



NEWSFLASH

International Wool Textile Organisation (IWTTO) Launches New Web Site

New Site Provides Improved Navigation, Easy Access to Information on Wool, Improved Membership Section and many other New Features

Brussels, November 16, 2010

The International Wool Textiles Organisation (IWTTO) redesigned its website as a vital communication tool for its members and for the wool community as a whole. This decision resulted in an improved website which offers a fresh new look that technically provides its online visitors with significant improvements in navigation and easier accessibility for users around the world.

The new website of IWTTO reflects its vision on the positive development of the natural fibre "wool", its high quality equitable benefits for the consumers, and the strength of its work.

IWTTO has experienced exceptional growth in its policy influence and importance within its membership, as well as other stakeholders. Having a new section on wool as a fibre, it is also providing information for retailers and consumers, and just anybody interested in wool.

Today, the new website reflects the breadth and dynamism of IWTTO, charting its progress on core activities and campaigns.

The new website offers:

- rich content provided by IWTTO members and stakeholders
- direct access to individual sections of interest
- streamlined searching and more intuitive navigation
- interactive members' only section direct access to New Media community groups like LinkedIn, YouTube, etc.

For further info, please contact the IWTTO head office under info@iwto.org

IWTTO 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.