

## RESPECT for world's first GOTS certified rug

In what is believed to be a world first, PGW Bloch & Behrens Wool Integrity NZ™ brand partner, TISCA, launched a Global Organic Textile Standard (GOTS) certified rug at the Domotex Trade Fair held in Germany earlier this year.



In conjunction with PGW Bloch & Behrens, Austrian-based rug manufacturer TISCA was able to source GOTS certified crossbred second shear wool using the exclusive integrity programme launched by PGW Bloch & Behrens about a year ago. Indeed, the Wool Integrity NZ™ brand plays an important part in the marketing of this unique TISCA product.

Knowing exactly which organic sheep farm in New Zealand the wool was grown on has given TISCA the ability to satisfy their most discerning customers' requests for traceability, integrity and sustainability.

When purchasing a GOTS certified organic rug from TISCA, these customers are not just buying a finished product. They are taken on a journey of discovery to fully understand how their new handmade rug was produced:

- The wool was grown on a certified organic sheep farm in New Zealand, farmed with total respect for the environment and the welfare of the sheep.
- The wool was washed at Hawke's Bay Woollscourers to GOTS standard using the most environmentally friendly detergents available.
- The wool was dyed using GOTS certified natural vegetable dyes.
- In addition to this, the rugs are handmade in Romania where TISCA is doing amazing work providing jobs to the locals and greatly improving the standard of living in what still remains a very poor and disadvantaged part of Europe.

Fittingly, this new range of certified organic rugs is brand named RESPECT. This reflects not only the respect TISCA has for its customers but for the entire



PGW Wool Export Manager Palle Petersen with Rupert Aigner of TISCA at Domotex. The GOTS certified RESPECT rugs attracted much interest and, while here in New Zealand we don't like thistles on our sheep farms, the advertising poster showing wool-clad thistle heads is a nod to the days when dried thistle heads were used to tease wool – before the introduction of mechanical carding and spinning.

supply chain from farm to market; including the sheep that grew the wool and the land they graze on in the south of the South Island of New Zealand.

PGW Bloch & Behrens are very proud of their position as the leading exporter of GOTS certified organic wool from New Zealand. "We have been developing international markets for over a decade

now and it is great to find ourselves in a position to reward organic sheep farmers for all their hard work and dedication by paying them a premium for their wool," says Bloch & Behrens GM Palle Petersen. "It is a small market but we actively seek new export opportunities all the time and we are very grateful for the loyalty shown to us by our farmers and international customers."

## Devold visit NZ from Norway

Devold are all about staying warm in a cool place!

There is no doubt that Norway is a very cool place and traditionally, the people of Norway appreciate more than most the importance of wearing wool in extreme climates. Devold is a high performance sports and leisure clothing manufacturer with a rich history that dates back to 1853 when they began selling wool jerseys into local fishing communities on the north west coast of Norway.

PGW's Wool Business Development Manager Craig Smith met up with Devold representatives at an international sporting goods show in Germany earlier in the year and the conversation prompted Devold to seriously consider procuring wool from a firm in New Zealand with a history and work ethic to rival their own.

Just four months later, key executives from Devold flew halfway around the world from the fiords of Norway to the Maniototo Plains in Otago to see for themselves how merino sheep are farmed in New Zealand and judge the integrity of the wool journey. Craig Smith took them to the top performing Armidale Merino Stud farm near Ranfurly where they were able to inspect wool on the sheep's back (quite literally) and meet the Paterson family who have farmed at Armidale for five generations.

Devold gained a good understanding of New Zealand's farming practices and they could see how perfectly this fully traceable, sustainable, premium merino wool would fit the robust requirements of their high quality brand.

Commenting on this, Devold CEO Cathrine Stange said, "the high quality of the merino wool we plan to source from New Zealand meets

our tough criteria. We highly value the integrity of the wool journey, so it was important for us to visit the farms in New Zealand which grow the fine merino wool we will use in our garments, so we can see first hand how the merino sheep are farmed."

Many Devold products are worn next to the skin, so wool softness is a key consideration and they plan to source 17.5 micron and 18.5 micron merino wool from New Zealand for their quality garments. They filmed their visit in perfect autumnal weather and plan to use the footage to promote New Zealand sourced wool in upcoming marketing campaigns.

