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Shanghai Home Textiles Show Highlights Woolmark

The response to The Woolmark Company's exhibition at the recent InterTEXTILE Shanghai Home Textiles Show in China has been extremely positive, signing new Woolmark interior textile licensees and showcasing wool-based bedding products to thousands of international visitors.

Held over 28-30 August, the exhibition hosted some 30,000 delegates from China and Japan, with European, North American and Australian designers showcasing their innovations in bedding products.

The Woolmark Company's booth partners, Kamex (Japan) and Michell (Australia) had many inquiries and are expecting orders imminently. Other Woolmark licensees received significant orders - for quilts and pillows, and also of sampling products such as quilts, underblankets, and pillows in both adult and baby sizes.

"From these responses, it is quite clear that wool bedding items both for use in the China domestic market and for export, have great potential," explained The Woolmark Company's Executive Director, Brenda McGahan.

"We anticipate that Australian wool usage in the bedding products industry will be significant. Pile and nap finish blankets will utilize Merino wool (20-24 micron), a greater usage is anticipated of wools suitable for underblankets - Merino crossbred (24-29 micron) for sliverknit manufacture and Down breeds (26-34+ micron) with a large proportion being carbonized for quilts, underblankets and pillow filling."

"Woolmark team members from China, Japan and Australia who worked at the exhibition say that all of the feedback they had about our display and the presentations we gave to industry was very positive," says Ms McGahan. "As well as supporting our licensees and presenting the latest information and trends for the wool bedding market, we have gathered important information about issues to overcome and product benefits to promote in this massive market."

"Our presence at this high profile annual event proves what support, good will and trust the Australian wool industry and The Woolmark Company have engendered in the Asian bedding products market."

Images are available on request from Maria Cafici

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