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MEDIA RELEASE

Success at Domotex is good news for growers

The *Domotex* trade show in Hanover this month signalled substantial progress in the campaign to improve returns to New Zealand's strong wool growers.

Wool Partners and Wools of New Zealand exhibited at *Domotex* – the largest show for the European carpet trade – as part of the programme to build demand for carpets and rugs made from New Zealand wool.

They left with multiple agreements to partner with manufacturers and retailers to sell carpet under the *Laneve* fibre integrity brand, and with huge interest generated by the launch of the interactive *Wool Benefit System* for in-store promotion (*Note: See separate news release*).

"These are real successes in delivering the strong wool strategy. We can be confident they will translate into improved demand in-market for our brand partners, and in turn real gains at the grower end of the industry," Wool Partners CEO Iain Abercrombie said today.

"With 40,000 flooring industry professionals attending, *Domotex* was an opportunity to make our pitch to the European industry on behalf of New Zealand strong wool. Our growers produce a world beating product, but it has to be promoted in-market to succeed. That's why we went there, and we were really pleased with the progress made.

"We have now signed 10 European manufacturers to the *Laneve* programme, plus three spinners in Europe, and we are working with four retail buying groups to deliver *Laneve* programmes in their stores. A great sign of overall progress is that we now have wool sales linked specifically to the *Laneve* brand moving through the system.

"This complements last year's gains in the United States, where we now have 17 manufacturing partners signed to the *Laneve* brand."

Mr Abercrombie said Wools of New Zealand had been in Europe for 16 years, and the participation in *Domotex* was a key element in growing its already substantial profile. Aside from the progress on *Laneve*, seven new partners had been gained for the *Wools of New Zealand* brand as a direct result of participation in *Domotex* 2010, taking the total in Europe to 27.

Meanwhile, discussions are under way with another dozen manufacturers in Europe for various forms of involvement and co-operation across the *Wools of New Zealand* and *Laneve* brands.

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