



TM

WOOLs
OF NEW ZEALAND

COMMITTED TO GROWING
THE PERFECT WOOL FOR
GENERATIONS TO COME



JOHN
LEWIS
& PARTNERS



GUARDIANS OF OUR ENVIRONMENT

Wools of New Zealand is owned by the people who grow our wool, and like all New Zealanders they care about passing our world to the next generation in as good, if not better condition than it is now.



INTEGRITY

We believe in being transparent and traceable at all times. This gives peace of mind that we are always maintaining the best practice in animal and social welfare as well as land management.

INNOVATION

Improving the way we grow wool today leads to a better tomorrow. This is why we invest in ongoing research to create a smarter fibre with a reduced environmental impact while at the same time raising standards.

SUSTAINABILITY

New Zealanders believe in protecting our world for the next generation and we're no exception. Produced with a low environmental impact our wool is produced with an exceptional level of respect for each animal's welfare as well as the environment. As a result of our scientific approach to farming our New Zealand wool contributes 28% less greenhouse than wool grown in the UK.



BENEFITS FOR JOHN LEWIS & PARTNERS

FIT FOR PURPOSE

Wools of New Zealand works with JLP supply chain partners such as Ulster Carpets to grow the ideal fibre for the intended product.

INTEGRITY

Our integrity programme is independently audited to cover land management, animal welfare and social responsibility.

BRAND MARKETING

The Wools of New Zealand and Laneve brands come with marketing support.

THE STORY

Wools of New Zealand can provide the back story for John Lewis' fibre and strong consumer relevant messaging.

RESPONSIBILITY

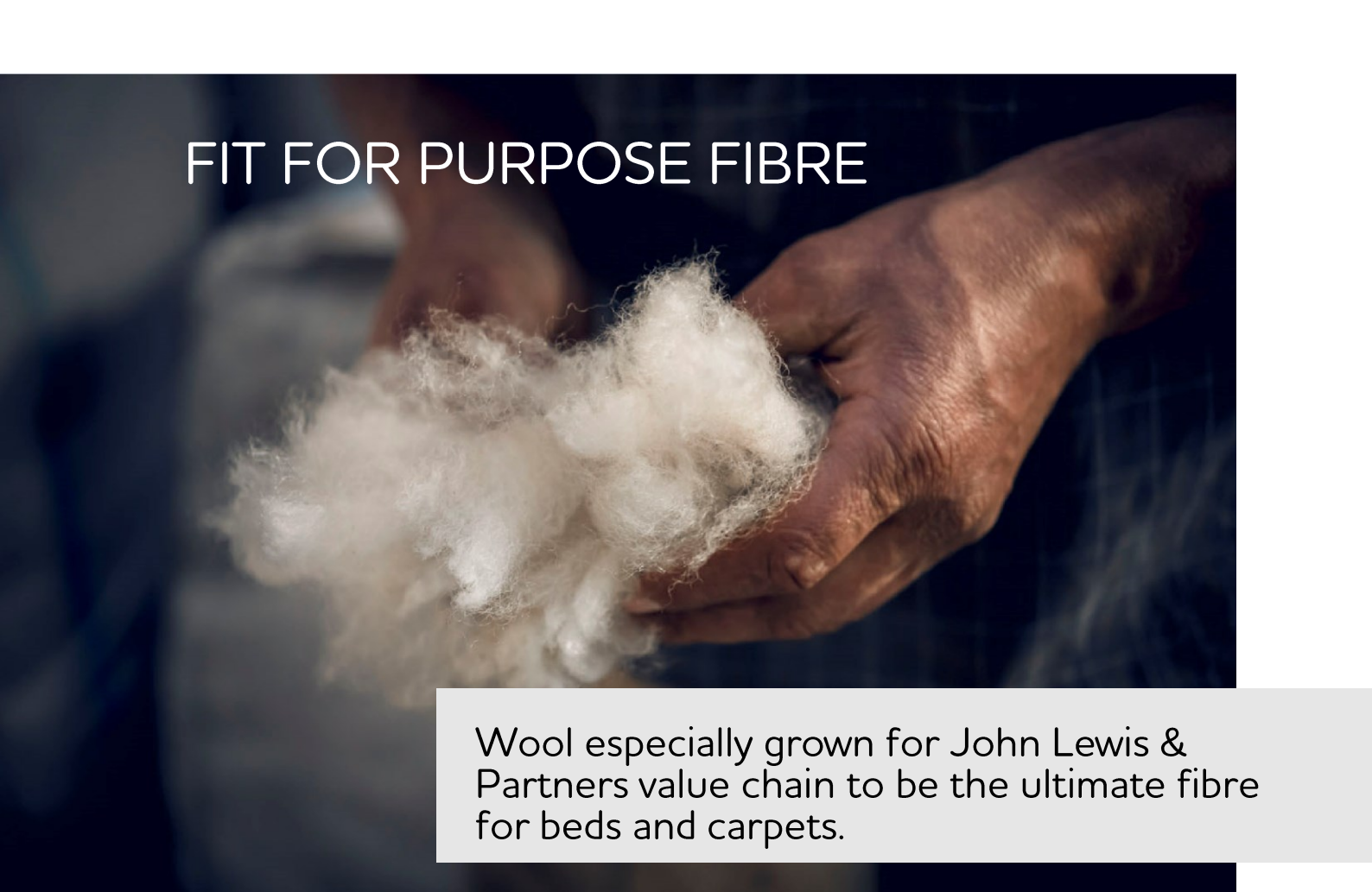
Wools of New Zealand actively support the responsibility programmes of our partners constantly educate our growers

