

100% NZ
GROWER
OWNED



CHANGE THE GAME

Strength through innovation

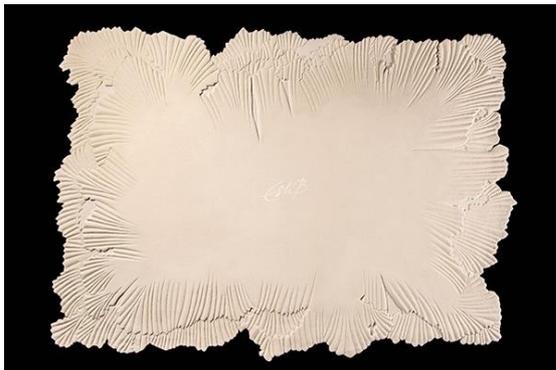
Vision

To be the leading innovative sales and marketing company for New Zealand strongwool.



From the Chief Executive

Wools of New Zealand GlacialXT Wool Pinnacle of Textile Innovation



The CanCan rug by Esti Barnes in Wools of New Zealand's GlacialXT wool

GlacialXT wool is now in the market and is being promoted as a 'game changing' innovation. The first product to market is the 'CanCan' rug made from GlacialXT wool which has been adopted by London based Designer Esti Barnes. The hand-tufted rug is showcased in Esti Barnes' Chelsea showroom. This breakthrough innovation caught media attention and is the [lead story](#) for 'Wool Week' in the Telegraph newspaper. Below is also an extract from Esti Barnes' website speaking about the GlacialXT wool.

To sum up what was an inspiring week [London Design Festival] in London, we're extremely excited to share with you our new rugs- CANCAN and FANFAN from the OPPOSITES ATTRACT Collection, which we officially launched in our showroom during FOCUS/17. We had been selected by WOOLS OF NEW ZEALAND as their

first design partner to create a rug using their brand new Glacial XT™ wool, the whitest yet developed. Esti Barnes, said this on the new rug – "Wool is a mainstay of our production. It ticks all the boxes for look, feel, sustainability and wearability. Of course, we use other materials but wool is our natural all-rounder. This new development from WOOLS OF NEW ZEALAND is great news because carpets and rugs can now be made pure white. The new yarn also allows for more vivid and loyal colour-matching." says Esti...

At Topfloor, we're always aiming to push the boundaries, using new materials, production methods and design styles. With this new rug from WOOLS OF NEW ZEALAND using their Glacial XT™ yarn, we feel that we're staying true to that aim.

Having our wool held up as the pinnacle of innovation for textiles on the world stage, during Wool Week, is a breakthrough for Wools of New Zealand. This exposure demonstrates that Wools of New Zealand is at the cutting edge of the textiles industry.

What is exciting is that Wools of New Zealand has several other GlacialXT products, as well as other innovations in development, due to be launched in the months ahead. The 'CanCan' rug demonstrates the potential for our company and our wool, and heralds an exciting new phase for our company. I encourage you to read the [Telegraph article](#).



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