



MEDIA RELEASE

Family Collaboration Brings Romance Back to Australian Merino

Three family-owned businesses from Forbes, Rosebery and Wellington have teamed up to launch a stunning range of Australian made, hand printed, ethical and sustainable Merino garments and accessories.

Combining their passion and commitment for developing Australian made products for a global market, garment manufacturer, **Woolerina**, renowned printing house, **Signature Prints**, and sustainable Merino producer, **Glenwood Merinos**, have achieved what has eluded the wool industry for so long.

Founder of Woolerina, Warwick Rolfe, fulfilled his life-long dream of taking Australian Merino from the sheep's back through to a finished garment when he established the company in 2005.

“Woolerina was 30 years in the making and we are very proud of what we have achieved in developing a world class, Australian sourced and made, high quality Merino clothing label right here in Forbes!” Warwick said.

“We recognised early that fashion consumers globally are becoming increasingly discerning regarding ethical and sustainable aspects of production. They want to know the *where, how and who* across the entire supply chain from farm to fabric.”

“We have been extremely lucky to find two other family owned businesses who share our values and passion for Merino which has allowed us to exceed our clients' expectations with this exciting new range.”

CEO of Signature Prints, David Lennie, said that he and his wife Helen had always had a preference for natural fibres and a long-term love affair with Merino.

"We are always looking for opportunities to develop new products, so when Warwick first turned up from Forbes in the Woolerina 'van' we were blown away by his exquisite Merino fabric which wouldn't be out of place in the studio of a high end designer like Akira," David said.

"Combine this with Signature Prints' contemporary hand printed designs and 100% water based pigment and it makes for an amazing story. You could say that country and city cousins have come together to bring the romance back to Australian Merino."

Sixth generation woolgrowers, Norm and Pip Smith of Glenwood Merinos, are equally excited about the collaboration which allows them to combine their passion for Merino with the love of their land.

"We strongly believe that the consumers of tomorrow will be focussed on the whole story, not just the price tag. We are also passionate about regenerating the land for future generations which is why we practice holistic management and have not mulesed our animals since 2005."

The new range is available now, exclusively through Woolerina's new website at www.woolerina.com.au. For more detailed information see over.

Photo Attachments:

- High resolution photos related to this story are available at the following link <https://www.dropbox.com/sh/hrwwfe7w927m21q/AACQq1x6ElRXrQbo-C9bupVza> or by request.

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MEDIA CONTACT:

Ian Smith

T: 0417 020 429

E: ian@accessusa.com.au

THE RANGE

1. Garments

- *Children's Long Sleeve Top* – Pink Butterfly print, Blue Stripe print (size 2, 4, 6, 8)
- *Baby's Bodysuit* – Mint Star print, Pink Daisy print (size 000, 00, 0, 1)
- *Baby's Singlet* – Mint Star print, Pink Daisy print, Red Dot print (size 000, 00, 0, 1)
- *Baby's Legging* – Mint Star print, Pink Daisy print (size 000, 00, 0, 1)
- *Baby Wrap* – Rabbits & Poodles print in charcoal (one size 80cm x 100cm)
- *Baby Sleeping Bag* – Rabbits & Poodles print in charcoal (size 00 & 1)

Note: All Children and Baby garments feature water based coloured prints on 100% natural, ethical & sustainable Merino fabric.

- *Women's Printed Legging* – Songbird print in black, on black fabric (size 10, 12, 14, 16, 18). Blend of 95% natural, ethical & sustainable Merino and 5% Lycra.

2. Accessories

- *Women's Printed Scarf* – Dandelion print in either peacock or watermelon, on 100% natural, ethical and sustainable Merino fabric (one size 40cm x 200cm).

GUARANTEED ETHICAL AND SUSTAINABLE

- 100% water based pigment used by Signature Prints.
- Woolerina are proud licensees to the **Australian Made** logo.
- Woolerina is accredited with **Ethical Clothing Australia**.
- Glenwood Merinos practices regenerative agriculture and adheres to strict animal welfare standards.

THE PARTNERS



Forbes, NSW

The Woolerina story began more than 30 years ago, when Warwick Rolfe first walked into the Sydney Wool Selling Centre. Warwick found his life-long passion for the beautiful Merino fibre that day and has spent the rest of his professional life working toward Woolerina. Warwick's long held dream of taking beautiful Australian Merino wool from the sheep's back through to a finished garment came to fruition when Woolerina was established in 2005. For more information go to the Woolerina [website](#).



Rosebery, NSW

Signature Prints is a hand-printing company based in Sydney, Australia, specialising in the design and printing of premium textiles, wallpaper and limited edition art. David and Helen Lennie pride themselves on uniting traditional screen-printing techniques and contemporary colour, to create a range of products that excel in the current design market. Most notably, they have the exclusive license to the Florence Broadhurst design library for wallpaper, textiles and limited edition art. For more information go to the Signature Prints [website](#).



Wellington, NSW

The Smith family has been breeding Merinos at Glenwood since 1898. Norm and Pip are sixth generation woolgrowers and live on the property with their 5 children. Glenwood Merino sheep are managed to mimic nature, grazing in large mobs for short periods of time before moving to new paddocks, allowing the land to rest and regenerate its native pasture. Well treated land makes for healthier, happier sheep and the Merino wool used in Woolerina garments is of the highest quality and super soft. Animal welfare is also important at Glenwood with no mulesing and minimal chemical intervention. For more information go to the Glenwood Merinos [website](#).