

The Campaign for Wool at The International Surfaces Exhibition 2016

NEW - Launch of The World is Better with Wool and The Freedoms of Sheep

The Campaign for Wool, the wool industry's largest ever promotion for natural, sustainable wool returns to Surfaces (TISE) with its latest initiative - 'The World is Better with Wool' - which includes a feature focus on 'The Freedoms of Sheep'.

The Campaign was launched in 2010 by HRH The Prince of Wales who continues to be its Patron. Focusing on the natural, sustainable story of wool and in fibre education and product inspiration, it has achieved immense success across the world and is now active in fourteen countries.

This year, the Campaign releases its latest initiative for the American market - "The World is Better with Wool" and will explain the many ways that natural wool adds value and improves our lives.

The first feature focus of this broad platform is a special focus on 'The Freedoms of Sheep' which will educate retailers, designers and architects on the international wool grower standards in sheep and flock management.

Sheep live free range lives but little is known about the way the sheep and wool industry set lifestyle quality targets to ensure their wellbeing. The Freedoms of Sheep will relate the five key areas that provide the fundamental strategy for the whole of the global wool industry which is underpinned by the International Wool Textile Organisation's strategy group.

"Our new educational initiative is to look at the way wool impacts on our lives and on the planet but starts with how the sheep farmer and wool textile industry impact on the life of a sheep and importantly the standards the industry sets." Bridgette Kelly of the Campaign for Wool said.

The Campaign for Wool is at TISE on Booth 432.

Ends

For further information please e-mail bridgettekelly@campaignforwool.org