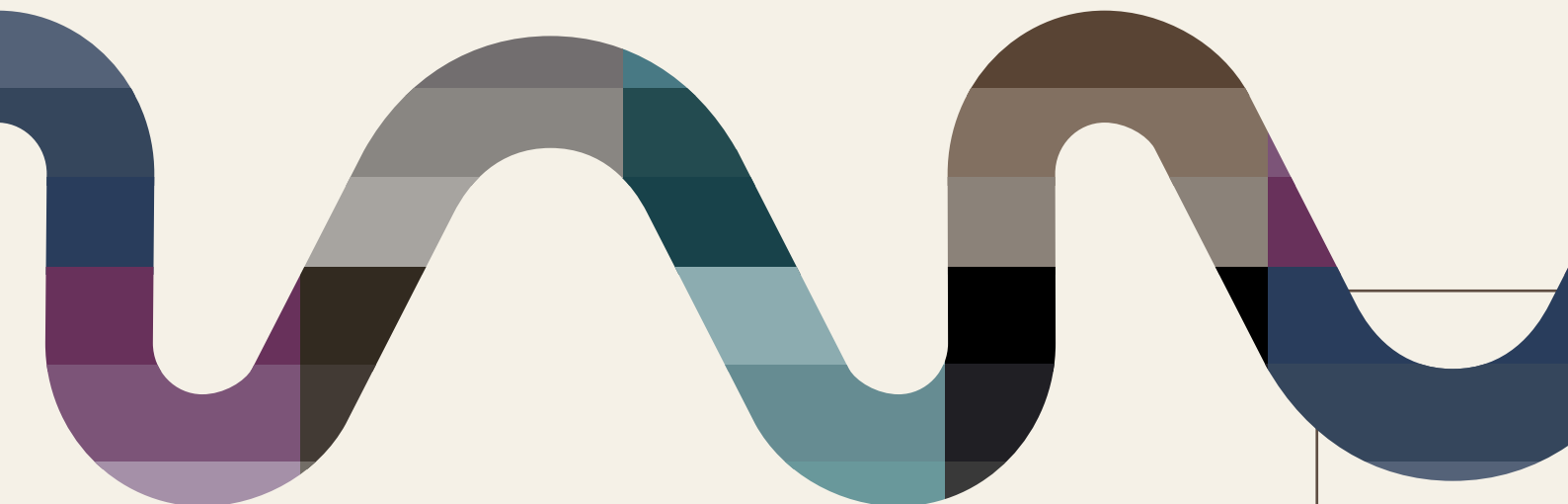


BROS + eqwools™

Colour, spun through wool



A premium collection of Australian
Merino blend yarns developed through
*advanced colour spinning, fibre engineering,
and modern textile innovation.*

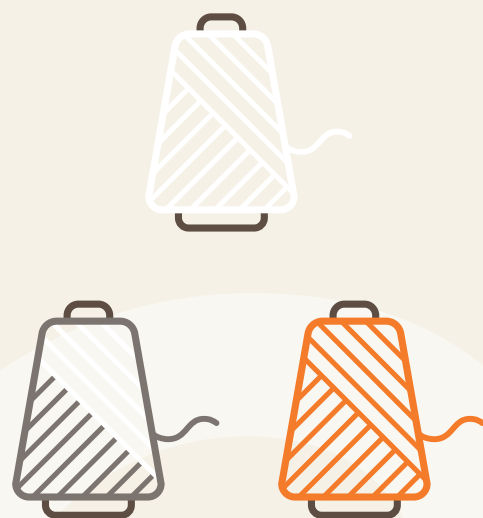
Knit

Collaboration between BROS[®] *and* eqwools[™]

Premium
Australian
Merino wool
meets
advanced
colour spinning
through
collaboration
between BROS[®]
and eqwools[™].

