



Wool Industry Roadmap released by IWTO

"Change to a Healthier and Safer Environment"

Brussels, 11.03.2009

IWTO has released a Roadmap for the wool industry sector in order to improve the market access development for wool in all application areas.

With the headline of "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" should be expressing the direction of the wool industry within the next years, establishing wool as the preferred fibre for the consumers in all relevant application areas as the "must" fibre for guaranteeing the maximum of safety and health for its users.

Please click [here](#) to see an online version of the publication.

To obtain hard copies please contact the IWTO head office under info@iwto.org

IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.

IWTO - International Wool Textile Organisation
Rue de l'Industrie 4 - 1000 Brussels - Belgium
Tel: +32 2 505 4010 Fax: +32 2 503 4785
info@iwto.org - www.iwto.org