



IWTO Newsletter



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INSIDE THIS ISSUE:

Editorial	2
Members	2
General	3
Projects	4
Licensing Panel	5

IWTO Annual Congress – Edinburgh, May 13-16, 2007

“Brand Marketing through Design and Innovation ”



In his address to the Wool Forum in Xi'an in November 2006, IWTO President Michael Lempriere remarked that “wool must command the higher ground - there is no place for “cheap and nasty” in our customer demographic.”



One of the ways in which wool can undoubtedly command the higher ground is through appropriate branding, and the Congress in Edinburgh will focus very much on the marketing of brands through design and innovation.

The timing of the Congress will enable us to draw on the experiences gained through the Test Marketing Project in the USA, and the location of the Congress will present an opportunity to attract speakers from some of the leading UK and European retail brands for both apparel and interior textiles.



Please visit the Congress website:

www.iwto2007.co.uk

The Congress will take place in the EICC and the main Congress Hotel will be the Sheraton Grand located adjacently. The striking circular design of the EICC has made it one of Edinburgh's most distinctive landmarks. This IWTO Congress is being organised by the British National Committee and the online registration and hotel bookings are handled by IWTO.



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Editorial



Dear Readers,
2007 started with continuous interest towards wool from the two sectors, apparel and interior textiles. The fairs in January have shown that wool is in trend for both fashion and nature. In particular, the factor "nature" is booming around the whole textile industry and there are massive upcoming movements, various manufacturers and retailers are starting eco-collections, organic fibres are increasingly in demand. This trend is conforming to the ratification of

the "International Year of Natural Fibres 2009" by the United Nations, see details about this project in the newsletter.

Increasing importance of the IWTO Regulations is reflected by the fact that the US government has recently signed for the IWTO "Super S" Regulations law in their country, see the full details on page 3.

All these topics and many more will be discussed in May this year at the IWTO Congress in Edinburgh, for which "Brand Marketing through Design and Innovation" will be the slogan (or "theme") of the congress.

Registration is open, and make sure you get the "early bird fee" by registering before end February.

Kind regards,

Henrik Kuffner
Director General – IWTO
Brussels, 2006

News from the Members

National Committees

France

The French National Committee of IWTO has informed about a change in its structure. It has been transferred from the organisation "Fédération Française des Industries Lainière & Cotonnaière" to the organisation "Union des Industries Textiles du Nord (U.I.T. - Nord)".

The full coordinates of the new representative body are:
U.I.T. – NORD, Dpt. GINTEL
40, rue Eugene Jacquet, SP 15
59708 MARCQ-en-BAROEUL
Cedex FRANCE.
Tel: + 33.320.994.680
Fax: + 33.320.994.613
Email: guy.mercier@uitnord.fr
President: Mr. Nagy Bensed.
Secretary: Mr. Guy Mercier.

Spain

The Spanish National Committee has announced Mr. Josep Casas Bedos as the new President of *Federacion de la Industria Textil Lanera*. Mr. Bedos took over the President's chair from 12 January 2007 from Joan Garcia Planas whose term ended.

Associate Members

FFILC

As consequence of the change in the French membership of IWTO, the Fédération Française des Industries Lainière et Cotonnaière has the status of IWTO Associate Member. The contact person is Mr. Hubert du Potet : hdupotet@textile.fr

Wooldam BV

With Wooldam BV, IWTO welcomes an new Associate Member from the Netherlands. Wooldam BV is a new established Dutch wool trading company.

Wooldam BV
Bouwerij 42
1185 XX Amstelveen
The Netherlands
Tel +31 6 53902654
Email:
jeffrey.losekoot@j-lana.com
Director: Jeffrey Losekoot

General News

IWTO's 'Super S Code' becomes Law in USA

US President George Bush has signed into United States law the Wool Suit Fabric Labelling Fairness and International Standards Conforming Act, which amends the Wool Products Labelling Act of 1939 by adding definitions of fine and superfine wool and of cashmere.

Mr. Karl Spilhaus, president of the US National Textile Association (NTA), said in an interview with the publication 'Weekly Market Report': "Consumers will benefit from these new regulations. The consumer has come to recognise that the designations Super 100's and so forth on a garment are intended as an indicator of quality; these new regulations

Mr. Spilhaus is also president of IWTO associate member Cashmere and Camel Hair Manufacturers Institute (CCMI) and its Superfine Wool Council, which includes premier Biella mills and is policing "Super S" labelling on suits.

Mr. Spilhaus says the new law means United States labelling requirements conform with the "Super S" Code of Practice promulgated by IWTO. He commented: "Honest manufacturers recognise the importance of following the IWTO code regarding labelling for fineness of wool and the need to protect the cachet of the designation 'cashmere' by using only genuine cashmere fibre.

