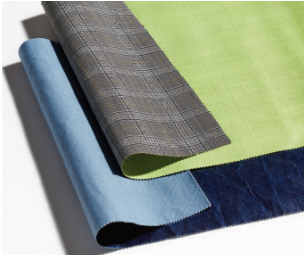


OUR SERVICES

The Woolmark Company highlights Australian Merino wool as the ultimate natural fibre and premier ingredient for the textile and fashion industry through research, development, marketing and product certification.



RESEARCH & DEVELOPMENT

World leader in funding and delivering innovative research in wool production and processing from on-farm practices, manufacturing to design and post-consumer use.



SOURCING

Sourcing support for all tiers of the supply chain with direct access to the global wool manufacturing industry, The Wool Lab and bespoke material sourcing.



SUPPLY CHAIN SUPPORT

Our dedicated technical team has specialist knowledge in all areas of the supply chain and is available to assist our partners with technical transfer, troubleshooting, and process and product development.



TRAINING & EDUCATION

Wool Education programs for the entire wool supply chain, including free online learning via the Woolmark Learning Centre, custom training programs delivered by The Woolmark Company including staff training for brands and retailers.



MARKETING

Marketing the performance and environmental benefits of wool to ensure industry and consumers are informed and inspired to make better purchasing choices.



CERTIFICATION

Independent certification for quality wool products and the world's most iconic textile fibre brand – the Woolmark logo.



THE
WOOLMARK
COMPANY

We are the global authority on wool.

The Woolmark brand represents a commitment between woolgrowers, supply chain, brands and consumers on the authenticity and quality of the fibre that connects us.