



Community Update

April 16th 2021

We recently mailed out a business update to all of you about our move into the carpet market and we included a carpet sample.

KEY POINTS

Carpet Update
Carpet Samples sent out
Carpet wool Specs

The main points in the business update were;

- We intend to enter the market with high quality wool carpet using your wool.
- Wool carpet is currently 20% of the NZ carpet market & we aim to convert consumers from synthetics to natural fibres by pricing our carpet comparatively to the alternatives.
- Manufacturing offshore allows us to price comparatively.



- It has taken the last 9 months to establish the carpet business & establish the ranges and now manufacturing has started with carpets due to arrive in New Zealand from April onwards.

WOOL CARPET SPECS

The balance of 2021 will see the business established in New Zealand, but as we approach 2022 the demand for wool will increase, so we thought it timely to share.

Wool needs to be sound, with no breakages or medullation.

- Length: 2.5-5" * (with some limited quantities of 2" and 6" wool)
- Micron: 35-38
- Colour: 3.5 average. This can be balanced by taking some better colour and poorer colour wools.
- VM: 0.1 or under

* 6 month's shearing can lead to 2/3" wools, which may be too short. This can vary depending on the breed of the sheep and time of the year.

Your GL has details of your past wool supply, including specifications. Feel free to give them a call if you would like to discuss.