



## All Systems go for Test Marketing

*Joint media release: IWTO -AWS - AWI*

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The program - with AWI and IWTO each contributing US\$3.4 million and AWS contributing staff and resources up to the value of US\$660,000 if the full program is implemented - will target the large and significant United States market.

The heads of all three organisations agreed the program was an important test case for the marketing of wool.

AWI Chairman Ian McLachlan, AWS Chairman Trevor Flugge and IWTO President Michael Lempriere have agreed to establish a governance committee to oversight the financial aspects of the program.

AWI Chairman Ian McLachlan said: "If the IWTO figuring turned out to be conservative, the test marketing program could be expanded if necessary, with US\$1.6 million left of the US\$5 million AWI committed earlier this year".

IWTO President Michael Lempriere said that the agreement between the three organisations represented the first fully collaborative, industry-wide - from grower to manufacturer - approach to the marketing of wool.

"It demonstrates that when the industry works together much can be achieved, and underlines that there is more that unites the industry than divides it. We must take out the challenge to other fibres and strive together to lift demand for wool," Mr Lempriere said.

AWS Chairman Trevor Flugge said: "I was very pleased that the industry was able to reach a very satisfactory joint decision on the need for demand based marketing. I am confident that this will give us sound information for developing future demand building programs."

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