



Marketing your wool

Our mission is to drive sustainable demand for wool produced in Northern Ireland to maximise returns for our members.





As a collective marketing organisation, everything Ulster Wool does is about adding value to our members' wool.

Our system of collecting, grading and testing wool produced in Northern Ireland adds value by providing a high quality, consistent product to customers. A product we should all be proud of.

Promoting your wool in partnership with British Wool is essential if we are to maximise the price of the wool we sell.

Our marketing activities help to create sustainable demand for wool; supporting the manufacturers to make their products and building consumer demand.

As a member of Ulster Wool you play a crucial part in delivering our shared mission.




3,000 
members.

1.7m kg 
of wool marketed.



Where your wool goes

Due to the nature and diversity of the wool produced in Northern Ireland it goes into many different products. Different types of wool are best suited to different products as illustrated below.

 Type of Wool	 Products	 Brands using this type of wool
Fine	Woven apparel, hand knitting, futons, bedding, mattresses	Woolroom, Vispring
Medium	Woven apparel, hand knitting, knitwear, bedding	Peregrine, Devon Duvets
Cross	Upholstery, carpets	Camira, Kingsmead
Lustre	Woven apparel, lustrous yarns, woven apparel	Next, West Yorkshire Spinners
Hill	Woven apparel, carpets, upholstery	Harris Tweed, Brintons
Mountain	Carpets, mattresses, insulation	Harrison Spinks, Brockway

Licensee scheme

Our licensee scheme continues to grow. British Wool now has 100 licensees with 22 brands joining the scheme over the last year.

These includes John Cotton (bedding with its Slumberland and Snuggledown brands), Vispring (mattresses), Next (knitwear), Kingsmead (carpets) and a number of Japanese brands (mainly futons).

This is helping to increase the choice of British wool rich products for consumers and drive demand for British wool.

Carpets



Sleep



Apparel



Other products



Working with our licensee partners

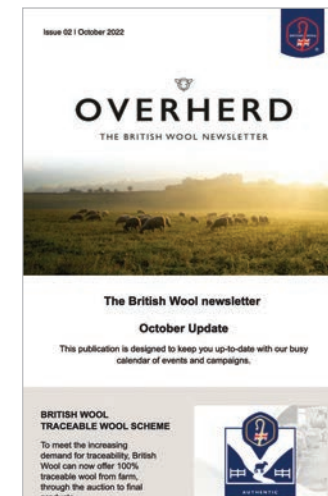
British Wool works with its licensees providing support to help them drive sales and grow their demand for British wool.

Licensees are provided with supporting literature, a branding toolkit and receive a monthly newsletter.

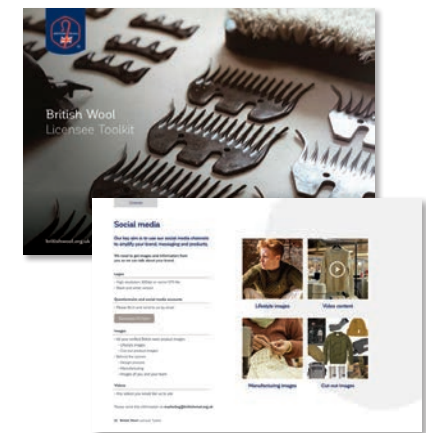
Supporting literature



Monthly newsletter



Toolkit



Product development

Driving demand for British wool is our top priority. We have worked with multiple brands over the last year to launch a wide range of new products.



Apparel

Next
Navy Grey
Craghoppers
&SONS
Lochcarron of Scotland

Sleep

Snuggledown
Slumberdown
Millbrook
Vispring
Downland

Carpets

Kingsmead
Crucial Trading
Brockway Carpets

Other Products

Melin Tregwynt (Throws)
Glencroft (In-soles)
Sustainable Rope
Wool Ship (Packaging)

25



new product ranges
launched this year.



Spotlight on



Background

John Cotton is the largest manufacturer of bedding products in the UK supplying all high street retail and supermarket non-food sectors, including customers such as M&S, Next, Dunelm and Aldi. Its main brands in the UK market are Slumberdown and Snuggledown.

Why British Wool?

We were looking at increasing our range of natural products and British wool was the natural choice. Wool is such a wonderful fibre for bedding with all its natural qualities and we were keen to capitalise on that and help to bring British wool bedding into the mainstream market via our retail channels. We have worked very closely with the team at British Wool who have amongst many things helped train our sales force, this is crucial as this is a brand new product for the group. We have also received invaluable product and technical support from British Wool as we have engaged with our retail customer base.



