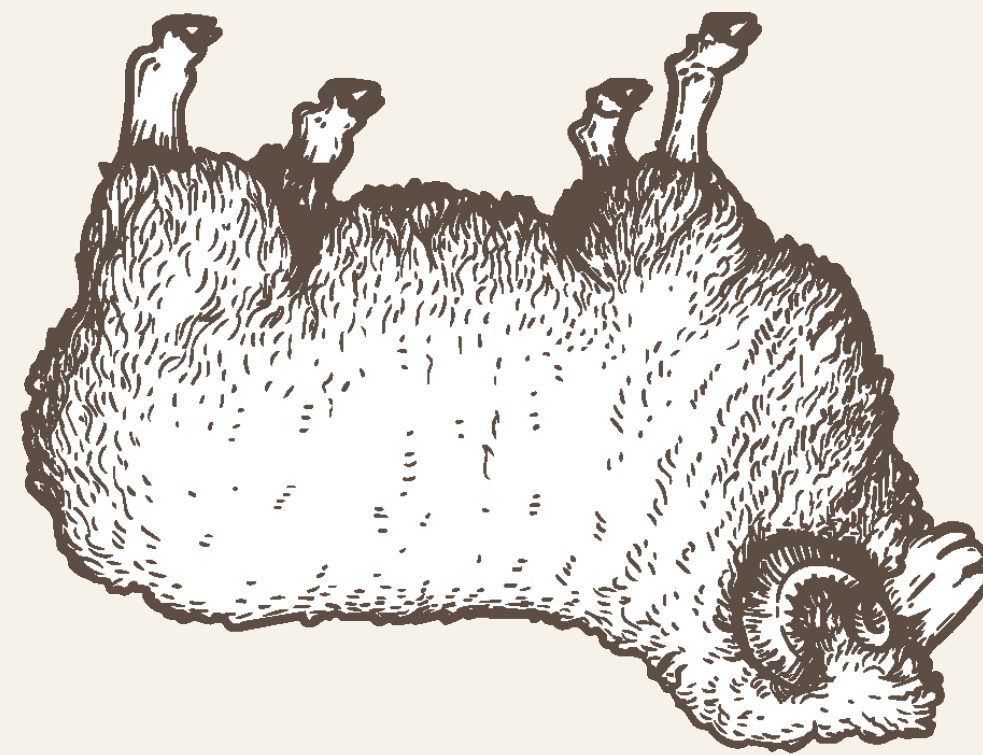




Completely Thinking Differently about Wool.





From Adelaide to the world, Michell Wool has been revolutionising Merino for over 155 years. What began with a young Cornish bootmaker stripping fleece is now a global supply chain of premium wool - reliable, traceable, and technically backed.

## MICHELL WOOL SINCE 1870

Still family-owned, we are Australia's oldest wool business and the nation's largest exporter of clean, first-stage wool fibre, operating across Australia and China. As the world's largest carboniser and the only first-stage processor from Australia, we lead with scale and integrity.

Our secret? **Innovation** in our DNA. From pioneering superwash technology to reimagining fibre with eqwools™, we never stop pushing wool forward.



### Masters of Scale & Precision

- **Australia's only first-stage wool processor**  
Controlling the journey from fleece to fibre with local authority.
- **World's largest carbonising facility**  
Delivering volume and quality - without compromising sustainability.

### Innovation That's Woven In

- **From superwash pioneers**  
To redefining ease and performance in wool care.
- **eqwools™: Wool, reimagined**  
A new standard in natural fibre blending - engineered for short staple spinning and scalable sustainability.



WE'RE IN BUSINESS  
WITH WOOL.

## Michell Direct to Grower

Michell Direct sources wool directly from growers through a network of depots and Wool Representatives across Australia. With trusted relationships built over time, it offers wool of specific styles and unique specifications while ensuring full traceability of origin and animal welfare practices. These direct partnerships enable Michell Wool to meet the niche market demands of manufacturers and retail brands.

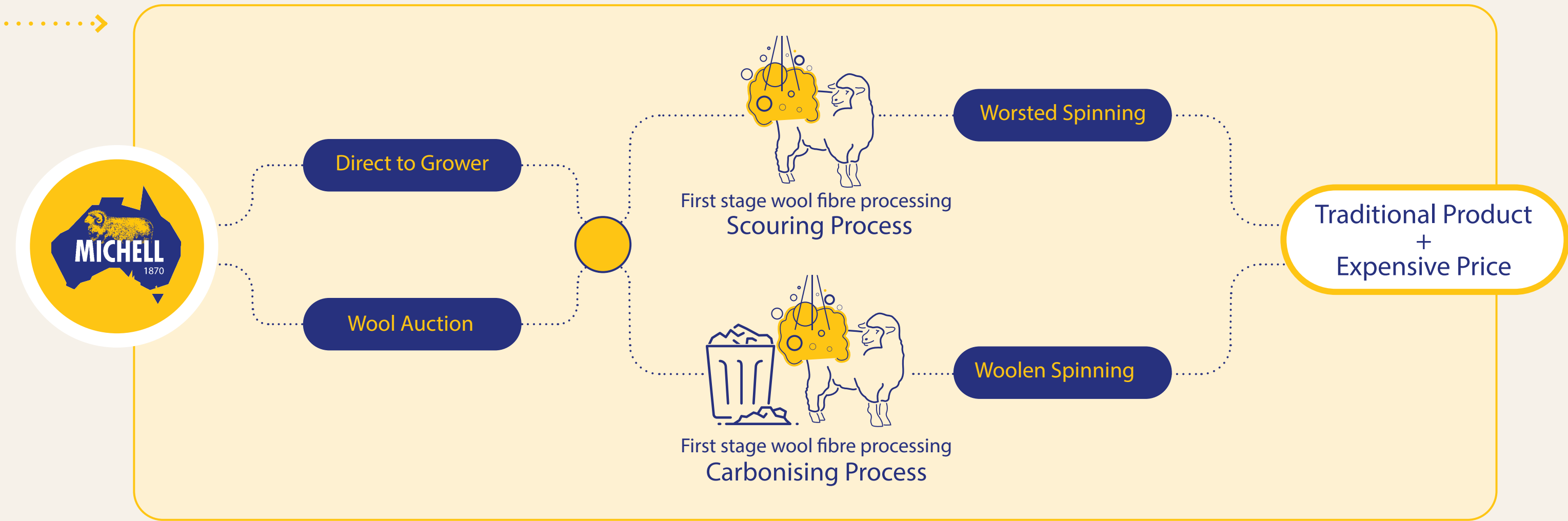
## Traditional Auction Buying

Michell Wool maintains a strong presence at Australia's key wool selling centres—Sydney, Melbourne, and Fremantle—where it sources wool weekly through the traditional open-cry auction system. This direct approach enables access to a wide range of wool types, meeting the needs of both niche and large-scale manufacturers. With decades of industry experience, Michell's buyers bring deep market insight to secure high-quality wool at competitive prices. This ensures consistent supply, uniform quality, and cost-effective solutions for global manufacturers. By actively participating in national auctions, Michell Wool supports Australian wool growers and reinforces its commitment to a reliable, sustainable supply chain for the evolving global textile market.

