

## Marks & Spencer goes Organic with TMC

As part of Marks & Spencer's 'Plan A', The Merino Company (TMC) and value chain partner Ciel Textiles have announced that they will be exclusively supplying Marks & Spencer men's knitwear program with its first delivery of Organic wool.

Marks & Spencer announced their 'Plan A' earlier this year, an eco-plan worth £200m over the next five years. 'Plan A' is Marks & Spencer's strategy to achieve more sustainable business practices.

This business-wide plan has been designed to work with customers and suppliers to tackle climate change, reduce waste, protect natural resources, support ethical trade and ultimately support a healthier world. Mac Drysdale an

Australian Organic farmer in the South West of Queensland said " to have my organic wool marketed directly to a retailer such as Marks & Spencer, with branding that could have an individual property name on the swing tag, is an unbelievable achievement and I applaud it. To achieve a more consistent premium, combined with the knowledge that TMC is as committed to maintaining the organic status of my wool, as I have been, is very satisfying".

TMC is responding to Marks & Spencer's need by supplying in excess of 100 tonnes (19.5 micron) Australian greasy organic wool between Dec 2007 and Dec 2008. With the support of Ciel Textiles, the entire value chain will be organically certified.

To further enhance Marks & Spencer's Organic Merino program in store, TMC will be providing point of sale (POS) marketing collateral. This will showcase Australian organic farmers and their properties. In addition garment traceability will allow any Marks & Spencer customer to locate where the wool has come from.

In December 2007 Marks & Spencer will receive the first order of 11,000 naturally organic wool 'sweaters' to be followed by an autumn / winter 2008 delivery early next year.



Please call Gerry Frittmann or Michael Agapitos on 02-8219 4900 or Graeme Moon on 03-9379 0022, email: [info@tcf.net.au](mailto:info@tcf.net.au) or [click here](#) for more information

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