The win books him one of two spots in the kiwi team for the world champs in Ireland in May. The second spot will be decided at the New Zealand shearing champs in Te Kuiti at the end of March.

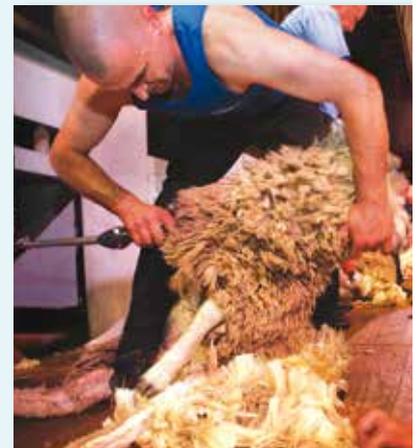
The 'PGG Wrightson National Circuit' is a year-long competition held at various locations across the country and requires shearers to prove their prowess across a variety of sheep breeds and wool types. The 'Iron Man' event, as it is colloquially known, culminates in a six-man shootout at Golden Shears. This year's winner was Nathan Stratford of Invercargill whose handpiece flew to stay in front of the other five top gun contenders; Tony Coster of Rakaia (second place-getter), Darin Forde of Invercargill (third), Grant Smith of Rakaia, John Kirkpatrick of Napier (who won last year) and Aaron Haynes of Feilding.

Then the young bucks treated the audience to a powerful race for the PGG Wrightson Junior Shearing title which was awarded to Hefin Rowlands of Wales, ahead of close kiwi rivals Tegwyn Bradley of Woodville and Josh Balme of Te Kuiti who took second and third places respectively. Very creditable efforts were also put in by Lionel Taumata of Pukerau, Joel Richards of Oamaru and Neil Bryant of Levin who went to make up the six-man final.

Reigning world champion woolhandler Joel Henare once again took out the open woolhandling title – and he and Ronnie Goss were named to compete in the world champs in May. Congratulations to all the winners!



Open shearing winner, Rowland Smith.



PGW National circuit winner, Nathan Stratford.



PGW Junior shearing winner, Hefin Rowlands.

## Standing Up for Wool

It was standing room only in Napier at a wool industry meeting hosted by the International Wool and Textile Organisation (IWTO) and the Campaign for Wool (CFW) in late January. A second meeting was held in Christchurch two days later and was equally well attended.

The guest speakers were Peter Ackroyd, president of the IWTO and chief operating officer of the CFW, and Ian Hartley, CEO of the British Wool Marketing Board.

Peter Ackroyd outlined the key functions of the IWTO as a non-profit organisation designed to unite and represent the collective interests the wool supply chain at an international level and advocate on their behalf. This photograph was flashed up on the screen to demonstrate their advocacy in high places!

Your support of the NCNZWI via PGW facilitates New Zealand's communication with the global wool community.

The journey of wool from farm to fashion crosses many borders and growers and manufacturers alike are discovering the need to respond collaboratively to the expectations of increasingly vigilant consumers concerning provenance, origin and sustainability. Chemicals in production, energy efficiency and issues concerning landfill and recycling are all on the IWTO radar. At an international level, there is a generalised move towards more sustainable farming practices and codes of practice addressing livestock welfare.

To this end the IWTO is looking to promote internationally recognised guidelines concerning sheep welfare and



### THE CAMPAIGN FOR WOOL

Patron: HRH The Prince of Wales

Ian Hartley then stepped up to inform guests that the CFW is now active in ten countries and is making tremendous inroads worldwide. Events such as Wool House and global Wool Weeks have built incredible PR value in the northern hemisphere, where most wool is sold.

Prince Charles is known to be proud of the CFW work and has formed valuable partnerships in countries like the USA. New Zealand, as a primary member country of the CFW, has been invited to assist with the USA campaign which will correspondingly boost the NZ wool brand.

Upon launching in the USA, the CFW introduced The Green Sheep – a new consumer brand for use by licensed industry partners and quality retailers in conjunction with wool products that meet specified sector-relevant criteria.



The Green Sheep campaign offers a wide range of retail branding material and operates an online education unit for industry, retailers, designers and students to inform users about the natural attributes and performance of wool – especially carpet wool.

Guests of the meeting were also told to watch out for the virtual ONE WOOL gallery to be launched in 2014 with nominations from the USA, the UK and across the globe. We hope to see some kiwi designs featured in this gallery.

Those who attended the meetings gained valuable insights into the very real benefits achieved by the IWTO and the CFW on a global scale.



World leaders appreciating the merits of woollen suiting.

The IWTO has 19 member-countries, of which New Zealand is one, via the National Council of New Zealand Wool Interests Inc (NCNZWI), and meets twice yearly to network, share information, discuss problems of joint concern and monitor the implementation and progress of agreed codes of practice.

In April the IWTO will hold their 83rd Congress in Cape Town, South Africa and in December the IWTO Wool Round Table will be held in Brussels, Belgium.

help standardise environmental "foot printing". These projects will underpin their 2014 agenda as they set about advocating wool's health and wellness credentials and building strategic alliances and partnerships for the benefit of the global wool industry.