# Fibre Innovation. Scientifically Proven - Deakin Future Fibres Hub

## Traditional Wool Pathway

Where we use eqwools™ in garments



## eqwools Pathway

Wool takes a new process route

Short fibres made blow-room ready

Spun on cotton spinning systems

Results in innovative, scalable products



We have the global network and scalability to source and process wool in accordance with our clients' needs regardless of their size or location. Our specialty processing facilities in Australia and China give customers unique supply opportunities.



Location	Process	Output	Annually
China	Carbonising	20 Tonnes Per Day	6,500 Tonnes
	Superwash	450kg Per Hour	3,400 Tonnes
Australia	Carbonising	40 Tonnes Per Day	12,000 Tonnes
	Scouring	33 Tonnes Per Day	10,500 Tonnes

## China



## Australia



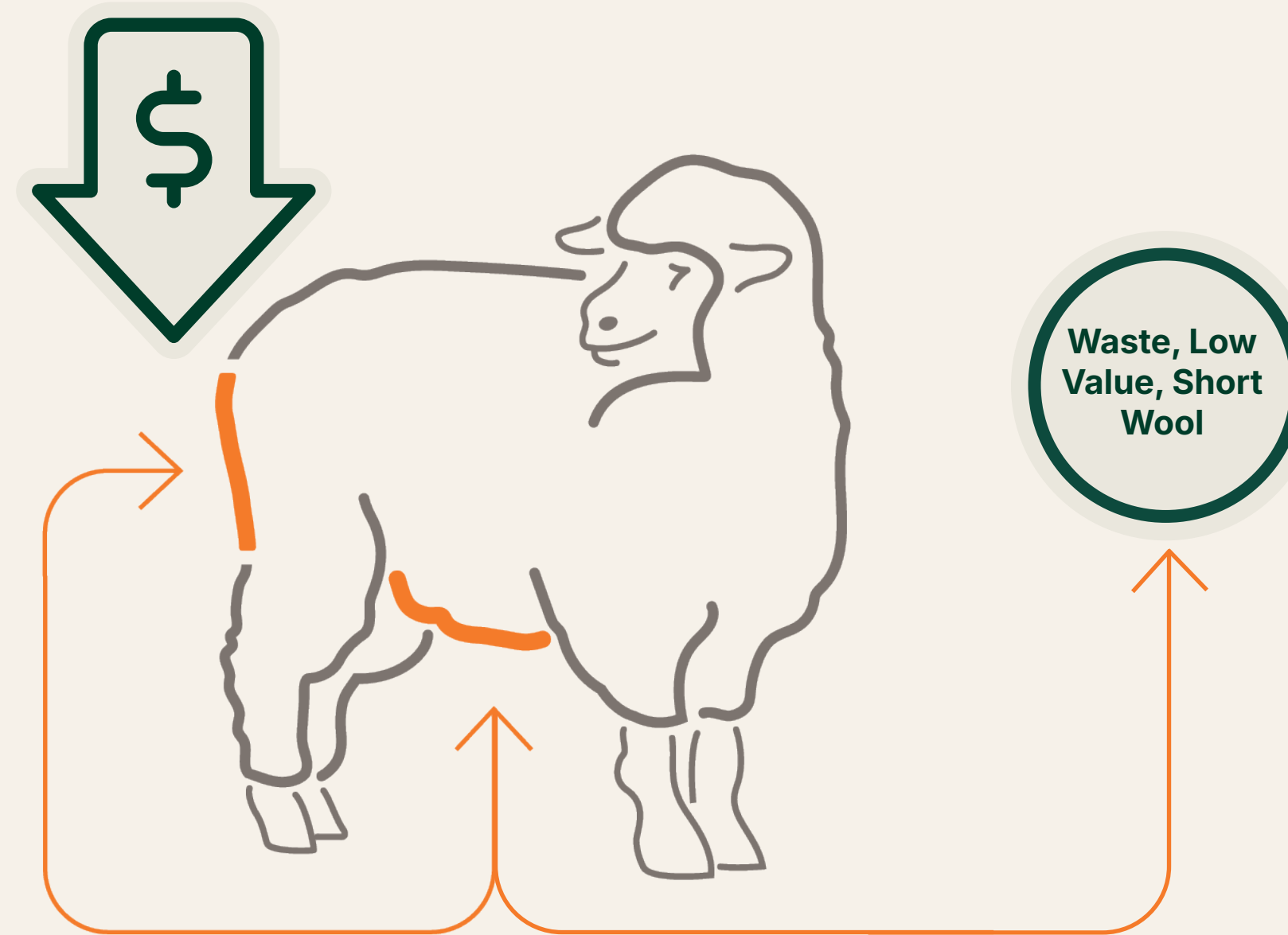
15.5 Micron  
-  
35 Micron  
at both locations



Introducing eqwools™ - the disruptor and the enabler of wool

# Premium wool. For everyone.

- eqwools™ uses lower cost, but still premium finest Australian merino wool with new innovative production technology
- Maintaining a high quality standard of merino wool



## Low Value

Premium Australian Merino wool, available in super fine micron;