The new regulations are aimed at the dishonest and unscrupulous manufacturers who attempt to defraud the public with mislabelled products."

For wool products manufactured on or after January 1, 2007, the new regulations will have the force of law in the United States as an amendment to the Wool Products Labelling Act, with fines of up to US\$11,000 per violation. The NTA says that US Customs and Border Protection may hold up shipments at the port if there are violations of the Act.

As well as defining fine and superfine wools using the IWTO code, the new regulations bring the legal definition of cashmere in line with standard industry practice.

2009 Declared International Year of Natural Fibres

UN General Assembly Resolution



The year 2009 was declared the International Year of Natural Fibres (IYNF) on December 20 by the United Nations General Assembly meeting in New York. The IYNF 2009 will help to develop the efficiency and sustainability of agricultural industries that employ millions of people, contribute to food security and provide economic development opportunities.

To raise awareness

The International Year of Natural Fibres 2009 will raise consumer awareness of natural fibres in the world economy as well as within the textile sector. IYNF 2009 will strengthen demand for natural fibre products, improving the livelihoods of the farmers who produce them and revenues for countries that export them. Promoting the use of natural fibres will enhance the environment.

The wide range of natural fibres includes wool, jute, cotton, flax, silk, sisal, coconut fibre and many others. Some are produced from plants, others from animals, and they are used in clothing, interior textiles and other consumer goods, as well as in industrial applications. Virtually every country in the world produces some natural fibres.

Fashion shows, exhibitions, conferences, TV documentaries, books, and programs for school children are some of the activities that will be associated with the IYNF 2009.

The Food and Agriculture Organization of the United Nations (FAO) will coordinate the International Year of Natural Fibres 2009, with participation by organizations representing the wool, cotton, jute, linen, coir, hemp and other hard fibre industries.

The International Wool Textile Organisation (IWTO) will represent the wool and animal hair sector on the steering committee for the IYNF 2009.

FAO is now seeking funding from donor countries and organizations to finance activities in support of the International Year of Natural Fibres in 2009.

Project News

Feature Wool!

Texworld, Paris February 20th – Friday 23rd 2007

The next edition of Texworld will be held at Paris Le Bourget. Already for the third time IWTO will be participating at this renowned textile fair with the **Feature Wool!** stand and three young designers – winners of World Wool Award 2006. The following design and fashion students will present their wool creations:

Samantha Davison (UK)
“The precious Vintage”

The story is a baroque fairytale, inspired by florals, victorian costume, antiques, and chandeliers. This is represented by soft pastel hues, pearlised pinks, subtle monochromes and a twist of surprise colour-neon! I wanted to create lacy fabric using fine wools and silks, that looked delicate and vintage.



Anna-Maria Hesse (Germany)
“Coccinella”

The Ladybird, insects, flowers and the life they are surrounded in have been the author’s main inspiration for her knit garment samples. Using the natural yarns such as cotton, silk, mohair and wool; untwisted wool used for the stuffing of bobbles; she managed to create a fashionable collection of fabrics in natural colours directed at modern women who are aware of the environment and like to wear natural products.



Gözde Bursaligil (Turkey)
“Lady machine”

“My starting point was industrial equipments. Continuously movements, like a turning Wheel, images of the machines. By the way i wanted to use different twisted and mixtured yarns and wool yarns’ creating texture in weave design. So I got movements with yarn effects in continuous movements. And also colours came from pure and polished surfaces of the industrial objects.”

yarns: 100% wool, mohair, wool-lycra, wool-cashmere, silk and polyester. Irregular yarns and yarn effects. Woven fabrics, lightweight and soft handle with steaming as finishing techniques.



“Feature Trends” is the second project realized by IWTO at Texworld. The wool trends for the next spring/summer season will be prepared by the Winchester School of Arts (UK). We invite all interested visitors to join us at the trends presentation, which will be held on Tuesday February 20th and Thursday February 22nd.

Come and visit us at Texworld ! Stand RT1, Hall 1 Trends space, Hall 1

Wool Wool Award—pdate

Last year IWTO announced the third edition of World Wool Award, kindly sponsored and supported by Woolmark. We would like to announce that similarly to previous years we experienced a huge interest from young students and designers in our competition. IWTO received more than 100 applications from around 20 countries. The biggest

number of applications comes, already traditionally, from United Kingdom. In comparison to previous editions of World Wool Award we received considerably more entries in the category Concept & Innovation, which undoubtedly shows increasing interest of young people in innovative and imaginative use of wool. We hope to be able to

present you some of these innovations during the IWTO Congress in Edinburgh.

Before the event in Edinburgh, IWTO will have the pleasure to host the World Wool Award Jury Meeting that is scheduled for 27th February in Brussels.

The next update about the Jury meeting and winners you will find in the next Newsletter!



