

Wools of New Zealand Shareholder Communication No. 22  
10 January 2014

### From the Chief Executive:

We hope you had a very happy and relaxing Christmas and look forward to a successful 2014 as we seek to improve the value of your wool with closer linkages to quality end users and high value products.

As announced earlier, the first real steps in this are the Camira and Grentex contracts which I encourage you to sign up for (see below). These options are both ahead of the market and are important early opportunities for Wools of New Zealand to establish a real and credible position in the market and allow you as grower shareholders/supporters to benefit directly.

### Wools of New Zealand Contract\* Reminders

*Growers asked for contract opportunities and Wools of New Zealand is delivering but we need your attention and action!*

#### Camira Lamb's Wool Contract: \$6.10/kg (clean)

- It's not too late to commit your lamb's wool in to the Camira contract but you need to act now. If you wish to take up this offer please contact us as soon as possible on 0800 687 9665 or email [info.nz@woolnz.com](mailto:info.nz@woolnz.com) and we will send you a contract form for your acceptance.

#### Grentex Carpet Wool: \$4.65/kg (clean)

- We are seeking 300,000 kg of fleece wool (34-38 micron; 2-4") for carpet destined for the launch of our Laneve® brand in North America. The new Laneve® branded carpet from Wools of New Zealand partner White Oak will be launched at the Surfaces Trade Show in Las Vegas at the end of the month.
- Other contract opportunities are in the pipeline so watch this space.

For full details about the above contracts and other Wools of New Zealand sales options, please visit [www.ourwool.co.nz](http://www.ourwool.co.nz)

*\*Specific wool specifications apply for Wools of New Zealand contracts*

### International Sales & Marketing Activity

January is a particularly busy month for Wools of New Zealand with representation at the Domotex trade show in Hanover, Germany and Surfaces in Las Vegas. These are the two biggest flooring trade shows in Europe and North America respectively.

Wools of New Zealand secures substantial space at each event and sub-lets areas to about a dozen of our brand partners so we present a multi-faceted front to customers. We will include some photos in our next bulletins of how we take your product to market.

We have a full schedule of meetings with key customers and I expect to come back with more opportunities to closely link your wool with real customers and improved margins.

Ross Townshend  
Chief Executive

## Contact Us

As always, please feel free to contact us if you wish to discuss anything.

Telephone: 0800 OURWOOL

0800 687 9665

Email: [ask@ourwool.co.nz](mailto:ask@ourwool.co.nz)

## Market Report

New Zealand Wool Services International reported the following from this week's wool sale:

- The 12,500 bales of North Island wool on offer this week generally lifted to come into line with South Island levels. There was a 93% clearance rate.
- The first sale after the Christmas break was well supported assisted by the cancellation of the rostered South Island sale and limited anticipated volumes available next week.
- Fine Crossbred Fleece and Shears of good and poor colour were firm to 1% dearer with average styles lifting 5%.
- Coarse Crossbred Fleece of good and poor colour were up 2-3% with average styles 5% stronger.
- Coarse Shears were generally 1-2% firmer except average style 3 to 5 inches and better style 3 to 4 inches 5-7% dearer.
- Short First Lamb's Fleece remained firm. Long Oddments were 1% firmer with Short Oddments firm to 4% easier.

The next sale on 16 January will comprise approximately 10,300 bales from the North Island and 7,600 bales from the South Island.

