



# IWTO Newsletter



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## Wool Round Table 2009 New Delhi *Setting the Future Strategy*

At the IWTO Wool Round Table 2009, held in New Delhi (India) on 18th and 19th of November 2009, around 40 leading woolen and worsted manufacturers met with representatives from grower nations to discuss strategies on “how to market wool” under the current market conditions.

The Wool Round Table was held parallel to the annual convention of IAF – International Apparel Federation, with whom IWTO cooperates. During the meeting, contacts to important

wool with its unique natural attributes should actively take a leadership role in the debate, and it was agreed amongst the delegates that the focus should be drawn on the positive Carbon Footprint of wool.

IWTO President Günther Beier welcomed the initiative taken by Australian Wool Innovation in the formation of the “Wool Carbon Alliance” alongside initiatives in New Zealand and UK in working towards a unified approach to the establishing of a single stan-

“An international ‘One Voice’ approach of the entire wool industry is essential for our marketing and lobbying activities within the global textile industry”, Mr. Beier said in Delhi.

The President stated that holding the Wool Round Table in India, highlighted the significance and importance of the Indian wool textile industry, which is the 2nd largest textile industry in the world, and the 4th largest importer of wool for apparel textiles.



Jo Dawson, Hugh Taylor, Michael Jackson, Piercarlo Zedda



Brenda McGahan, Günther Beier

apparel manufacturers were established. The significance of the natural attributes of wool in the apparel sector was successfully communicated through a “wool show case” at the IAF convention as well as with a presentation on wool from IWTO Executive Committee Member, Peter Ackroyd.

At the Wool Round Table sessions, key discussions took place on how to best show wool's inherent natural attributes with regard to “lobbying” and “marketing” for both apparel and interior textiles, and aligning the wool fibre with the current world wide focus on the climate change debate. It was felt that

dard for the Carbon Footprint of wool. he also said that the results may differ somewhat from one country to another because of local environment, but will be based on the same criteria thus making them comparable not only to each other but also to other textile fibres. In the three mentioned countries, the wool industry has developed Life Cycle Analyses (LCAs) of their local wool, which confirms the positive figures of the fibre. President Beier stated that the key in this respect is to analyze and find a global base of uniform criteria for Carbon Footprints within the wool industry and other textile fibers.

At a meeting with the Indian Minister of Textiles, the President was accompanied by IWTO Executive Committee and IWTO key industry members as well as Australian Wool Innovations CEO Brenda McGahan. IWTO called for world wide fair tariffs to be applied for wool and wool products. Should India adopt the internationally accepted tariffs, they would through their exemplary action enhance the interest for further foreign companies to invest in India.

For more information or details of any IWTO events please contact the IWTO Head Office at [info@iwto.org](mailto:info@iwto.org).



December 2009

# Editorial



Dear Readers,

As this Newsletter is being issued, the world is gathering together in Copenhagen to discuss the next steps and future measures to be done by the countries and several industry sectors of the world. Whilst the chemical fibre industries will have to adapt to further regulations in regard to emissions, we are having the most environmental friendly product as such. Our problem is that wool as a fibre, as a brand and as a product name is heavily misused around the world. IWTO receives weekly several "alerts" of new reports about misuse. "Eco-Wool", "Merinos", "Micro-Wool", "Woo-L", "Sense of Wool"

to name just a couple of examples, all these products are 100% synthetic fibres. Not to forget the highly increasing number of unfair and untrue statements made by other fibre companies/associations, where wool has been, for example, evaluated and stated as "worst option for apparel". A well-known German research institute has "claimed" that Polyester suits are the most comfortable option of all to wear, which puts doubt in our minds of the scientific data available. We have two options to respond to such attacks: we can just lay back, being proud that we are having a product which is so attractive that everybody is trying to cope and other fibres (mis-)using our name and attributes as a sales strategy. Or, we could actively fight against all those issues and although we, as the wool industry could ourselves in theory fight back, we must realize that we do not currently have the necessary tools to do this. We would need up-

dated studies on many issues, for example allergy and flammability, and we need an international carbon footprint and/or Life Cycle Analysis. These cost money... money which the wool industry is not willing to invest. We will consequently continue to build up a gallery of photos of nice names about wool for products being 100% made from oil. According to experts oil resources will run out during the next decades. So let us brainstorm whether we wish to wait another 50 years before wool sales increase...

