



Deal suits both TMC, Berwin & Berwin

By JENNA FREIND

THE Merino Company (TMC) has achieved yet another victory for its Australia wool pool members, signing an agreement with one of Europe's largest suit manufacturers and distributors last week to have the exclusive rights to the distribution of TMC-branded, tailored wool suits.

The agreement will see Berwin & Berwin tailored suits, made from wool fabric containing TMC's brand platforms, distributed to UK department stores, retail

boutiques and featuring in more than 50 House of Fraser stores.

TMC's brand platforms include Generation W, Natural Tasmanian Wool, Naturally Organic Wool and ZeroCO2.

"We are very excited to partner with Berwin & Berwin and this agreement will help us to achieve our objective of contracting significantly more pool wool into customer-branded programs in 2008-09, thus ensuring our pool participants consistent demand for their wool and pricing stability," TMC chief executive Mark

Mackinnon said.

"The addition of Berwin & Berwin's distribution network to TMC's global sales force will help us to further penetrate sales channels throughout the world."

Berwin and Berwin managing director Simon Berwin said as a producer of brands and private labels his company was immediately attracted to the foresight and innovation offered by TMC.

"We think their wool products marketed through our suits will add value as well as interest in the market place," he said.

TMC's unique and innovative wool pools include Roberts Wool Link in Tasmania, Merino Advantage and X-Bred Advantage in Victoria, New South Wales and Queensland, Prime in WA, and its customer centric pools ZeroCO2, and Organic.

Wool from these pools goes into TMC's differentiated brand platforms to provide customers' unique wool solutions.

The first Berwin & Berwin tailored wool suit made from fabric containing TMC's brand platforms is set to hit the UK market in mid-2009.

Prime pool co-ordinator Greg Tilbrook said the WA pool was a managed fund



□ An agreement between The Merino Company and suit manufacturer Berwin & Berwin will see the company's tailored suits distributed to UK department stores, retail boutiques, as well as featuring in more than 50 House of Fraser stores.

designed to achieve long term sustainable results for growers.


"There are direct marketing platforms ... which aim to achieve good returns for the pool," Mr Tilbrook said.

"The idea is to get good returns back to farmers long term rather than just once.


"Already we have seen good returns to growers from subsequent pools we have run."

The 2008-09 Prime wool pool is now open for contracting before it closes on November 3.

Growers who wanted to take advantage of this system had until the end of June to deliver their wool.



"The New Force in Steel"

	Galv incl GST	Ptd incl GST
SHS/RHS		
25x25x2.0x6.5mtr	\$27.70	\$26.25
25x25x2.5x6.5mtr	\$33.42	\$31.65
40x40x2.0x8mtr		\$54.89
50x50x1.6x8mtr		\$56.55
 50x50x2.0x8mtr	\$73.48	\$69.62
50x50x2.5x8mtr	\$90.28	\$85.53
75x75x2.0x8mtr	\$112.86	\$106.92
75x75x3.0x8mtr	\$165.52	\$156.81
76x38x1.6x8mtr	\$67.96	
100x50x2.0x8mtr		\$106.92
100x50x3.0x8mtr	\$165.52	\$156.81
125x75x3x8mtr	\$224.71	\$212.89
150x100x4x8mtr	\$338.62	
40x40x1.6x8.0mtr	\$28.95	
40x40x2.5x8.0mtr	\$43.42	
50x50x1.6x7.2mtr	\$32.99	
50x50x1.6x7.3mtr	\$33.44	
75x50x3.0x8.0mtr	\$83.46	
		RHS Seconds This Month's Specials While Stocks Last
Pipe		
20XLght x 6.5mtr	\$27.45	
25XLght x 6.5mtr	\$33.46	
32XLght x 6.5mtr	\$44.40	
40XLght x 6.5mtr	\$57.91	
50XLght x 6.5mtr	\$72.93	
25Med x 6.5mtr	\$53.84	\$46.53
32Med x 6.5mtr	\$69.06	\$59.65
40Med x 6.5mtr	\$79.36	\$68.72
50Med x 6.5mtr	\$111.76	\$97.10

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