



CERTIFIED, TRACEABLE NON-MULESED MERINO

MELBOURNE – The Merino Company (TMC) has launched a certified and traceable non-mulesed merino wool brand platform.

Heralded as a 'world's first', TMC, which supplies natural fibre, textile and apparel solutions to a global list of retailers and brands, said the n.m.m brand guaranteed that that merino wool is sourced from growers that have demonstrated a commitment to animal welfare; that is they must have either never used the practice of mulesing, or have changed their practices and ceased mulesing.

"TMC understands our customers' requirements for merino products that are of the right quality, while also satisfying core values of animal welfare, environmental and social responsibility," said "William Lempriere, CEO of TMC. "We work directly with dedicated woolgrowers around the world enabling us to source exactly the right quality and quantity of certified and traceable n.m.m. products from greasy wool, yarn and fabric right through to finished garments".

All wool entering the n.m.m brand must have legal declarations from the relevant body or wool grower and supporting verifications from a third party. TMC then verifies that n.m.m wool is processed separately and the integrity of the batches is maintained throughout processing. "We don't accept any forms of mulesing under the n.m.m. brand, including clips, tail stripping, or surgical mulesing," Lempriere added. "Our n.m.m. wool brand customers are committing to an animal welfare standard, indicating to consumers that they will be receiving a product that is animal friendly." TMC can also provide customers with customised web based traceability programs, tracing n.m.m. products from Source to Shop.