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Pink Woolmark for 2013



A NEW pink-coloured Woolmark brand will be launched in 2013 to help marketing efforts of Australian wool for use by mothers and babies.

But different colours of the Woolmark brand could be used to delineate between some of the Australian Wool Innovation's emerging categories in future – such as mothers and babies, urban wear, wellness and health and sport and active wear.

A Gold Woolmark logo is already used for wool marketing in China and a blue Woolmark logo could be used for sport and active wear.

AWI group manager of market intelligence and reporting Paul Swan said eligibility for Woolmark marketing categories would be backed up by different specifications in fibre and product specifications.

“For the Pink Woolmark, it's quite a tight specification because in effect we have to be very confident that the product will be a non-irritant next to sensitive skin,” he said.

“Basically we end up with a variance on the Woolmark which suits different product markets where the underpinning specs are specific to that market.

“For sports active, it would be very important to have wool that performs when people are hot and sweaty and worn next to skin.”

But the spanner-in-the-works to ensuring products are meeting next-to-skin specifications is the fact the Wool ComfortMeter, developed by the Sheep CRC, has not yet been commercialised.

Earlier this month, Fairfax Agricultural Media reported that there was a deepening rift between AWI and the CRC over both organisation's inability to compromise on how each wanted the new technology commercialised.

The ComfortMeter is a machine that counts the number of fibres protruding from a fabric that can cause discomfort and will be integral to guaranteeing to consumers that a product is suitable for next-to-skin use.

Dr Swan said the technology would help tackle some tightly-held consumer beliefs about wool, such as in the mothers and babies market, where wool had a bad reputation as an allergen.

“The most positive way to fix it is to put a product out in the market that is an assured quality that people will end up with a great experience,” Dr Swan said.



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“What the CRC is doing is very important which is why we are a bit frustrated with the pace of finalisation of some of that work because I would love to use it for the Pink Woolmark. We are hoping we can use it.”