Licensing Panel

IWTO Certificates

Dear Readers,

At the IWTO Wool Forum in Xián, China, the members of Licensing Panel decided that there is a necessity for customers to be able to clearly distinguish between IWTO Test certificates, Test House Certificates and Test Reports.

While there are clear definitions of IWTO Test Certificates in the current IWTO Regulations, the Panel agreed that a more comprehensive explanatory document is required.

Our special thanks are going to Michael Jackson, Australian Wool Testing Authority Ltd. (AWTA) and Peter Baxter, SGS Wool Testing Service, who in corporation have written these definitions.

For further questions you can always contact the IWTO Head Office or the Chairman of the Licensing Panel.

Jens Nielsen
Chairman IWTO Licensing Panel

Introduction

The efficient international trading of wool requires:

- (a) clear specifications regarding the quantity and quality attributes of the delivery; and
- (b) a means by which all parties to the transaction can be assured that these specifications have been achieved.

IWTO Certificates are essential in achieving these requirements. IWTO Testing Standards and Regulations have been developed by the international wool trade to specifically meet the needs of



buyers and sellers. Both parties can utilise IWTO Certificates with confidence, knowing that these certificates are produced by impartial, independently audited test houses and that they are recognised by the IWTO Arbitration process (the "Blue Book").

IWTO Certificates – The 'Gold Standard'

IWTO Certificates have been designed to provide maximum integrity to all trading partners.

This integrity begins at the very first stage - **Sampling** - whereby all bales are weighed and sampled in strict accordance with IWTO Regulations by, or under the supervision of, independent sampling staff.

At the next stage - **Testing** – many rigorous steps need to be followed:

- (a) Test Houses must be

Licensed by IWTO and undertake testing in strict accordance with the published IWTO Testing Standards & Regulations.

(b) The IWTO Certificate must show all relevant test results, as well as detailed reference information to allow verification and trace-back, should a problem occur.

(c) Independent Auditing by a internationally-recognised accreditation body must have been successfully completed on at least an annual basis, to ensure the test house meets the technical standards required by IWTO.

(d) IWTO licensed laboratories must demonstrate their ongoing proficiency to accreditation authorities by participation in interlaboratory trials.

Only test houses that meet all these standards can be licensed to issue IWTO Certificates.

Fuller details can be found at www.iwto.org/laboratories/rules.htm

Finally, should something go wrong, all IWTO Certificates are backed by the IWTO Arbitration Rules that clearly outline the rights and responsibilities of all concerned, including the test house.

Other Types of Documents - Test House Certificates or Test Reports

For a number of reasons, test houses (even those licensed by IWTO) may issue its results on documents that **ARE NOT** IWTO Test Certificates.

Licensing Panel

IWTO Certificates

Some test houses will issue its own “Test House Certificate” whilst others will call the document a “Test Report”. Some of the reasons for issuing these non-IWTO documents are outlined below:

- (a) the test house is not IWTO Licensed, either for any tests, or for the specific tests reported;
- (b) the test house was not able to meet all the sampling, testing or reporting requirements for IWTO Certificates;
- (c) the test house used an ‘in-house’ or other test method that is not recognised by IWTO;
- (d) the testing was conducted using modified or abbreviated IWTO methods; or
- (e) sampling and bale weighing has not been supervised by independent sampling staff or has not followed the IWTO Regulations.

(It should be noted that there are some cases where IWTO-Licensed laboratories issue certificates against nationally approved standards as opposed to IWTO standards. Two specific examples are Bulk and Length After Carding (LAC) Tests. Test methods, that have sampling Regulations, have been developed and endorsed by the NZ National Council of Wool Interests and Standards Australia and New Zealand. IWTO-Licensed laboratories in New Zealand routinely conduct these tests and issue Test House Certificates to report the results. These certificates cannot be issued as IWTO Certificates because the test methods are not IWTO methods.)

Regardless of the reason, **the trading partners need to be aware that these documents carry no official recognition from IWTO.** There is much less certainty in using test house certificates or reports than in using IWTO Certificates.

Commercial Implications – What to Look Out For.

IWTO Certificates:

make sure that the certificate includes the title “IWTO Test Certificate”, the IWTO License Number and logo and that the IWTO testing standards used are shown on the certificate. If not, contact IWTO or refer to the published list of Licensed Laboratories at <http://www.iwto.org/laboratories/laboratories.htm>.

Test House Certificates or Test Reports:

Be aware of how the samples were taken, what standards (if any) exists for testing, what data is included and excluded, and whether arbitration is clearly defined. The document could note that an IWTO test method was followed, but this **does not** give it any official IWTO status. If in doubt, use IWTO Certificates in trading where possible.

WOOL
LIVE IT. LOVE IT!



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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