Wishing all of our readers a prosperous 2010.

Henrik Kuffner  
Director General

## General News

### Blue Book Updated



The Blue Book has been updated with the changes approved at the annual congress in Frankfurt. The new Blue Book Edition 2009 is available to all members in the "Members Only" Section of our website

### Red Book Updated



The Red Book has been brought up-to-date with the latest changes approved at the annual IWTO congress. It is available to order through our website or directly from the IWTO Head Office.

### IWTO Congress 2010

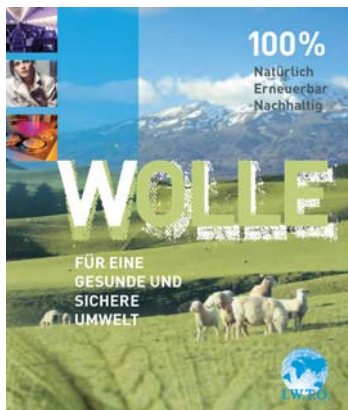
Online registration opens in January



Stay up to date with everything IWTO, including coverage of "Wool in the Media" at [www.iwto.org](http://www.iwto.org)

# General News

## Roadmap and Wool Film now also released in Chinese, German and Italian



IWTO announces the publication of the “IWTO Industry Roadmap” in Chinese, German and Italian. The publication also includes the film “Wool” in Chinese, German and Italian as well as the three previously published languages English, French and Spanish.

The Roadmap for the wool industry sector was released in order to improve the market access development for wool in all application areas.

With the headline “100% Natural, Renewable, Sustainable –

WOOL” the Roadmap is referring to the unique attributes of the wool fibre. The Roadmap will be the basic tool for the wool industry’s activities with respect to obtaining a better market access for the wool fibre.

The slogan of the Roadmap “Wool – Change to a Healthier and Safer Environment” is expressing the direction of the wool industry for the coming years, establishing wool as the preferred fibre for the consumers in all relevant application areas as the “must use” fibre for guaranteeing the maximum of

safety and health for its users. The accompanying DVD contains the IWTO film “Wool” which highlights the benefits mentioned in the Roadmap in a more visual style.

If you wish to receive a copy of the Roadmap, please contact [info@iwto.org](mailto:info@iwto.org).



## IWTO at Heimtextil 2010 in Frankfurt



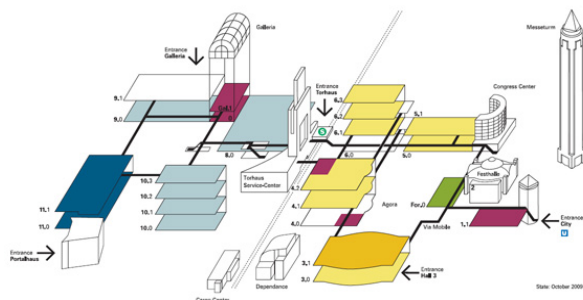
Wool is prominently presented at this year’s Heimtextil exhibition running from 13. to 16. January in Frankfurt, Germany. IWTO is involved in the following stands at the fair:

- IWTO presents its award winners from the “Sleep and Dream” competition in Hall 08, Stand 77.
- Woolmark is displaying wool at their stand which is organised in cooperation with

IWTO and numerous Woolmark licensees. Located in Gal 0 Isle A03, A04 & A05.

Held on four fair days in January, Heimtextil, the international trade fair for home and contract textiles, is the first major presentation and ordering date of the year and, therefore the biggest and most important platform for manufacturers, retailers and designers. The product show is accom-

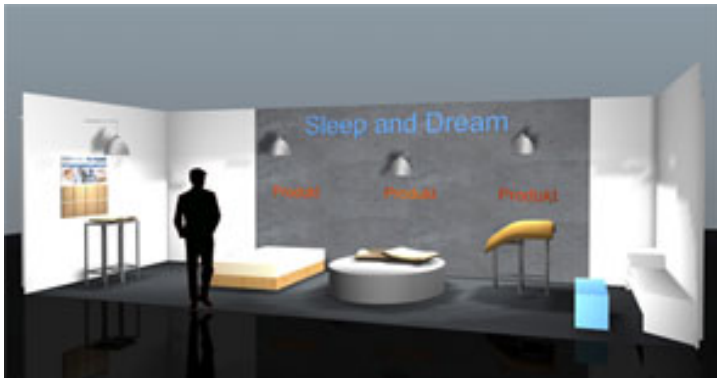
panied by high-quality special shows and workshops, aimed specifically at visitors and exhibitors. In addition to numerous informative lectures on topical themes, Heimtextil offers the next generation an opportunity to actively participate in the fair action by taking part in international competitions.



