

MERINO DEAL SUITS BERWIN & BERWIN

MELBOURNE –

The Merino Company (TMC) which runs transparent branded wool platforms such as Naturally Organic Wool and ZeroCO₂ has signed a deal with UK-based Berwin & Berwin, one of Europe's largest suit manufacturers.

The deal gives Berwin & Berwin exclusive rights to the distribution of TMC branded, tailored wool suits to UK department stores, retail boutiques, as well as featuring in over fifty House of Fraser stores.

As part of its fully certified 'Naturally Organic Wool' platform, TMC provides customers with a reliable and traceable organic product from sheep to shop shelf. "Our Naturally Organic Wool is completely organically certified. We can provide certification at each level of accredited process, from woolgrower, through each manufacturing stage. In addition to supplying certified organic wool, TMC has Global Organic Textile Standard (GOTS) certification at one of its



wool top making facilities – Nahai Pindar Topmaking Company in China.

TMC says its 'ZeroCO₂' brand platform was developed in response to the growing demand from retailers and brands for 'footprint' free garments. "ZeroCO₂

is the first and only Lifecycle Carbon Neutral wool platform in the world", said TMC. Total emissions of a garment are offset on the farm where the fibre is grown meaning that all wool garments are '100% carbon neutral' throughout the garment's whole life cycle.

Swisstulle owner buys Natural Colour Cotton

ZURICH – Swiss yarn spinner CWC which also owns Swisstulle has acquired UK-based Natural Colour Cotton Ltd which supplies naturally pigmented cotton fibres to the European market.

THIS MONTH

These fibres, which are grown in partnership with cotton farmers in China require no dyeing since the fibre grows naturally in shades of brown, green and beige due to agricultural cross-breeding techniques. CWC with their Chinese partners says it is now ready to provide GOTS (Global Organic Textile Standard) certified organic Natural Colour Cotton in high volumes.

Huntsman and Genencor sign eco-friendly deal

BASEL & CALIFORNIA – Huntsman Textile Effects and Genencor, a division of Danisco A/S have signed an agreement to jointly develop new sustainable processing solutions for the textile industry.

Huntsman, a major supplier of dyes and Genencor, which develops industrial enzyme technology says the new collaboration will bear fruit later this year with the launch of a new jointly developed 'innovative product.'

Huntsman is major sponsor of the forthcoming RITE Group conference on sustainable textiles which will be held in London on October 7th.

"We are excited to have signed this agreement," said Stephen Gray, Vice President of Research & Technology at Huntsman Textile Effects. "We are constantly striving to develop new technology platforms that will improve fabric performance and reduce energy and water consumption for the textile industry. With Genencor, we have found a partner that shares that vision to address this global demand."

Glenn Nedwin, Executive Vice President Technical Enzymes at Genencor added, "Through this collaboration we aim to reduce the use of harsh chemicals and high energy levels, thereby opening up new markets for biodegradable ingredients that require milder processing conditions."

IN BRIEF

Indian fair trade

Textiles maker Alok Industries said on Thursday it has signed an agreement with Zameen Organic Pvt Ltd to develop organic fair trade cotton. Alok would initially procure 1,500 MT of organic and fair trade cotton from Amravati in Vidarbha, maharashtra, and Adilabad in Andhra Pradesh, during the cotton season 2008/09, it added.

Best Practice award for Valley Forge

US-based Valley Forge Fabrics has been honoured for its environmental efforts by the Sustainable Florida programme. Valley Forge scooped the Best Practice award in the Large Company Category at the 10th annual Sustainable Florida awards program in Florida in June. According to the judging panel, Valley Forge was chosen for several reasons including its Fabrics Redefining Environmental Standards for Hospitality (FRESH) fabric which is made from recycled PET plastic bottles rather than from petroleum.

Survey: Americans willing to 'pay more'

Many Americans, including those who are enduring financial hardship, are willing to pay more for environmentally friendly products, according to a survey conducted by GfK Roper Public Affairs & Media and the Yale School of Forestry & Environmental Studies. "Many American consumers, even in the face of economic uncertainty, express a willingness to pay more for environmentally friendly products," said Anthony Leiserowitz, director of Yale Project on Climate Change. Half of the respondents to the survey said they would "definitely" or "probably" pay 15% more for eco-friendly clothes detergent (51%) or for an automobile (50%).

Organic lace collection

LUGDE – Corvett-Spitzen, the German specialist in stretch and non-stretch lace is now offering a line of organic lace.

Following a meticulous development process over several seasons, the organic lace range in a blends of organic cotton, polyester and acrylic has been created using organic Swiss cotton. The fabrics have an organic content of 45% for heavier laces, up to a maximum of 65% organic cotton, beyond which it is no longer possible to create high-quality laces. The line is available in a variety of floral and geometric motifs. Despite a slightly higher price (10%), customers' initial impressions have been highly satisfactory, according to the company which showed the collection at last month's Interfilere in Paris. Web: www.corvett.de