



PRESS RELEASE - For immediate release:

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## **WORLD 1<sup>ST</sup> ORGANIC WOOL SUPPLY CHAIN FROM SHEEP TO SHELF**

The Merino Company (TMC), through its parent company Lempriere, has achieved a first, by gaining the highly respected GOTS organic certification at one of its key wool top making facilities. Now, working with supply chain partners, TMC can provide its retail customers a certified and traceable organic supply chain from 'sheep to shelf'. In Melbourne today, Lempriere Technical Manager, Andrea Bora said;

"We are proud to be first to offer our clients traceable and GOTS certified organic wool tops; from organic certified TMC growers, right through to GOTS certified organic wool top. We started working on this last year and it has taken four months of solid effort with my team to gain GOTS certification. We selected GOTS because it's one of the most rigorous and respected standards available. Organic production of noble wool fibre commenced August 10<sup>th</sup>, the very day our certificate arrived".

- Further information about GOTS – [http://www.imo.ch/imo\\_services\\_textile\\_gots\\_en.html](http://www.imo.ch/imo_services_textile_gots_en.html)

TMC has a unique relationship with leading wool growers in Australia, New Zealand, South Africa and South America. TMC actively builds marketing relationships with apparel retailers, brands and their supply chain partners, to ensure wool is an important and growing part of their business. TMC wool grower's benefit through stable and sustainable price returns for their wool and knowing their wool ends up in beautiful products, on the right shelves, in the right stores.

TMC Marketing Manager Mark Suttie; "When we talk to retailers such as Marks & Spencer, they are telling us quite openly they wish to pursue wool certified to organic standards, the Marks & Spencer shopper understands the organic label and will purchase garments made from wool grown and manufactured in line with organic principles. Many of our customers are demanding organic wool programmes and we are in a unique position to be able to offer them a certified and traceable organic wool supply chain, from grower to garment. All the terrific people who work with Lempriere and TMC, will push to develop more ecologically friendly and sustainable wool supply chains. TMC has developed some fantastic wool brands in line with what our customer wants, with names like 'Generation W' and 'ZeroCO<sub>2</sub>', they are exciting developments.

It's absolutely certain natural, sustainable and ecologically friendly wool will remain in high demand. We deliver this message to our TMC wool growers and we'll continue to work with supply chain partners to deliver these products.

Commercially it's the right approach and we also feel great about taking this direction."

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