

# *NZ wool exporter launches integrity brand*



New Zealand wool exporter Bloch & Behrens (B&B) has introduced a new flagship brand for New Zealand wool that is marketed under the brand Wool Integrity NZ™. This brand gives customers every assurance that the wool supplied to them has been grown and scoured ethically and is fully traceable back to the farm on which it was grown.

Having operated in New Zealand since 1949, and with roots dating back to 1856, B&B is one of the oldest New Zealand wool export companies. Now exporting New Zealand wool to over 30 countries worldwide, B&B is the only GOTS certified wool exporter in New Zealand.

General Manager of B&B, Palle Petersen explains, 'B&B is the export arm of PGG Wrightson Wool, the biggest wool brokers in New Zealand. This relationship allows us to take wool through every stage of its journey from farm to scour and beyond to our customers worldwide, retaining full control and transparency throughout the entire process.'

'We pride ourselves on our reputation for excellence in the market place', he says, 'so it made sense to create a flagship brand that embraces the high quality standards for which B+B is renowned. It encapsulates our integrity in dealing with all our customers and farmer suppliers. Combining these long held values with the procurement capabilities of our parent company makes for a very powerful brand which we are proud to bring to the market.'

Only farms that adhere to the Integrity Programme qualify for the Wool Integrity NZ™ brand. 'We guarantee that wool under this brand has been grown to best practice standards and that strict animal welfare codes have been followed relating to all aspects of the care of the animals'.

B&B's relationship with each farm, together with specialised record keeping, ensures that every farm lot and each consignment can be traced back to where the wool was grown.

'When wool is delivered to one of our wool stores, we draw samples mechanically from each farm lot. This enables us to determine the suitability of each lot for any consignment. In addition, each farm lot is independently sampled and tested by NZWTA or SGS Wool Testing Services. Any deviation from

specification results in the wool being rejected from that consignment', says Palle Petersen.

'We personally manage the selection and movement of wool from the farm gate to our customers', says Palle Petersen, 'and we guarantee that each farm lot in any consignment will meet the specification of the scoured type ordered and delivered. We also guarantee that no inferior wools are blended into any lot.'

Wool under the Wool Integrity NZ™ brand is scoured using only NPEO free 6 mole detergents and no bleach is added to enhance colour readings. This results in a pure, natural product that remains stable throughout further processing and manufacture which provides customers with optimal processing results.

'B+B works with a range of spinners around the world, so any carpet or upholstery manufacturer interested in our Wool Integrity brand is able to purchase yarn through one of our approved spinner partners, which includes both woollen and semi-worsted spun yarns'.

Complementing this service is B&B's European office located in Copenhagen, managed by Hans Bering. Hans provides on-the-spot service to the customers in that part of the world.

Any finished product made using B&B Wool Integrity NZ™ branded scoured wool is eligible to carry the Wool Integrity NZ™ brand free of charge.

Whether you are a carpet manufacturer or a producer of home textiles, including upholstery or bedding products, Wool Integrity NZ™ branded scoured New Zealand wool will provide an additional added-value endorsement to your product.

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