# Project News

## IWTO Sleep and Dream Awards 2009

### *An IWTO Competition to Raise Awareness for Wool*



The IWTO Sleep & Dream Awards 2009 focuses on new innovations and designs using wool in the bedding sector. The project's aim is to strengthen the focus and the visibility of wool and wool blends along the whole textile pipeline.

The three best bedding innovations from the IWTO Sleep & Dream Awards 2009 will be displayed at the leading exhibition for home textiles, 'Heimtextil' in Frankfurt, Germany, from 13th to 16th January 2010. The stand provided to the three winners for their projects is a one-roof platform with three individual sub-sections for each of them to display their works and creations with wool.

#### **Lavelan - washable wool by Baur Vliesstoffe**

Mattress encasing with virgin wool/Ingeo™ filling can be washed at high temperatures – up to 60°C - and retain its form. It combines the advantages of wool with easy-care properties of other fibres to deliver the perfect form, active hygiene and outstanding sleeping comfort. The filling makes the difference, breathable and washable, ecological and sustainable: Baur non-wovens provide outstanding



sleeping systems for an even higher quality of life.

#### **John Marshall and Company Limited - JM<sup>CO</sup> Ltd.**

Joma and Glenoit pooled their know-how and technology to create a breakthrough in sleep comfort. Engineered performance of the Joma crimped wool in a Glenoit pile fabric, created the Three Dimensional Sleeping Surface. The purpose of the pile fabric is to replace the usual cotton or synthetic fibre mattress ticking. Not only will it provide all the benefits of wool at 500gsm, but also provide a safe,

chemical-free, fire resistant barrier that will meet stringent Californian fire regulations relating to bedding construction.

#### **Woolcore by magari – Charlotte Sehmisch**

The supporting material of the bed construction is exclusively wool felt fixed to the wooden frame made from steam bent plywood. The bed is set together like Lego building blocks, made up from the wooden frame, elliptic comb mattress, two felt fixtures as well as 16 wooden rods that complete the construction without any metal parts. In this bed all the positive properties of wool felt are used: wool as a natural material makes for a comfortable microclimate at high

and low temperatures. Made from vertical comb like structures the mattress is firm, comfortable and well aerated.



The Jury decided to also award Certificates of Merit to the following entrants for their contributions to the contest:

- Saroj Bala and Sonali Pal of Pearl Academy of Fashion, India
- Sandra Garcia, Uruguay
- Karola König of Agentur Karola König, Germany
- Claudia Weiss de Machado of Montelan S.A., Uruguay
- Ulrich Samper of Usam Holzgestaltung, Germany
- Peter Sheldon of FibreTech New Zealand Ltd., New Zealand

Out of the outstanding projects getting Certificates of Merit, the jury has decided to give two more projects the possibility to be displayed at the exhibition "Heimtextil" in Frankfurt in January 2010.

The chosen projects are the ones from Claudia Weiss de Machado of Montelan S.A. from Uruguay and Peter Sheldon of FibreTech New Zealand Ltd. from New Zealand

# Miscellaneous

## EU Parliament Public Hearing on Natural Fibres

*The Ecological Relevance of Natural Fibres and their Impact on Consumer Protection  
Proposals from the Natural Fibres Industry*



**Brussels, 3 February 2010**  
European Parliament  
60 rue Wiertz, 1050 Brussels

from 17:00 until 20:00 o'clock  
Languages: EN, FR, IT

Chair of the Panel Hearing:  
Gianluca Susta, MEP, Committee  
on International Trade

### Preliminary Program:

**16:30 Registration**

**17:00 Welcome**

**17:10 Introduction Panel**

**17:30 FAO Film about "Natural Fibres"**

**17:35 Proposal for Change of the Definition of Wool**

**17:55 Consumer Protection through Improved Labeling**

**18:25 IWTO Film "Change to a Healthier and Safer Environment"**

**18:30 Proposal for EU Textile and Health Project**

**18:50 – 19.00 Summary – Questions & Answers**

## International Year of Natural Fibres 2009

### *A Summary*



International Year of Natural Fibres 2009 comes to an end!

