

May 2010 Newsletter

Some great news from the IWTO in Europe which will have a positive effect for New Zealand wool also!

IWTO 20.05.2010

Textile Labelling Regulation – successful voting at European Parliament

On the European Parliament's Agenda yesterday for their Voting Session was an issue entered through IWTO, and we are happy to report that this was successfully voted "YES".

The voted topic is now assuring that all felted products have to be labelled in future, mentioning the content of the material. This means that felt products made from synthetics cannot anymore be sold without mentioning that they are synthetic, which should minimize the abuse of "giving the consumer the wrong impression that all felt is made from wool". All felted products have to show whether the fibre is wool or any other material with this new directive.

Our issue has been brought in by the responsible Member of the European Parliament Mr. Manders and is numbered "*Amendments 64 and Amendments 65*".

As last step, the vote has now to be ratified by the European Council of Ministers before it can be implemented.

This successful voting is an important step for the wool industry.

New IWTO Education Brochure released: "*WOOL for Interior Textiles*"

Creating another basic tool for education and lobbying, IWTO has just released a new brochure called "*Wool for Interior Textiles*". The brochure is highlighting in a summarized way, the benefits of using wool for various applications in regard to interior textiles. The brochure will be used for distribution to designers, architects, retailers, universities, schools, as well as to companies of the supply chain of the textiles industry.

The brochure can be downloaded from IWTO Website, for printed versions please contact the IWTO head office.

Click here to see the brochure: http://www.iwto.org/publications/IWTO-Wool_for_Interior_Textiles.pdf

IWTO / AIT / NCNZWI ARCHITECTS PROJECT

MAY 2010 – UPDATE

The Project commenced with the arrival of the most prominent international architects arrival in New Zealand on 8 April 2010. Following their return to their respective countries they are in the process of completing their design components and submitting them to AIT for publication.

At the IWTO Congress, held in Paris in May 2010, a comprehensive presentation and panel discussion was held with two of the key architects, IWTO treasurer and National Council of New Zealand Wool Interests chairman. This was moderated by Dr Dietmar Danner, Managing Director of AIT Online. This presentation and discussion provided IWTO delegates to gain an understanding of the project, as well as hear the conclusions of the architects in relation to their experience.

The significant initial comments from the architects visit included:

- They restated that the project had given them a new understanding of wool as an interior textile material. One of the architects had already started changing design plans to incorporate wool into some 150 linking bridges in a major development of linking buildings in Dubai. A number of other immediate responses were given describing how the project had changed their understanding and appreciation of wool; and
- A view was expressed by the architects that wool should not be promoted as another fibre (as a competitor to synthetics), but should be positioned at a level above that, with a strong focus on the environmental, sustainable and health and safety values.

A summary report is contained in the IWTO Newsletter on the link below.

<http://www.iwto.org/newsletter/news.htm>

The project continues with the finalisation of the design of the concept hotel, the media transfer to the 130,000 AIT members (of which 40,000 are working architects), the finalisation and publication of the book, and the presentation at trade shows.

Our Wool Buyer phone numbers are:

Brett Bolton	Motueka	027 207 4004
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com