- 18.5
- 19.5
- 20.5



## Short staple spinning

The world's most efficient and common spinning system



## Blending with

Cotton  
Man-made cellulosic  
Synthetics



## Yarn

Can be spun in common yarn counts



## Fabric

Flatbed Knit  
Circular Knit  
Woven light/heavy  
Denim light/heavy



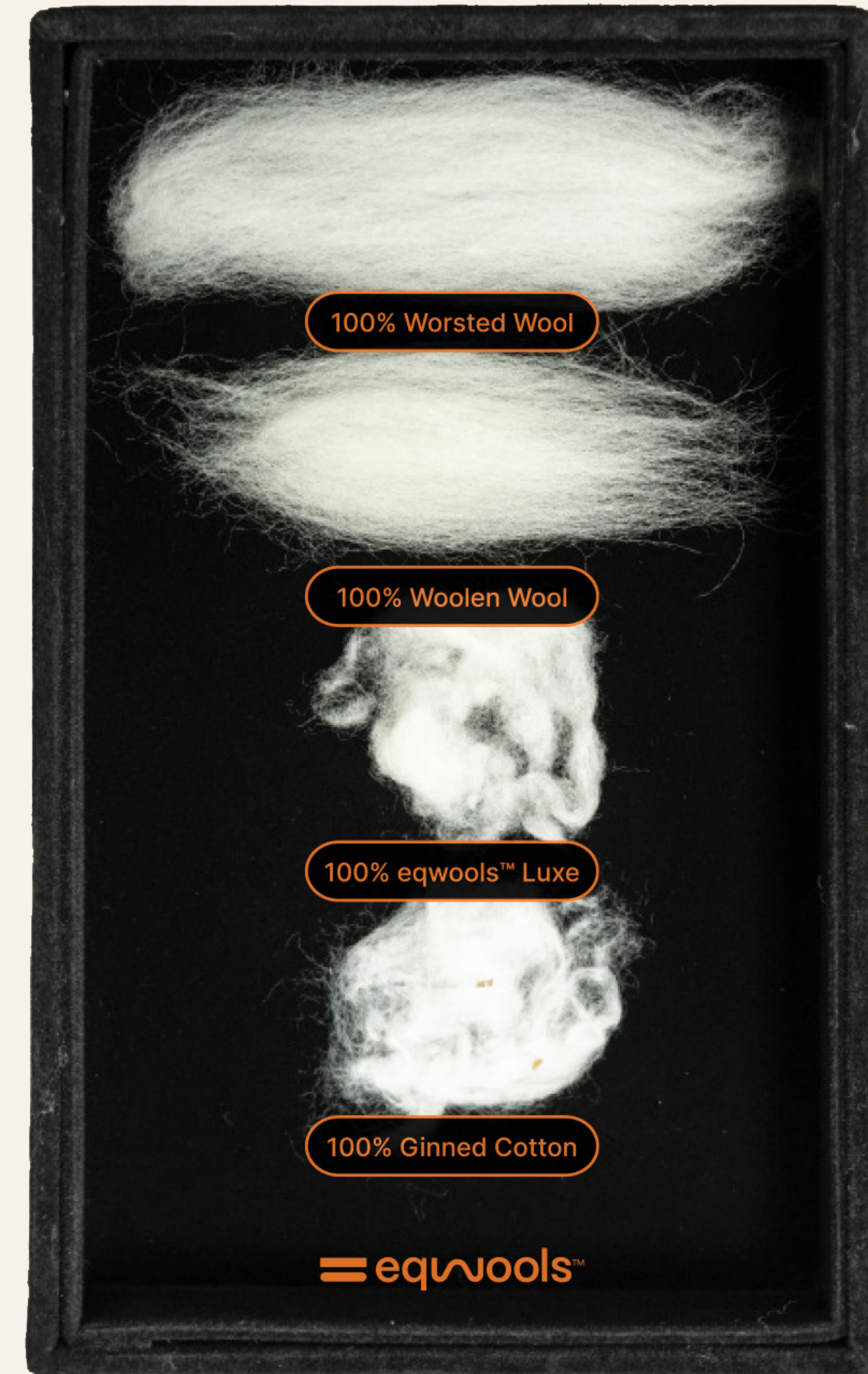
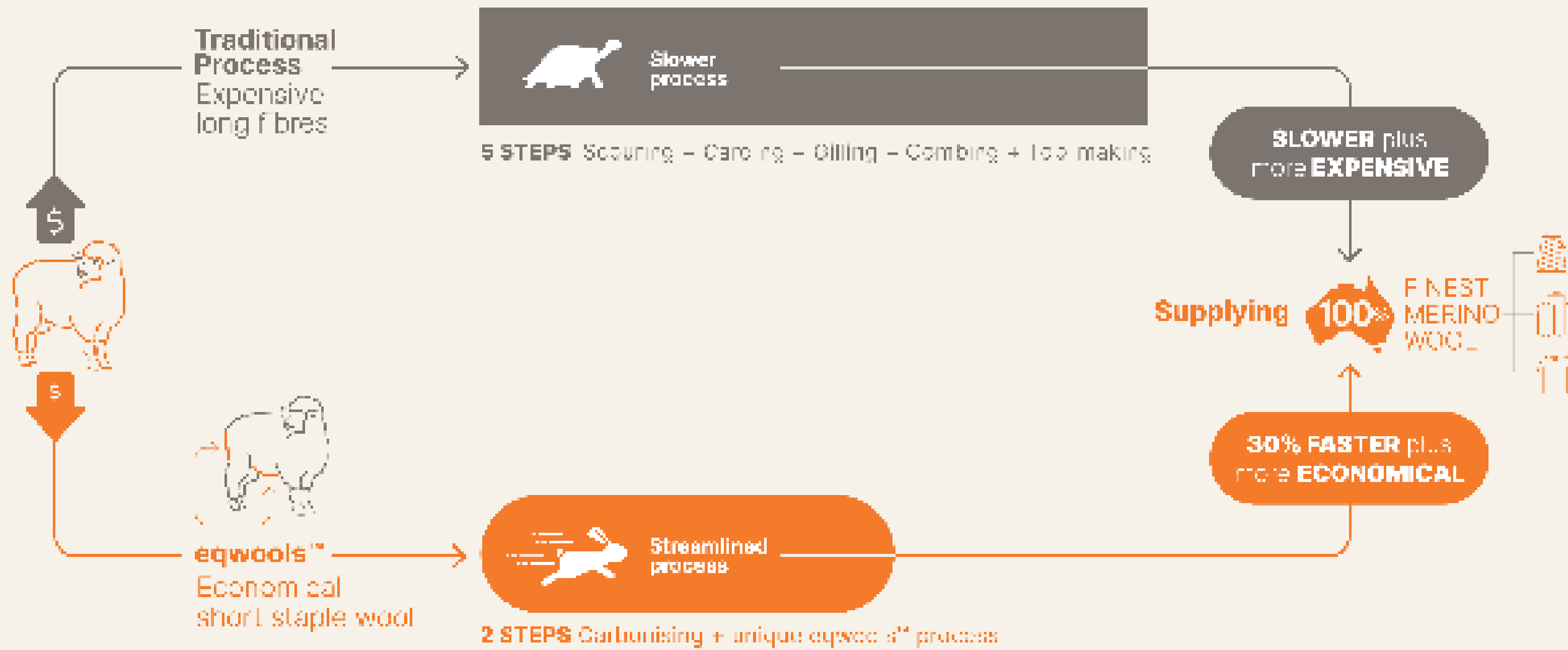
## Garments

Everything!

