



## International Year of Natural Fibres 2009 Official Launch on January 22nd in Rome



*Brussels/Rome, 20.01.2009*

### ***Official Launch of the International Year of Natural Fibres***

The International Year of Natural Fibres will be officially launched on 22 January 2009, at the headquarters of the Food and Agriculture Organization of the United Nations (FAO) in Rome.

The launching event will start on **22 January 2009, 11.00 am (Central European time)**.

This will be an event attended by representatives of the news media, representatives of governments of FAO member countries, and representatives of various natural fibre industries.

**The event will be webcast, so you can watch it live on your computer, or catch up on it later, through the internet: at [www.fao.org/webcast](http://www.fao.org/webcast)**

### ***Natural Fibres – the better choice***

The United Nations General Assembly declared 2009 to be the International Year of Natural Fibres. The main objectives of the International Year of Natural Fibres are to raise awareness and the profile of these fibres, to emphasize their value to consumers while helping to sustain the incomes of farmers. Promoting measures to improve the efficiency and sustainability of production is also an important aspect of the Year.

Natural Fibres form an important component of clothing, interior textiles and other textiles for consumers, and many of them also have industrial uses in packaging and composite materials with many uses, such as in the automobile industry.

Natural Fibre industries employ millions of people and contribute to a greener planet.

### ***Wool – one of the most important Natural Fibres***

Wool is the most sustainable, safe and eco-friendly fibre, contributing to a greener environment. It is natural, renewable and healthy. It is of highest benefit for the consumers around the world, the safest material for the environment of man.

Wool is used in applications in interior textile sector, such as carpets, duvets, mattresses, pillows, blankets, thermal insulation, sound insulation, seating covers, tapestries, lamps, etc.

In the apparel sector it is used for suits, scarves, children's wear, gloves, socks, pullovers, hand-knitting, underwear, sportswear and active wear and for many other items.

### ***Wool – creating a healthy and safe environment***

Wool's unique safety profile makes it the ideal product for every location, it provides full long life performance without posing any risk to its users. The numerous natural attributes of wool make it the most comfortable and healthiest of fabrics to wear.

For further info, please contact the IWTO head office under [media@iwto.org](mailto:media@iwto.org)

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*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.*

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