How is it going?

Very well. We initially launched this through our on-line channels selling direct via the Slumberdown website and through customers such as Debenhams, Asda George, Wayfair and Amazon. Sales have been encouraging and the reviews amazing! We are also in advanced discussions with our major high street retail customers and have a number of products already listed for the Autumn/Winter season this year, this will help drive significant growth. We are expecting big things from our wool collection moving forward and will be working very closely with the team at British Wool to help support this effort.

Neil McMillan

Product Development Director





Spotlight on

Brintons

Background

Brintons has been a major user of British wool for many years. All of its carpets are created from a number of unique blends that have been fine tuned and honed over the years. All of the blends contain high levels of British wool.

Brintons is the biggest single end user of British wool.

Why British Wool?

We have always used British wool in our carpets and rugs. It helps us produce the best carpets in the world. Our customers expect extremely high standards and given the scale of some of the jobs we are working on (hotels, cruise ships, casinos etc) any quality issue could be a major headache for Brintons as a business. That is why we only produce carpets and rugs from the very best raw material.

Recently we have been working closely with the team at British Wool which has trained our global sales force and provided us with useful sales aids. This has been invaluable. We weren't making the most of the British Wool collaboration which is a key selling point for our products. This will undoubtedly help us drive sales in all of the markets we operate in.

How is the market at the moment?

The contract market took a major hit during Covid with global lockdowns and companies in most sectors either closed or doing reduced business. However I am delighted to report that this business is recovering and we have a number of large projects that we are currently working on and that are in the pipeline.

The residential market in the UK has been tough due to inflation and the cost of living crisis however we remain optimistic for the rest of 2023.



What's new?

We've had a big push over the past 18 months to introduce our Agnella rugs into the UK market. This is going well and we anticipate strong growth in this area for the next few years.

We also continue to innovate. One area where Brintons has historically been strong is collaborations and our current collaboration is a particularly exciting one with the V&A.

This range is based on the V&A Archives with some truly stunning designs that we are sure UK consumers will love.

Michał Mitoszewski
Managing Director



Product training for Brintons' European Sales Team.

Royal Caribbean International used nearly 36,000m² of carpet in the Celebrity Cruises. This is over five football pitches and approximately 23,000 fleeces!



12%

Brintons share of the wool British Wool handle.

Press coverage

Over the last year British Wool has been building brand awareness in the mainstream press.

By building consumer awareness of British Wool we aim to increase demand for the products our fibre is used in.

We have done this in two main ways, product placement in articles and through a series of PR campaigns.



Campaign 1

What on earth are you wearing?

This campaign was focused on educating the consumer about the perils of fast fashion whilst explaining that British wool could be part of the solution.

We worked with a sustainable fashion influencer (Aja Barber) on this campaign and hosted a public event in Manchester.

Press coverage was very positive with articles in national newspapers such as The Telegraph.



Campaign 2

What side of the bed do you sleep on?

This campaign built consumer awareness of the use of wool in duvets, pillows and mattresses. We used a light-hearted story about the sleeping habits of Brits to spread the message that wool bedding can help you get a better night's sleep.

This was our most successful campaign to date with coverage in national newspapers such as The Independent, Daily Record and Mirror, lifestyle magazines such as Prima and House Beautiful, and on-line via MSN.



Campaign 3

Wool and the Menopause

This campaign highlighted the benefits that sleeping on and under wool could have for women going through the menopause. The main benefit being that wool bedding helps regulate body temperature.

We gained coverage in the Mirror, Star and the Daily Record and appeared on over 300 radio stations with a prerecorded interview.



Campaign 4

How wool can help insulate your home

Our fourth campaign of the year focused on the cost of living crisis and energy bills by explaining how the use of British wool products in the home could help save money.

The campaign was supported by research which analysed attitudes and consumer knowledge of how well their homes were insulated.

This campaign achieved good coverage in local newspapers and also featured in the Daily Express.

113 
pieces of press coverage.


434 
pieces of radio coverage.

Digital marketing

Social media

Our social media following continues to grow. Over the last year we launched new social media channels on TikTok in the UK and Instagram in Japan. One of our first posts on TikTok went viral gaining over 1.1 million views!

Channels such as TikTok help us to educate younger consumers about the benefits of buying products made from British wool.

1.1million 
our highest viewed social media post ever.