# Premium wool. For everyone.

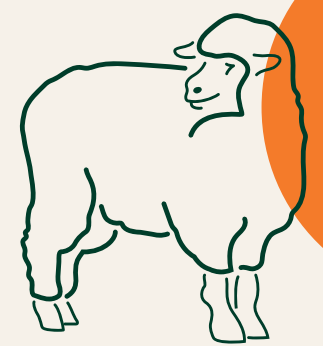
Why all wool isn't considered equal

## Traditional Process VS eqwools™



# 1-2-3 Product Options

	\$	FIBRE LENGTH	MICRON	YARN COUNT (Ne)	COMFORT FACTOR%	FIBRETRACE	SUPERWASH
<b>Luxe</b>	Luxury	28-35mm	18.5	>40	98-100	✓	✓
<b>Fine</b>	Premium	28-35mm	19.5	20-40	96-98	✓	✓
<b>Knit</b>	Lowest	28-35mm	20.5	0-19	94-96	✓	✓



3 Tiers of Innovation

# Global partners

**24** Spinning partners

**7** Active countries

**>100** Supplychain Partners



Connect with us - [info@eqwools.com](mailto:info@eqwools.com)

## Scientifically validated

- Backed by internationally renowned research from the CSIRO and the ARC Research Hub for Future Fibres - Deakin University
- Independently laboratory tested
- We're with you every step of the way, providing the guidance, expertise, and assurance helping you meet rigorous industry testing



**IFM**  
INSTITUTE FOR  
FRONTIER MATERIALS



**DEAKIN**  
UNIVERSITY



Wool for Everything

Where we use eqwools™ in garments

## Thermal Regulation

- Natural Merino fibres help maintain optimal body temperature - keeping you warm in winter and cool in summer for year-round comfort.



## Versatile

- Blends easily with cotton, synthetics, or man-made fibres for multiple applications—from activewear to casual and everyday essentials.



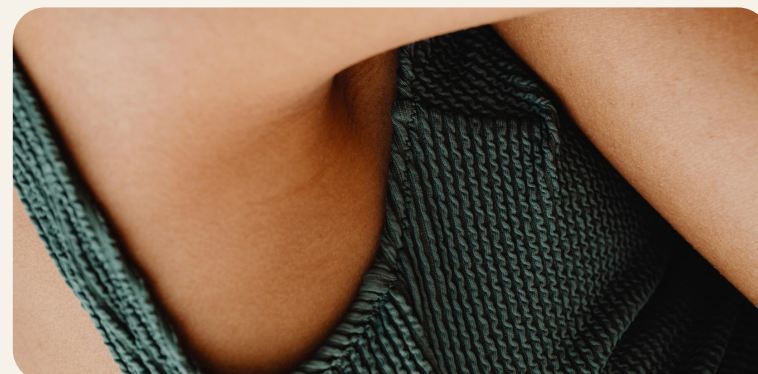
## Odour & Moisture Management

- Naturally resists odors and wicks away moisture, keeping you fresh and dry even during extended wear or physical activity.



## Skin-Friendly – Natural Comfort

- Super fine Premium Australian Merino doesn't itch, making it ideal for sensitive skin and providing irritation-free comfort all day long.



## Durable & Easy-Care

- Enhanced strength and longevity through superwash treatment, ensuring the fabric remains machine-washable and retains quality over time.