The International Year of Natural Fibres 2009 (IYNF 2009) declared by the United Nations is in its last days. What was created as an idea in the year 2005 by a handful of natural fibre industries has become an exciting year with numerous activities, exciting moments, and spectacular

events. As never before the natural fibre industry could get attention within the textile sector, making noise throughout the world for being the best option for textiles in regard to its natural and sustainable attributes. Throughout the year, a lot could be achieved, the main benefits have been:

- To raise awareness and stimulate demand for natural fibres;
- To encourage appropriate policy responses from governments to the problems faced by the natural fibres industries;
- To foster an effective and enduring international partnership among the various natural fibres industries;

- To promote the efficiency and sustainability of the natural fibres industries

Although the IYNF 2009 will formally come to a close on 31.12.2009, the natural fibre industry will not stop its movement to work together. Already on 13.01.2010 the next formal meeting of the Steering Committee of the "International Year of Natural Fibre" project will meet in Frankfurt during the leading exhibition of home textiles "HEIMTEXTIL" to discuss within the group how and under which structures the natural fibre industry will continue to cooperate beyond IYNF 2009.

[www.naturalfibres2009.org](http://www.naturalfibres2009.org)

# Industry News

## Natural Dyes - Natural Dyeing



Natural dyeing has been spoken of often in the last months in reports about fabric or yarn fairs and fashion shows. When directors of luxury labels speak about their ecological engagement, or when a leading fashion magazine holds a conference about new trends, it is mentioned – very often connected to the term „ecological luxury“. We notice that this occurs mostly in the classical countries of fashion, that is to say in France and Italy.

Since around 30 years ago, when little crafts enterprises revived the ancient technique of natural dyeing, every now and then arose a discussion about it in the textile industry and disappeared again after a while. In spite of many single dyeing experiments and generous government aid in European countries, natural dyeing never seemed to attain economic reality. The obvious question is therefore whether this time around it is just another short-lived wave or something more permanent. Put differently: Why have the discussions never led to consequences for the public, are there signs it will be different this time? And finally: is this change at all desirable?

Without enumerating the many reasons why natural dyeing did not succeed, we have to admit that the lack of knowledge and technical problems slowed the

development, and maybe not all research has been done in the adequate way. First of all we have to be aware of the fact that in the centuries which had passed since the invention of the synthetic dyestuffs, the thousands of years of knowledge about natural dyeing has been lost.

Even if we would regain this competence, we could not use it unmodified today – for the simple reason that the world has changed: Today we expect quality characteristics of textiles that naturally dyed fabrics do not possess. Most modern materials are man made and cannot be dyed naturally. In ever-shorter intervals the textile industry is expected to offer new and broader ranges of colorations, but natural dyeing cannot keep up with this rhythm. Fashion designers request ornamental treatments that are practical only with synthetic materials and – most important of all – textiles have to be cheap!

Expensive natural dyeing cannot fulfil all these needs, it would be dishonest to suggest otherwise and pointless to research in this area: Its natural domain is the textile culture where the requests mentioned above are irrelevant. From this follows that natural dyeing is the adequate method only for premium textiles with high durability, as to say partially for linen and hemp, for high quality silk and especially for wool. It is not by accident that in the discussions the term natural dyeing is connected to „ecological luxury“. It is the kind of quality that in another sector is meant by the concept of Slow Food.



It seems that the time has come for natural dyeing, as the world

has changed: we have to battle against ecological problems and when we talk about textiles human health has to be mentioned. We realise that resources are finite, including the raw material for synthetic dyestuffs. And last but not least, we are forced by the economic situation to process our goods in a more economically sensible fashion.

The natural textiles can respond to these new challenges when the industry perceives the possibilities and addresses them wisely. The most important precondition for success is that all the companies involved in the textile chain have to work together.

