



Wool Industry unites to face future challenges with renewed confidence

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Following the annual Congress of the International Wool Textile Organisation (IWTO) held in Frankfurt from June 16th to 18th, IWTO President Guenther Beier issued a statement today praising growers and industrialists throughout the wool pipeline for commitments made at the congress to product marketing and ecological excellence.

"I applaud the stance taken by Australian Wool Innovation (AWI) to commit further funding to the concept of Business to Business to Consumer Marketing with the Woolmark as the leading brand. I warmly welcome AWI's decision to include other grower nations in future strategic discussions, particularly at a time when the market is demanding a positive ecological message from spinners and weavers of wool worldwide"



The Congress was held concurrently with Techtexsil, the biennial technical textile trade fair, organised by Messe Frankfurt, and the Natural Fibre Congress, which was part of the "International Year of Natural Fibre2009" activities.

Beier added: *"Promoting wool as the world's leading eco-friendly fibre is a high priority for all, as retailers revisit Corporate Social Responsibility agendas. Wool used for interiors, apparel and lifestyle has unrivalled natural and sustainable characteristics and IWTO will continue to ensure the properties of wool are recognised for their environmental attributes amongst legislative bodies worldwide"*

He further added that IWTO's next major step was to engage the retail industry to a far greater degree than has been the case in the past and that plans were already at a preliminary stage to have this take place at the next Conference to be held from 4 - 6 May, 2010 in Rambouillet, France

For further info, please contact the IWTO head office under media@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.

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