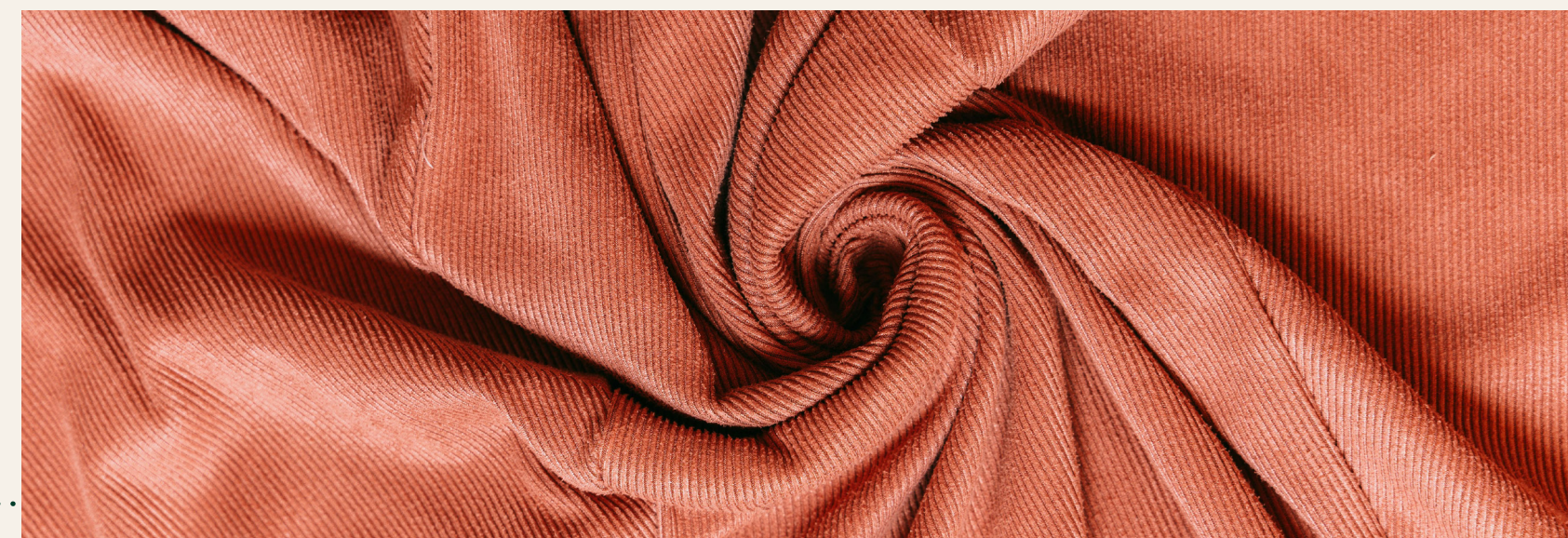


## Traceable & Ethical

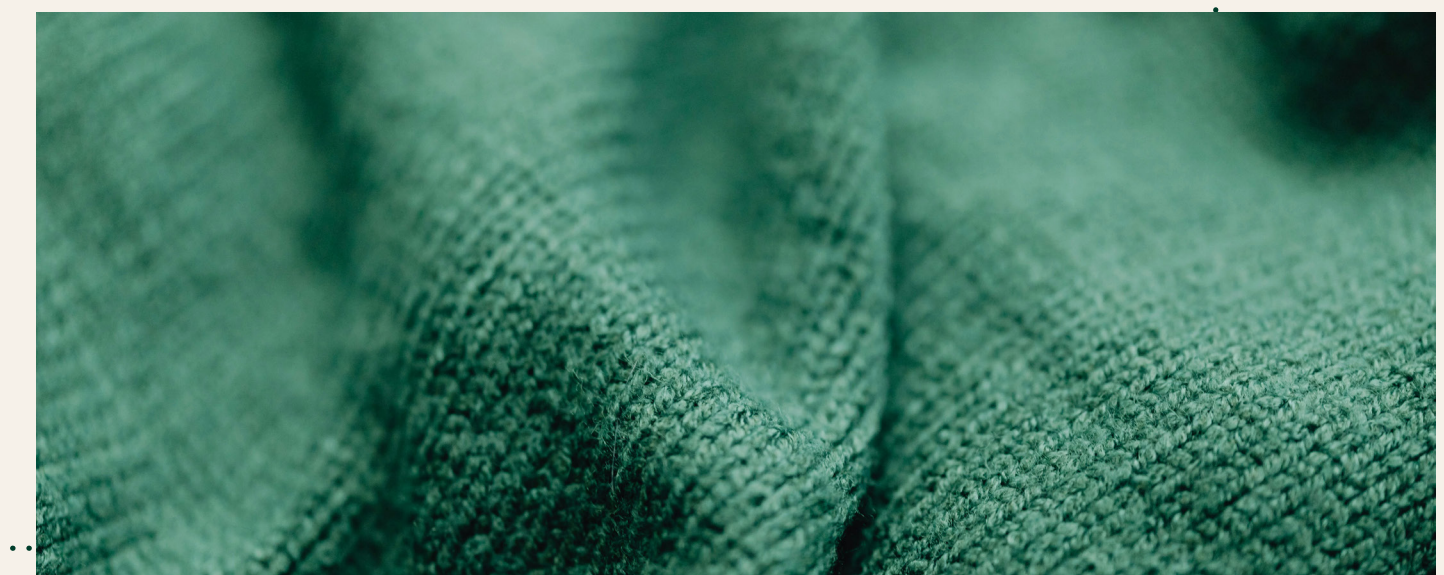
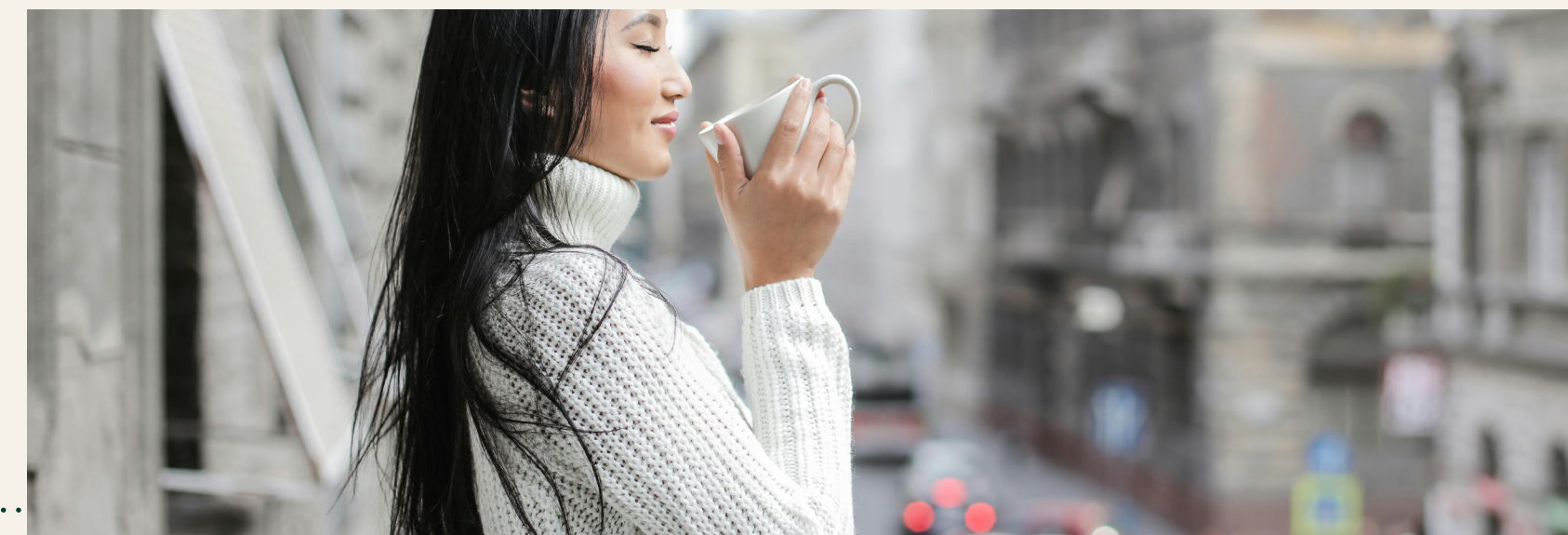
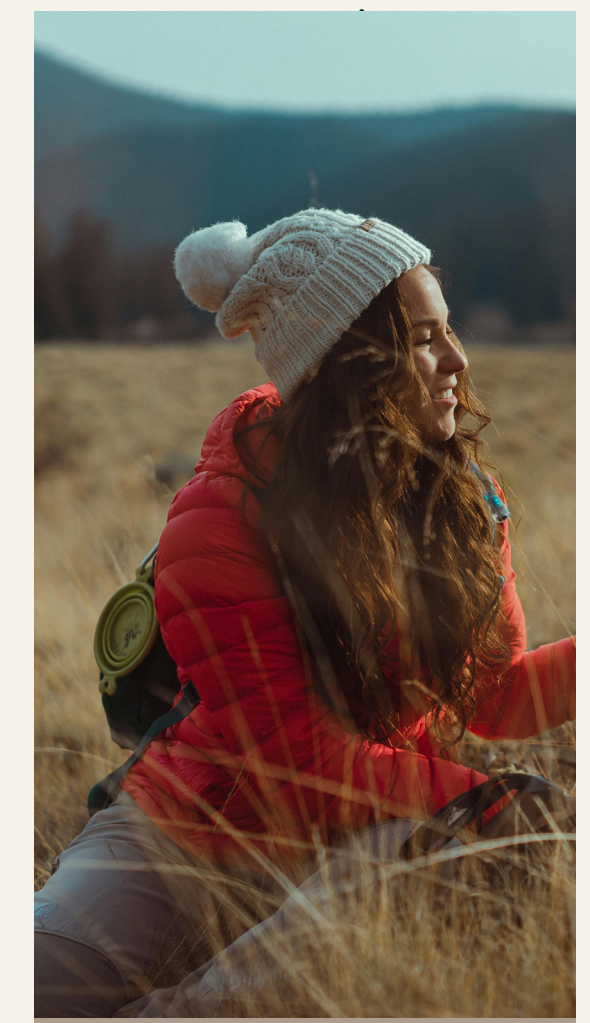
- Fully traceable from first stage processing to finished garment using FiberTrace®, giving consumers complete transparency and confidence in sustainability credentials.