# Introducing Wool Runners

## The world's first woollen running shoes

### No Socks No Smell

In a bid to end the problem of their own smelly shoes, kiwi brothers Tim and Paul Brown wondered if the natural anti-bacterial, anti-odour properties of wool could be employed to their advantage. Was it possible to manufacture woollen shoes? It was a question that took two years to answer.

Aided by a Wool Industry Research Limited (WIRL) grant and the technical excellence of the science team at AgResearch, the Brown brothers engineered a world-first, patent-pending proprietary fabric called Fitwool which is strong enough to construct the entire upper of a shoe.



Fitwool has two sides – a soft, non-abrasive side for an entirely comfortable shoe interior and a “technical” outer side to repel moisture and resist dirt (although the shoes are machine-washable if they need to be spruced up).

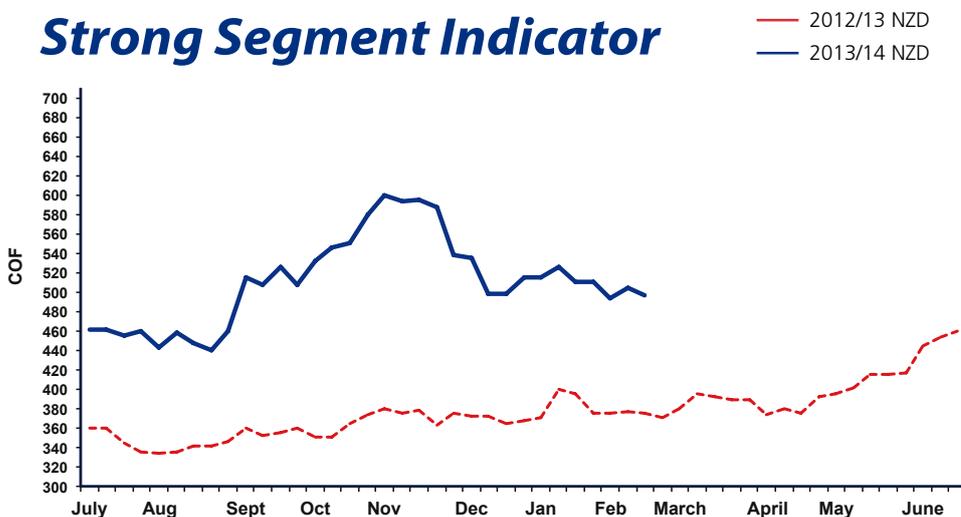
The Wool Runner is a shoe that sits at the intersection of sport and fashion thanks to the brilliance of Auckland-based designer Jamie McLelland who was engaged to style a beautiful yet minimalist running shoe. And the colour range is amazing.

**Best of all, Fitwool utilises the properties of New Zealand mid-micron wool to create this unique footwear experience called The Wool Runners.** The Brown brothers maintain that wool is the original performance textile that controls odour, regulates temperature, repels water, wicks away moisture, and resists stains and dirt. And, it's a sustainable resource! Fantastic!

Wool Runners are the beginning of a whole new category of footwear based on the natural, renewable and biodegradable benefits offered by wool. They were launched in December 2013 using the online Kickstarter platform and pre-sold the first batch within five days.

These shoes are going to hit the market running! The prototypes are still being trialled to ensure complete satisfaction in comfort, fit and performance – and manufacture is scheduled to take place in April.

## Strong Segment Indicator



## Contact Us

**Alexandra**  
Graeme Bell 027 650 2900  
Alistair Flett 027 432 5369

**Auckland/Waikato**  
Malcolm Todd 027 590 4831

**Balclutha**  
Henry Bradfield 027 435 3569

**Bay of Plenty/Taupo**  
Peter Burnell 027 485 2187  
Chris Hart 027 705 0433

**Christchurch**  
Peter McCusker 027 432 4926  
Doug McKay 027 432 6910  
Rob Lynskey 027 591 8454

**Dannevirke**  
Tom Deighton 027 958 2215

**Dunedin**  
Ben Martin 027 595 5366  
Kevin Waldron 027 432 0117

**Feilding/Taihape**  
Andy Anderson 027 702 9496

**Gisborne/Wairoa**  
Shane Horne 027 598 6540  
Chris Payne 027 956 5192

**Gore**  
Jared Manihera 027 226 0263

**Invercargill**  
Stuart McNaughton 027 435 0993  
Daryl Paskell 027 548 3469  
Lawrence Paskell 027 434 7641

**King Country**  
Paul Terry 027 498 6618

**Masterton**  
Marcus Loader 027 448 3250

**Napier/Hastings**  
Stephen Fussell 027 595 3351

**Timaru**  
Chris Munro 027 436 2603

**Waipukurau**  
Lochie Grant 027 478 9062

**Wanganui/Taranaki**  
Eric Constable 027 440 9784  
Tony Cox 027 596 5144

**Whangarei**  
Lance Paganini 027 598 6755