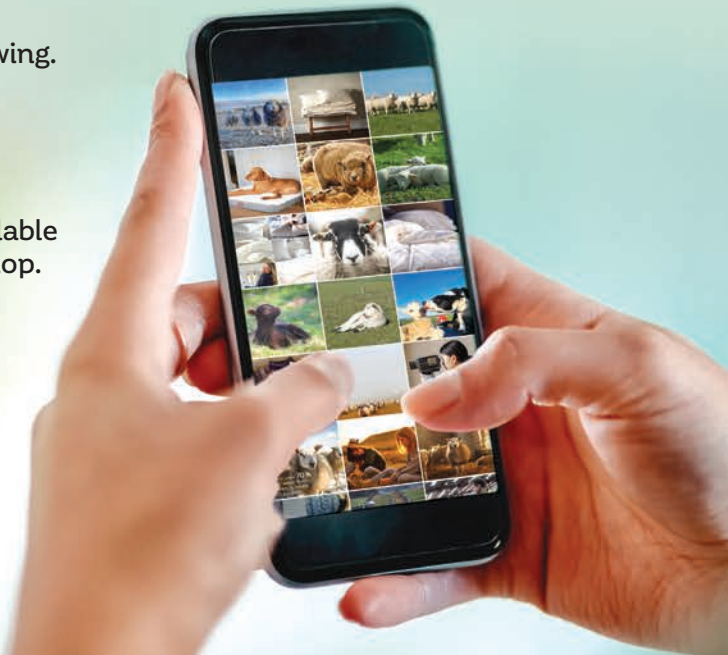
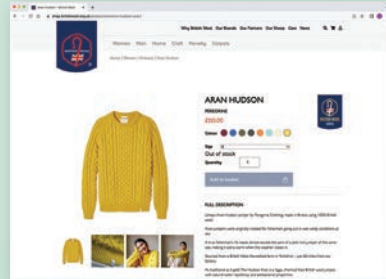
126k 
our social media following.

20% 
member discount available on the British Wool Shop. (britishwool.org.uk/shop)

British Wool shop

British Wool's on-line shop (britishwool.org.uk/shop) continues to grow and we are now selling products from 21 of our licensee partners.

It was great to see so many of our members taking up the 20% online discount when we launched. This is a permanent discount for Ulster Wool's members – just add your Ulster Wool membership number as a coupon code at the checkout.



Other marketing activities



Traceability

Demand for fully traceable British wool continues to grow. Five more brands have bought traceable wool over the last year including John Arbon on its knitting yarns and Millbrook and Dreams on new mattress ranges.



Consumer exhibitions

British Wool promotes our licensee products at a range of events including the Grand Designs exhibition and the Homebuilding & Renovation show.

We also took product to the Great Yorkshire Show which allowed our members to see where their wool is used whilst also raising consumer awareness.

This year we will also have a presence at the Royal Highland Show where we have been asked to arrange a British wool fashion show.



The Flooring Show



Domotex with Brintons



Heimtextil with John Cotton

Trade exhibitions

We also support our licensee partners at trade shows. Major events include The Flooring Show which is a key event for the carpet sector, the Bed Show and the Buying Group show.

Campaign for Wool

Over the past year we have worked with the Campaign for Wool to build greater awareness of the benefits of wool.



The Flooring Show

The Flooring Show is the biggest trade carpet show in the UK attracting thousands of carpet retailers every year. British Wool worked with the Campaign for Wool to transform the central area into a wool carpet maze to showcase the best new wool carpets for 2022.



Woolroom and Menopause

The Campaign for Wool hosted a press event with Woolroom and ex-BBC presenter Louise Minchin to highlight the benefits of wool bedding when going through the menopause. This event received a large amount of press coverage.

Woolroom is British Wool's largest bedding licensee and sells its product in both the UK and US markets. All of the wool it uses is fully traceable.

Harris Tweed video

The Campaign for Wool produced a short film to show how Harris Tweed is made. The film launched at a press event at Walker Slater in Covent Garden.

Harris Tweed Hebrides is one of our largest licensees producing cloth from British wool for global fashion brands and high-end furniture manufacturers.



Maximising the value of your wool

Help us to achieve the best possible value for your wool by taking care of your clip during and after shearing.

Our five top tips to help achieve the best value are;



Shear your sheep when they are dry.



Shear in clean conditions.



Keep your wool dry.



Only use approved marker sprays – look for the British Wool logo.



Keep mountain and coloured fleeces separate from white lowland fleeces to avoid contamination.



To find out more please contact –
mail@ulsterwool.com
or call 028 9446 2131

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THE CAMPAIGN FOR WOOL
Patron: The former Prince of Wales