

case study

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Soft approach to Merino wool

Novetex

One of the world's largest woollen spinners, Novetex, has launched a new product range of soft and luxurious lambswool yarns, developed with assistance from Australian Wool Innovation Limited (AWI).

The yarns are made from 100 per cent Merino wool and are available in two ranges of 19.5 and 22 micron diameter.

The project aims to generate an increase in demand of two million kilos of Australian Merino wool by 2007.

Soft Merino yarns

The project involved the transfer of existing 'Basolan' technology, used for worsted knitwear yarns, to the woollen system by treating post scoured and carbonised loose stock wool.

The new treatment softens the wool giving it a "perceived" feel of wool two to three microns finer. Knitwear made from the new yarns is very comfortable to wear next to the skin which is especially important for the womenswear market.

As well as having a soft and luxurious feel, the yarn is able to be dyed in intense and bright colours which will make garments made from the yarn attractive to the young and fashion conscious consumer. The Hong Kong based spinner Novetex has initially launched the yarn in twelve popular shades, with other shades able to be ordered from the company.

Business to business strategy

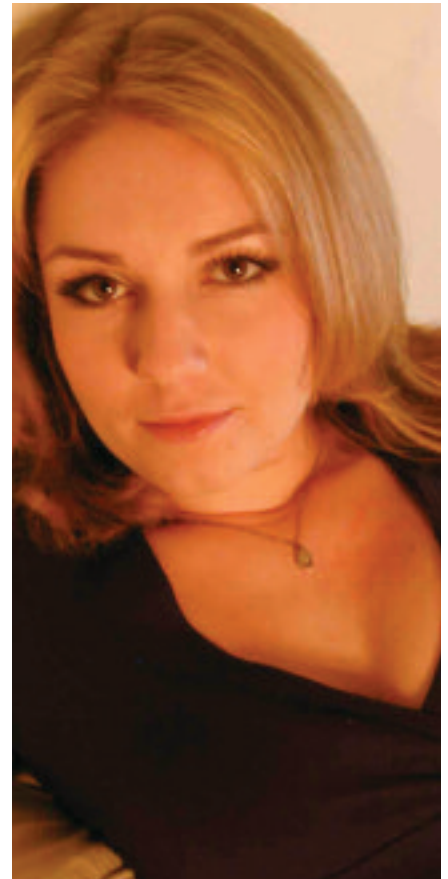
The project represents the formation of a strong business-to-business relationship between AWI and key processing partners with international supply chains.

AWI initially worked to establish the process to soften the wool by transferring the Basolan technology. AWI then helped put the supply chain in place by bringing together the largest topmaker in China, Reward Ningbo, with Novetex.

AWI has also helped in developing the brand, both within the processing industry and also with retailers. This brand development includes the provision of point of sale materials such as swing tags.

The project is a good example of how AWI's business-to-business strategy enables AWI to provide key global apparel decision makers with knowledge, innovation and market solutions in the use of Australian Merino wool.

Novetex is the world's largest single site woollen spinner with an annual capacity of around 10 million kilos of woollen spun yarns. The company is based in Hong Kong with production at a site in southern China site covering 35,000 square metres. Novetex produces yarns mainly to Chinese knitters who produce for some of the world's largest retailers and brands.



For more information

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