All of this highlights the importance of the entire wool production journey to everyone in the value chain. By working together – from farmers producing the wool, to the manufacturing process and through to the shop floor – we can ensure the highest quality merino wool is delivered throughout the world.



Devold CEO Cathrine Stange and Simon Paterson inspecting merino ewes and rams in the stock yards at the Armidale Merino Stud which is farmed by Allan and Eris Paterson, their son Simon and his wife Sarah.

## Demand growing for The Wool Shed

The Wool Shed is an educational project partnered between the Campaign for Wool and PGW Wool to promote excellent knowledge of wool among year 7 and 8 school students, initially in the North Island. The Ministry of Education mentioned The

Wool Shed in their latest Technology Online Newsletter which goes to all teachers and has caused a spike in enquiry. Visit [www.woolinschools.nz](http://www.woolinschools.nz) and register as soon as possible to avoid disappointment.

## Golden Shears 2016

Favoured gun and world champion shearer Rowland Smith of Hastings won his third Golden Shears Open title in Masterton in March this year. Napier shearer John Kirkpatrick was runner-up having won the title four times in the past while third place went to Troy Pyper of Winton.



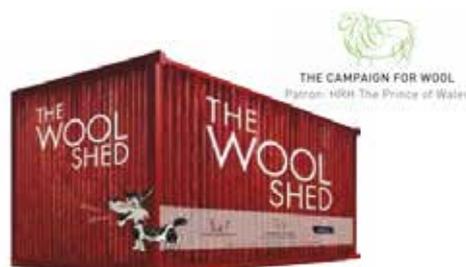
Tony Coster defending his PGG Wrightson National Circuit title.

In a six-man showdown, Tony Coster from Canterbury scored the South Island's biggest win of the championships by successfully defending the PGG Wrightson National Circuit title. He won the 15 sheep all breeds final (3 merino, 3 corriedale, 3 long wool, 3 second shear, 3 lambs) for a fifth time in what is widely regarded as the national all wools championship. Other participants were Troy Pyper (Winton), David Buick (Pongaroa), Nathan Stratford (Invercargill), John Kirkpatrick (Napier) and Angus Moore (Kaitangata and Ward).

Gisborne's Joel Henare won the Open Woolhandling finals thereby setting a record for the most consecutive wins in this section of Golden Shears.

Then to top it off, the New Zealand shearing team of Tony Coster, Aaron Haynes (Feilding) and Troy Pyper beat the South Australian shearers Shannon Warnest, Daniel McIntyre and Justin Dolphin by scoring a comfortable win of more than 12 points in the home leg of an annual home and away series ending a run of five consecutive defeats.

The victory wrapped up a successful weekend for New Zealand at Golden Shears.



## IWTO Sydney

In April the International Wool Textile Organisation (IWTO) held its 85th congress fairly close to home in the historic 'Rocks' precinct in the heart of Sydney. It was a brilliant opportunity for a small group of PGW wool representatives to attend this iconic wool conference without having to travel to the ends of the earth.

The congress provides a strong platform for business networking and promotes useful discussion and exchange between members on issues of interest to the international wool industry.

This year's forum offered insights into wool production trends and the drivers of demand along the wool pipeline including the current situation and short term outlook for the global wool industry. It was pointed out that wool production is at a 70 year low globally, but is still outperforming most other commodities.

*While short supply often drives up prices – it is global demand that will dictate prices over the coming year.*

The congress was attended by a large contingent of delegates from China as well as buyers and sellers from all over the world including Argentina, Uruguay, Italy and New Zealand. Interest from Europe is welcomed in the market to buffer any slowdown in Asia. Processing plants in China have dropped from 2500 to 2000 in just five years, reflecting a transition away from manufacturing to a more consumer driven domestic market, creating uncertainty in its wake.

IWTO president, Peter Ackroyd emphasised the need for vigilance in keeping wool relevant in modern industries across fashion, sportswear and textile applications. "We all know it's multi-dynamic and environmentally friendly – but the wool brand itself needs to engage at the leading edge of today's markets," he urged.



Members of the PGW wool team who travelled to Sydney to support the IWTO congress (L to R) Dave Burridge, Craig Smith, Chris Hart, Stephen Fussell, Rob Cochrane and Allan Jones.

