



Sheep CRC Practical Wisdom Case Studies

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Implications of wool measurement systems for producers

CASE STUDY

Philip Attard, Gostwyck, NSW

The ability of the Wool ComfortMeter and HandleMeter to provide objective information to the supply chain will create clear product differentiation for the next-to-skin trade and the opportunity for price premiums for ultrafine and superfine Merino wools for producers like Philip Attard of Gostwyck Merino.

About Philip Attard

Philip Attard is a businessman who operates the superfine and ultrafine wool enterprise at Gostwyck, in the New England Tablelands of NSW.

Mr Attard's business experience includes building successful information technology enterprises, holding senior executive roles in sales, marketing, strategic planning and general management, with firms in Europe, North America, Asia and Australia. He is a Director of Graziers Investment Company and Chair of the Sheep Genetics Advisory Committee.

Mr Attard is now focusing his attention on the family business, Gostwyck Merino, which produces ultra-fine and super-fine Merino wool for the next-to-skin trade.

"We want to make sure that the quality of Gostwyck Merino is always comfortable next-to-skin," he said.

"Growth in demand for superfine and ultrafine Merino can only come by expanding wool's use in the next-to-skin market and that means dealing with wool's reputation for being itchy or prickly next-to-skin.

"Having the Wool ComfortMeter available to retailers means that they can be absolutely certain through an independent source that our product is comfortable next-to-skin.

"As a result they will gain confidence in our brand and they will have confidence in the wools that we are producing."

The Wool ComfortMeter quantifies how comfort levels improve with finer micron wools all the way down to 13.5 micron, creating a clear product differentiation and the opportunity for price premiums for superfine and ultrafine wools for next-to-skin applications.

Take home messages

- The wool industry needs to constantly sell the quality of pure superfine and ultrafine Merino as being totally comfortable.
- To create new demand for next-to-skin wool garments, industry must tackle consumer perceptions of wool as prickly.
- The Wool ComfortMeter and Wool HandleMeter demonstrate that if manufacturers and retailers wish to produce and market a superior next-to-skin product they must invest in a supply chain that uses pure superfine and ultrafine Merino wool.

Further information

- Detailed fact sheets on the Wool ComfortMeter and Wool HandleMeter technology and how they benefit different areas of the wool supply chain, are available at www.woolcomfortandhandle.com.
- Companies wishing to test fabrics should contact AWTA, textiles@awta.com.au, or call +61 (03) 9371 2400.
- www.gostwyck.com