There is a wide field for scientific research and industrial development. Of course, we may learn from ancient times and other cultures, but we have to adapt this knowledge for our present needs. Some of the substances that have been used in the past are highly toxic, so we have to look for alternative solutions. In order to satisfy the modern wish for a wide colour range more dyeing plants have to be prepared for industrial use, new formulas have to be worked out, extraction methods have to be optimized, and the dyeing process itself needs further improvement. Till now the printing with natural colours has been neglected, so there is much work to do. As there will be increasing demand, more dyeing plants can be cultivated in the appropriate habitats in many countries.

Never in modern times has the chance been this good to have the possibility to buy all our clothing in complete natural quality that is favourable to the environment and pleasant to wear. And, as it is very durable, we have plenty of time to enjoy the incomparable beauty of the natural colours.

Karola König,  
Agentur Karola König

# Industry News

## 100 % Natural Dyes Fulfilling the Highest Industrial Quality Standards



2009 was announced by the UN The International Year of Natural Fibres. Natural Fibres demand 100% natural dyes to suit modern lifestyle. Natural fibres and natural colours - some years ago a trend - became in the meantime an established movement.

### Madder (Rubia Tinctorum) history

The roots of the madder plant produce a genuine red colour. The ancient Egyptians had already discovered the incomparable madder tint; a belt dyed with madder root was found in the tomb of Tutankhamen. But the ancient Greeks and Romans also used this unique colour as a dye, which in the later Byzantium Empire was given the name Turkish Red. Famous artists like El Greco, Velasquez and Vermeer used madder as a base for particular red tints in their paintings.

In the 18th century, madder - or by its scientific name Rubia Tinctorum - became a popular dye for textiles. Particularly in the southern Netherlands, in West Brabant and Zeeland, the plant



was cultivated on a large scale. Madder became an important economic factor in this area.

After the German chemists Graebe and Liebermann discovered in 1868 how the red madder dye can be produced synthetically, cultivation of madder quickly declined and vanished. Step by step natural dyes were replaced by products produced petrochemically. Until sustainability, a clean environment and a more healthy life became issues of our times.

### Rubia Pigmenta Naturalia®

Rubia Pigmenta Naturalia®, a Dutch company, produces pure, 100% natural, dyes fulfilling the highest industrial quality standards in its new factory, particularly designed and erected for this purpose. Rubia Pigmenta Naturalia® is an Associate Member of IWTO.

Rubia Pigmenta Naturalia® has developed a totally new process to extract genuine madder dye very efficiently in an ecologically friendly manner. Elements of the system are specially selected madder varieties with premium colour quality and high yield, propagated and cultivated under license.

For production of the dye extracts Rubia® only uses their proprietary vegetable varieties. The variety 'Rubia®Red Rubato' is 100% protected by Rubia Pigmenta Naturalia® cultivation

rights. The madder is cultivated from sprout planting to harvesting under stringent quality control and registration on the most fertile soils in The Netherlands, close to the factory. Only this guarantees the required consistent quality throughout cultivation, harvesting and final dye extract production process.

Rubia®Red basic extract stems from madder (Rubia Tinctorum). The roots of the madder plant comprise a genuine spectrum of colours, ranging from orange, pink over red to brown. Rubia®Red 100 % natural dye extract is GOTS (Global Organic Textile Standard) approved.

Rubia Pigmenta Naturalia® focuses not only on high quality natural product fabrication and cultivation, but also on short term delivery of small and large quantities. In the past, suppliers of natural dyes were not able to provide larger quantities, which hampered the market acceptance of natural colours. Based on Rubia's particularly designed and erected plant for natural dyes, delivery of large quantities even on short term is granted.

The natural dyes are supplied as powder extract and can be applied almost similarly as conventional dyes in existing professional dyeing machines.



### Authentic and brilliant colours

Rubia® Red is the ideal dye for companies seeking to differentiate themselves through the use of authentic and brilliant colours, produced entirely on a natural basis. Rubia® – a new dimension in colour!

Norbert Wenig, Rubia



**Thank you for your friendly support and  
collaboration this year.  
We wish you a happy and successful 2010!**



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**IWTO is the international body representing the interests of the world's wool-textile trade and industry.**

**IWTO membership covers woolgrowers, traders, primary processors, spinners, weavers, garment makers and retailers of wool and allied fibres in its member-countries, as well as all kind of organizations related to wool products and the wool business in general.**

**IWTO offers you a perfect network & world wide platform for business contacts in the following sectors:**

- Apparel***
- Technical Textiles***
- Interior Textiles***