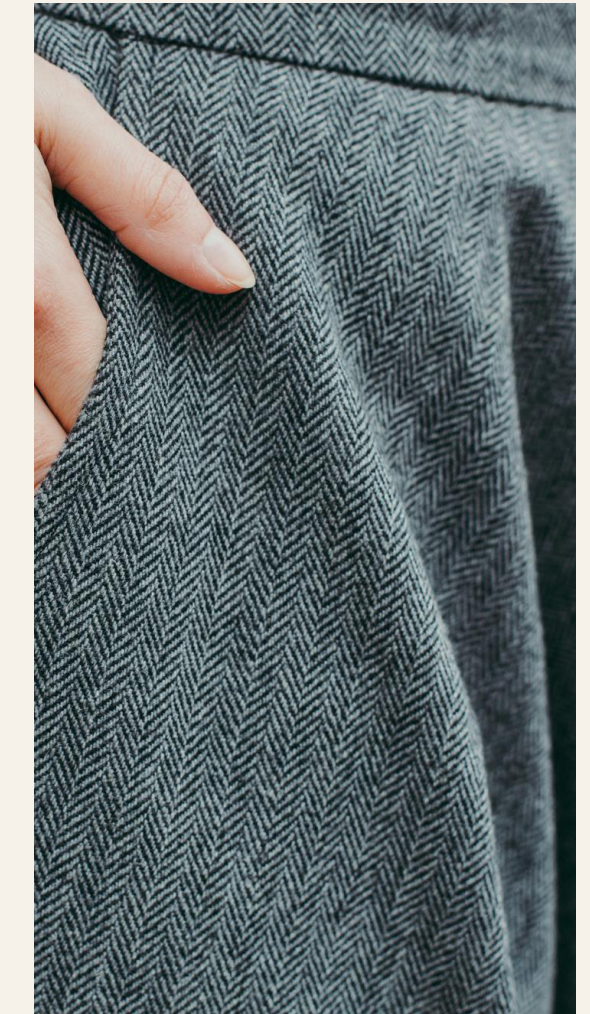
- Jersey
- Interlock
- Waffle
- Rib
- Pointelle
- Double knit
- Jacquard
- French terry
- Brushed fleece
- Seamless knits
- Socks



- Sweaters
- Gloves
- Scarves
- Beanies



- Canvas
- Twill
- Drill
- Cord
- Flannel
- Jacquard
- Dobby
- Herringbone
- Poplin
- Sateen
- Chambray



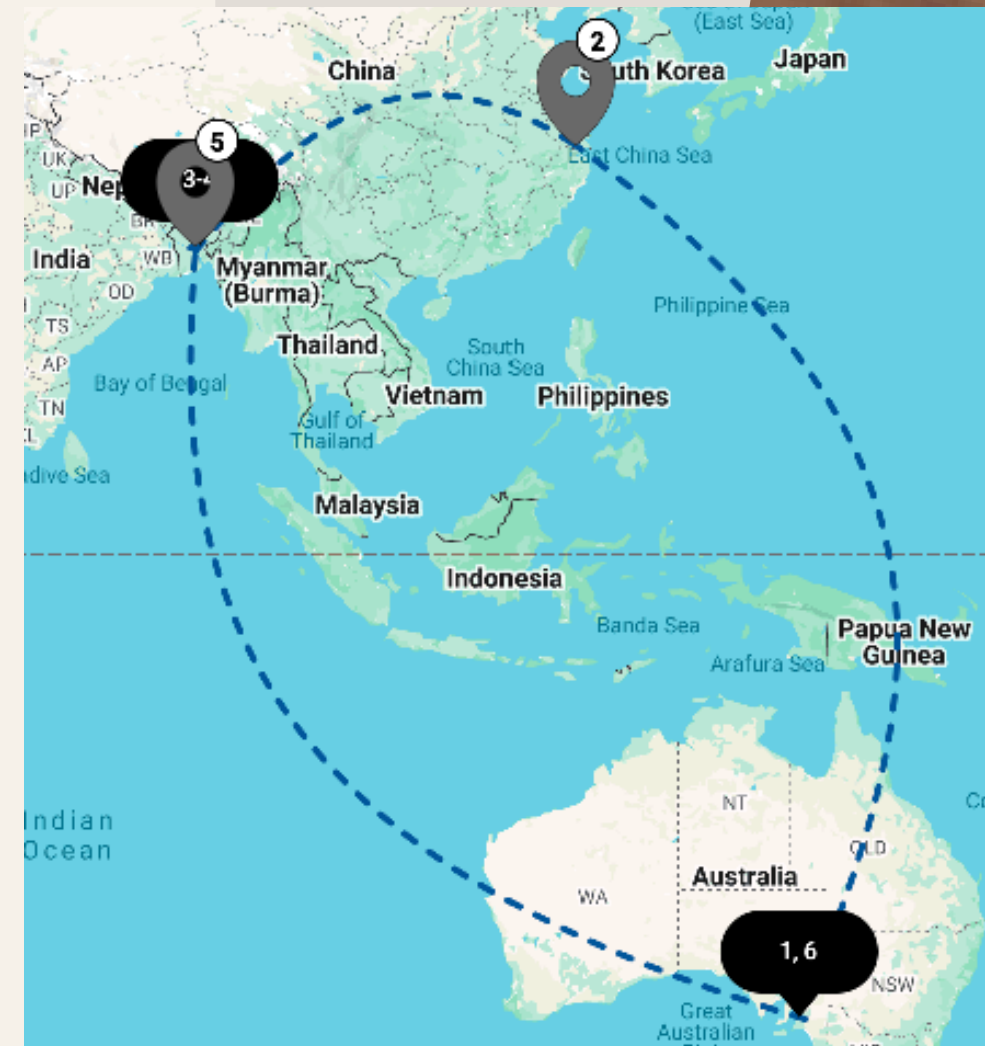
Knits	
Pilling	✓
Dimensional Stability	✓
Spirality	✓
Colour Fastness	✓
Moisture Wicking	✓

Wovens	
Pilling	✓
Dimensional Stability	✓
Spirality	✓
Colour Fastness	✓
Moisture Wicking	✓

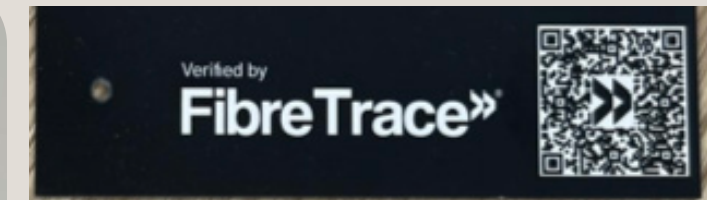
Backed by independent testing, eqwools™ fabrics deliver proven performance – ensuring confidence from mill to retail to consumer.



