



ISSUE

- Increase demand for wool as mercerised wool products replace competitive fibres in blended products such as cashmere.

PROMISED BY AWI

- To re-establish the quality perception of garments made from mercerised yarns.

DELIVERED BY AWI

- Partnerships with supply chain participants to produce a range of Merino Touch™ products.
- Production of Merino Touch™ sales kits presented to retail partners during seminars and workshops.
- A range of media events to stimulate trade interest in Merino Touch™ products and awareness of product quality.
- Partnerships with a number of retailers to promote AWI's product range to consumers.

BENEFIT TO WOOLGROWERS

- Increased profitability in yarn production will, to some extent, flow back to Australian wool growers in the form of higher prices (all else being equal) for greasy wool.

PLANS FOR THE FUTURE

- Continue to find ways to improve the hand feel, drape and comfort of wool products by developing



new finishing processes when textile chemical and machinery companies make advances in their research and development.



The figures represented were generated by an independent economic analysis of AWI's investment in this program. AWI undertakes this level of analysis prior to making investment decisions to verify the benefit to growers; during the program to ensure the investment is on track; and at the end of the project to report outcomes of the investment.