

Wool and Interiors

Wool has a key role to play in a greener future – the latest opportunities and developments for wool interiors, at the upcoming IWTO Congress



For Immediate Release

BRUSSELS, 30 April 2018 – Green building remains a significant and exciting opportunity for sustainable growth, with one of the toughest decisions in this field being the choice of insulation.

Wool has long been recognised as a smart, sustainable material that protects us from the elements, all of which has given it the opportunity to become a key player in this industry and to innovate.

The Hong Kong Green Building Council (HKGBC) aims to raise awareness of green building, and strives to promote sustainable standards and developments, including the use of wool as a green viable option for insulation.

At the same time, companies like Woolchemy focus on finding new applications for wool in non-traditional markets through research and innovation, striving to reinvent its uses and making this material more valuable for the new markets' reality, all using sustainable, ethical and environmental processes.

At [the upcoming congress of the International Wool Textile Organisation](#), we'll hear more on how green building remains a significant and exciting opportunity for sustainable growth, and how that translates to an opportunity for wool and wool innovation. View the Programme [here](#).



Join Us for the IWTO Congress

Join us this May in Hong Kong where some 250 participants, from all stages of the wool textile supply chain, will gather to address wool's role in a future increasingly defined by sustainable fashion and interiors.

The impressive speaker line-up will include Speakers Cary Chan, Executive Director of the Hong Kong Green Building Council, and Derelee Potroz-Smith, CEO and co-founder of Woolchemy (New Zealand).

For full details and to register, visit www.iwto.org/events/2018-congress.

About IWTO

With a worldwide membership encompassing the wool pipeline from farm to retail, the IWTO represents the interests of the wool textile trade at a global level. The recognized authority for standards in the industry, IWTO facilitates research, education and knowledge sharing in its mission to ensure a sustainable future for wool. Visit www.iwto.org to learn more.



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