Traceability, Transparency, Responsible Wool Processing.



FibreTrace®



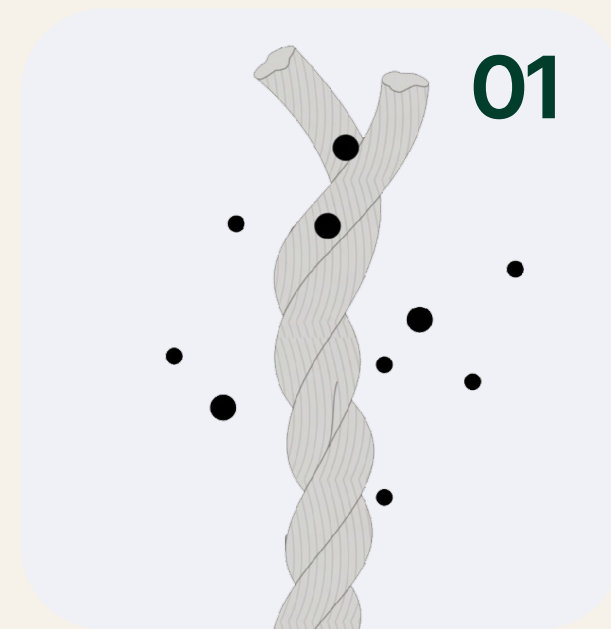
WE'RE IN BUSINESS WITH WOOL.



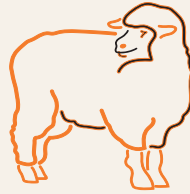






Fully Traceable

### 3 Step Solution

- 01. Pigment ID
- 02. Scanner
- 03. Platform



# Proof in Every Fibre, Not Just on Paper

Dimension	NM + FibreTrace® (Your Advantage)	RWS (Traditional Standard)
 Animal Welfare	Guarantees non-mulesed wool - the one issue consumers truly care about. Simple, powerful, uncompromised.	Broad coverage, but the message gets diluted. Consumers only care about "no mulesing."
Traceability	<b>Unbreakable proof:</b> luminescent pigments + blockchain at every stage. Zero room for fraud.	<b>Paper trails only.</b> Prone to error and greenwashing risks.
 Transparency	<b>Visible, fibre-level verification.</b> Brands and consumers see proof instantly.	<b>Audit-based.</b> Hidden from consumers.
 Storytelling	<b>Interactive QR journey:</b> farm-to-garment storytelling that builds loyalty.	<b>Logo only.</b> No story. No emotional pull.
 Flexibility	Works <b>in all blends</b> - cotton, synthetics, Tencel. Total innovation freedom.	<b>Restrictive rules.</b> Harder to certify blends.
 Speed to Market	<b>Fast and frictionless.</b> No audits. Quick grower and supply chain onboarding.	<b>Slow, costly audit cycles.</b>
 Consumer Chain	<b>"Non-Mulesed &amp; Traceable with FibreTrace®"</b> → powerful, future-ready claim.	<b>"RWS Certified Wool"</b> → credible but generic.
Cost	<b>Lower costs.</b> Investment goes into tech that builds trust.	<b>High certification + audit costs.</b>
 Grower Impact	<b>Zero cost</b> with FibreTrace®. Inclusive and scalable for all growers.	<b>Ongoing burden.</b> Compliance + TC costs hit small growers hardest.

## Leading the Way.

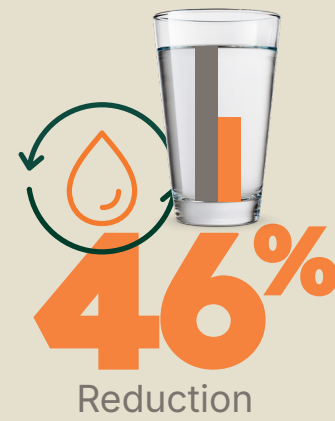


Our continuous improvement.  
An optimistic glass half empty approach.

Carbonising  
Our Water Usage

From:  
34,000 litres/tonne

Now:  
18,500 litres/tonne



Scouring  
Our Water Usage

From:  
16,000 litres/tonne

Now:  
11,200 litres/tonne



## Rainwater. Save and reuse.



I'll drink to that.



This image illustrates the usable scouring water produced from heavy stream wastewater after our filtering treatment.

Our focus is on maximising water recycling. By implementing cutting-edge filtration and purification technologies, we've significantly reduced our reliance on fresh water. This translates directly to energy savings, as less water needs to be heated. In essence, for every litre of water we clean and reuse, we conserve substantial energy. This commitment ensures that Michell Wool remains at the forefront of sustainable practices, delivering premium wool with a reduced environmental impact and lowering our operational cost.

Input water		Filtered water			
Suspended solids	Grease	Suspended solids	% removal	Grease	% removal
16,533mg/L	13,710mg/L	507mg/L	97%	1,290mg/L	91%

**97%**

Percentage removal, Suspended solids

**91%**

Percentage removal, Grease

## Wastefulness for good.



Waste nothing.

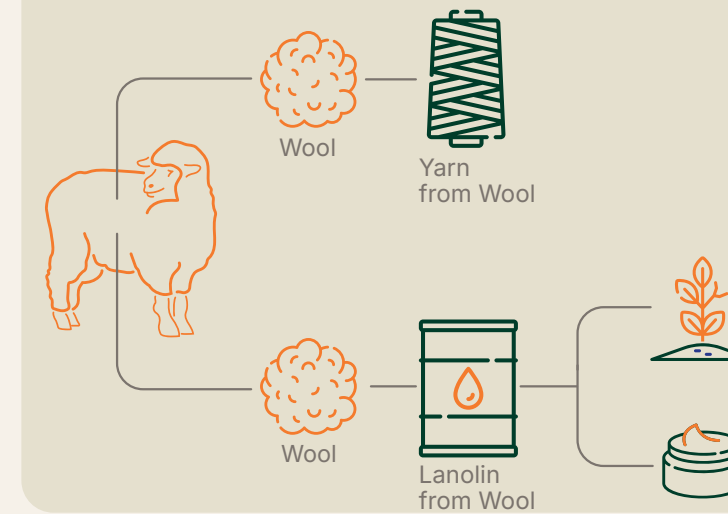
**38%**

An ingenious solution led to a remarkable 38% reduction in gas usage in drying wool, showcasing the potential of waste heat recovery in energy-intensive industries.