TRANSPARENCY

We provide full transparency back to our farms.



FIT FOR PURPOSE FIBRE



Wool especially grown for John Lewis & Partners value chain to be the ultimate fibre for beds and carpets.

Wools of New Zealand works to understand the needs of our customers so that our growers can prepare the ideal wool fit for the intended value chain and deliver the optimum performance throughout its life.

Through our supply database we are able to identify which of our growers can best deliver wool to meet the requirements of individual products. By connecting our growers with JLP's supply partners we are able to communicate future market requirements to ensure our growers adapt on-farm methods to deliver the ultimate wool.

From our network of over 700 growers who have a combined production of 14.5 million kg of wool we supply to various companies already involved in supply to John Lewis & Partners.

Wool growers provide full transparency of sustainable production and are audited by Asure Quality as part of our Integrity programme.

JOHN
LEWIS
& PARTNERS

WOOL STORY

Wools of New Zealand can provide John Lewis with details of the places and people that grow our wool. We will provide market relevant, science-based facts about the benefits of our New Zealand wool.

In 2019 Wools of New Zealand will continue to invest in promoting the story of our wool in the market. We will be providing our partners with compelling facts about the people and provenance of our wool and building resources to allow consumers to investigate the story for themselves.

We are always interested to work with retailers of wool products to ensure our story is relevant and to educate the wool growers so that they can continue to innovate ways to improve their part in the wool value chain.



THE WOOLS OF NEW ZEALAND BRANDS

The Wools of New Zealand brand is internationally recognised as a mark of provenance and quality. The Wools of New Zealand brand device is restricted to products that contain wool, which has been grown by Wools of New Zealand's grower shareholders.



wools
OF NEW ZEALAND

The Wools of New Zealand brand can be applied to products that contain a minimum of 60% WNZ wool.



The Laneve brand can only be applied to products that are 100% natural with all the wool being traceable to the WNZ integrity programme.

WNZ has a strong brand story that explains the integrity and provenance of our natural fibre. This Marketing support is extended to JLP for use in its own communications regarding Laneve and Wools of New Zealand products.



WOOL FOR A BETTER WORLD

Supporting the responsible actions of the value chain.



Chairs created from up-cycled post-industrial carpet fibre as part of WNZ's commitment to promote "Design for Recycling" and the circular values.

Wools of New Zealand have a long history of doing the right thing under the Wool for a Better World banner. We have adopted sustainability and strong ethics into our company's purpose and values.

WNZ is part of the International working group of the Responsible Wool Standard, which aims to deliver a more ethical wool textile industry through greater transparency. We also partake in international standards committees and textile innovation groups.

WNZ can demonstrate how through grower education programmes we are assisting the farming community to create efficiencies in textile production through better farming practice.

Our work with EU Eco Label has been a world first in creating a standard for Eco label greasy wool and challenging the world's wool producers to adopt best practice wherever possible.

We sponsor Water Aid charity JUST A DROP by making a donation to this important project for every kilo of lambswool we sell.

We have been members of Carpet Recycling UK for 10 years since its inception and were also behind Crumbwool carpet underlay which was developed with Anglo Recycling to turn carpet offcuts into underlay. The same underlay which is sold in John Lewis stores. The proceeds from Crumbwool are donated to the Woodland Trust.





Part of the Wools of New Zealand Innovation Portfolio.

Innovation is central to Wools of New Zealand's vision and a vital part of our strategy. We continue to invest in science and innovation where it adds value and integrity to our wool and to products that are made from our wool.

Oritain - An isotype technology, allows us to prove the authenticity and provenance of products that contain our wool and therefore protect brands from false claims and fraudulent activity.

Oritain allows us to ensure the chain of custody is solid.





NATURE'S MIRACLE FIBRE

Wool is truly amazing, and New Zealand wool offers benefits for the health and wellbeing of humans, animals and our planet.







THANK YOU

More information about our company vision and integrity programme can be found at.

www.woolnz.com