Wool's growing importance in the sportswear arena was put under the spotlight by a senior director of Adidas in Germany, Craig Vanderoef. He acknowledged that synthetic fibres have dominated sportswear for years while in fact, the anti-microbial and anti-odour characteristics of wool provide exactly what their products need. Synthetic fibres struggle with two key issues; smell and temperature regulation. "Wool has the answers," he said.

*The wool message needs to stay agile in today's fast-paced world and appeal to modern markets.*

Senior analyst from PCI Fibres UK, Bruna Angel explained that the ecological lifecycle of wool needs much greater emphasis in future. She questioned why polyester is used for noise insulation in things like earphones when surely wool is the perfect product for that.

Wool innovations and the latest advances in international wool technology were discussed including the potential benefits of the e-bale. An e-bale carries a Radio Frequency Identification (RFID) tag

designed to survive the rigors of the entire wool supply chain – from farm to mill.

The congress also addressed wool education pathways and career promotion to help develop and retain young people in all areas of the wool supply chain. Young professionals such as Mariano Guerra from Argentina and Monica Ebert from the US were welcomed on the podium. Each expressed their passion for natural fibres, sustainable production and the positive relationships they have with woolgrowers and manufacturers within their own countries and around the world.

*"The passion for wool can really get under your skin," they said.*

Overall, the IWTO congress in Sydney was intent on connecting farm with fashion and embracing everyone in between. It emphasised that each part of the wool pipeline has a role to play in carrying wool's message through to the consumer. The message rang loud and clear for all who attended and PGW Wool was delighted to be able to put forward a strong showing at the event.

## point6 socks – try them

Following a deal put together early last year between Point 6 (a leading sock manufacturing company based in the US), woolgrowers Simon Williamson and Kirsty Rutherford and PGW's Craig Smith – sales of New Zealand fine wool Point 6 socks have taken off in the US. More and more consumers are banishing their stinky synthetic hosiery in favour of climate-controlling pure wool socks. But not just any wool – 100% pure New Zealand 22.5 micron wool. PGW are now offering part of the enormous range of Point 6 socks in their retail stores in the South Island. When you next visit one of these stores, check them out! Or email [kirsty@glenbrookstation.co.nz](mailto:kirsty@glenbrookstation.co.nz).



## 100% Lambswool Throws

PGW's export arm, Bloch & Behrens, carries a wide range of throws and blankets made in Latvia by a Swedish company using 100% New Zealand lambswool grown right here in our own backyard. The cooler weather is a reminder that there is nothing quite like 100% wool for real warmth. We have blankets for tots in cots right through to full-sized blankets in lots of colours. Email [bbnz@blochwool.com](mailto:bbnz@blochwool.com) about buying a beautiful blanket for this winter.



**PGG Wrightson Wool**

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## Weekend of Wool

New Zealand strong wool was front and centre of a three day workshop promoted by the Campaign for Wool (CFW) in April. Post graduate designers from various regions of New Zealand were brought together at historic Hawke's Bay sheep station, Ngamatea, and challenged to dream up new ways of working with wool. Working in a woolshed/studio, the group saw sheep being shorn and were immersed in the sights and sounds of farming. They were reminded that New Zealand strong wool is a naturally superior insulation with inbuilt fire retardation, humidity regulation and the ability to neutralise VOCs (volatile organic compounds). All of which are VERY important in domestic and commercial interiors and structural design.

The weekend was led by Stephen McDougall Director of Studio Pacific Architecture and CFW Wool in



Architecture Ambassador. He and a team of like minded mentors delivered their business expertise to the group and encouraged commercial viability to sit alongside innovative thinking. PGW's Wool Business Development Manager Craig Smith attended in his role as Chair of the Campaign for Wool NZ and was ably assisted by PGW's NI Wool Supply & Procurement Managers Chris Hart and Allan Jones.

By the end of the weekend everyone was satisfied that these young designers had fully grasped that wool is not only a natural and sustainable resource, but that it's unique qualities make it absolutely perfect for the built environment; homes, commercial spaces, interior and industrial products. They are now all set to carry this knowledge forward into their careers and go on to champion our country's strong wool industry. A brilliant result.



## Strong Segment Indicator