## Wastefulness for good.



Attractive waste.



Extraction of lanolin:

We extract lanolin, a natural wool grease, which is refined and used in high-end cosmetics and industrial applications.

Solid waste:

Our advanced Sirolan process enables us to capture heavier waste solids, which are sent to a local organic composting facility, enriching the soils of nearby farms, vineyards, and public parklands enjoyed by our community.

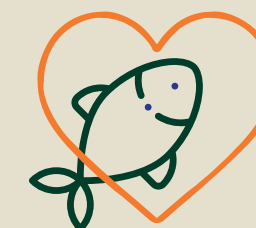
## Gone. For good.



For us, "chemicals" is not a dirty word.

According to International REACH standards

- All Michell chemicals: APEO and NPEO free
- Michell wool detergents: 100% biodegradable and APEO and NPEO free



APEOs, Their Use and Environmental Concerns

Why They Are Used: APEOs are commonly found in detergents, cleaning agents, and chemicals for textile and leather production due to their strong surfactant properties.

Why They Are Problematic:

Endocrine Disruption: Break down into nonylphenol (NP) and octylphenol (OP), which can disrupt hormone systems in humans and animals.

Toxic to Aquatic Life: Harmful to marine organisms and persist in the environment.

Environmental Persistence: Difficult to degrade, posing challenges for wastewater treatment.

Human Exposure: Widespread use increases potential exposure risks.

# Join Us in Rethinking Wool, Rewriting Value.



Together, we can scale wool's natural intelligence  
— Bringing sustainable elegance to  
everyone, everywhere.



WE'RE IN BUSINESS  
WITH WOOL.



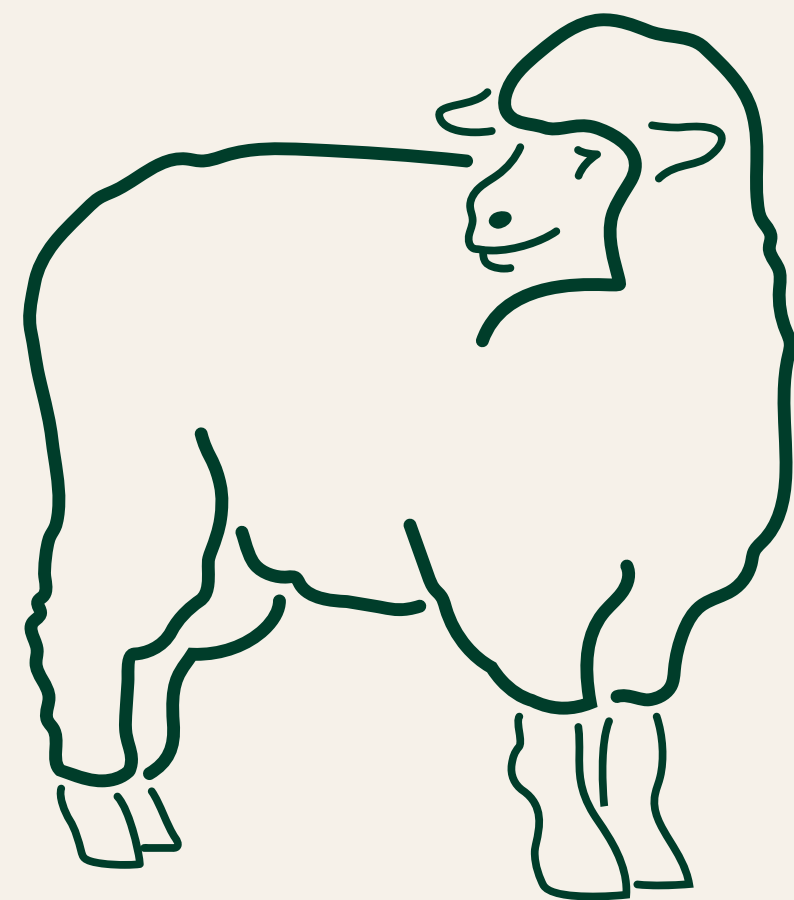
STANDARD  
100

**FibreTrace**®



# Wool, Without Limits

Luxury made accessible. Scale made possible. Traceability made real.



**Let's Create  
Something Bigger**



[www.eqwools.com](http://www.eqwools.com)



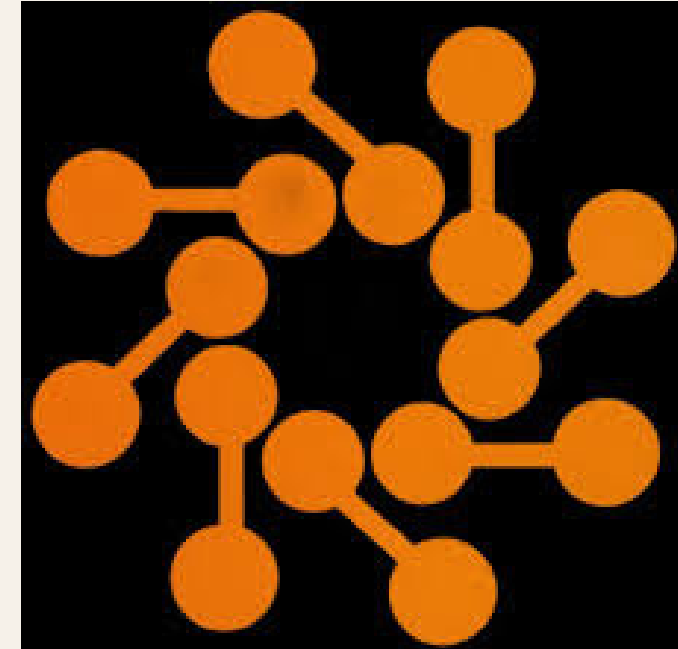
[info@eqwools.com](mailto:info@eqwools.com)



[@eqwools](https://www.linkedin.com/company/eqwools)



[@eqwools](https://www.instagram.com/eqwools)



## Everything in One Scan.

- Presentations
- Dye recipes
- Supply info
- Link to stay in the loop with eqwools™