*Developed for sweaters, knitwear,
jerseys, lightweight woven fabrics,
heavier woven constructions,
and modern blended apparel,
this collection explores how fibre,
colour, and yarn construction can
work together to create greater
softness, depth, and dimension
within the fabric itself.*

Fibre.
Colour.
Texture.
Spin.



Wool, Reengineered Through Colour

Most wool yarns begin with fibre.

This collection begins with fibre and colour together.

BROS® brings decades of expertise in mélange, top-dyed, and colour-spun yarn systems — developing yarns recognised for softness, movement, tonal richness, and visual complexity.

The collection begins with a raw yarn platform, providing the flexibility to develop colour in multiple ways. Yarns can be supplied as raw, transformed into rich mélange constructions, or developed into solid colour programs depending on the desired aesthetic, application, and end product.

eqwools™ prepares Premium Australian Merino for cotton spinning systems, allowing natural fibre performance to integrate into today's largest textile manufacturing infrastructure.

**Together, the collaboration creates
a new expression of wool:**

- More dimensional
- More adaptable
- More commercially scalable
- More visually alive
- Not colour sitting on top of fabric
- Colour built into the yarn itself
- Not wool positioned only through heritage
- Wool engineered for contemporary apparel systems

Two specialists.
One new textile
language.

***This collaboration brings
together two highly specialised
areas of textile expertise rarely
developed side by side:***

**Advanced wool preparation and advanced
colour spinning.**

For decades, BROS® has helped shape the visual language of yarn. Specialising in top-dyed, mélange, and colour-spun yarn systems, BROS® develops colour from fibre level upward — creating yarns recognised for tonal richness, softness, movement, and depth.

Their yarns exist inside many of the world's leading textile and apparel programs because they offer more than colour alone.

They create atmosphere within the fabric itself.

**eqwools™ prepares Premium Australian
Merino for today's largest textile systems.**

By engineering wool to run through cotton spinning infrastructure, eqwools™ allows natural fibre performance to integrate into scalable modern manufacturing without requiring new machinery or process reinvention. The outcome is wool prepared differently:

- More adaptable
- More commercially accessible
- More capable of moving through contemporary apparel systems

This collab
combines fibre
engineering
with colour
intelligence.

**The result is a collection of wool
blend yarns with:**

- Natural performance
- Visual complexity
- Commercial versatility
- Tonal depth
- Soft texture variation
- Modern scalability

Designed for:

- Sweaters
- Knitwear
- Jerseys
- Elevated essentials
- Lifestyle performance apparel
- Light and heavy wovens

Before Fabric,
there is Yarn.
Before Yarn,
there is Fibre.

***Natural fibre performance
developed through colour,
fibre, and spin working
together from the beginning.***

Traditional textile colour is often applied after fabric already exists. BROS® approaches colour differently.

Fibres are dyed before spinning, allowing colour to move through the yarn itself rather than sitting only on the fabric surface. The result is *mélange*, heather, and tonal constructions with softness, irregularity, movement, and depth impossible to achieve through conventional surface dyeing alone.

Colour behaves differently when it is built into the yarn structure itself. It becomes:

- More layered
- More tactile
- More atmospheric
- More naturally dimensional

Combined with eqwools™ Premium Australian Merino, these yarns create a contemporary expression of wool engineered for both performance and visual richness. Not flat colour. Not static surfaces. But textile systems designed to feel alive through fibre, colour, and texture working together.



Both businesses
built through
generations
of *textile*
understanding.



Two Families. Generations of Textile Knowledge.

For generations, the Michell family has worked at the foundation of Australian wool processing - helping shape how wool moves from fibre into global textile systems.

BROS® has spent decades refining the art and science of colour-spun yarn development — producing advanced mélange and top-dyed yarns trusted throughout the global textile industry.

Different histories.
Different specialisations.

Connected through a shared belief in:

- Craftsmanship
- Technical precision
- Material understanding
- Long-term textile thinking

Heritage matters most when it continues evolving.

Over 150 Years of Wool Knowledge

Michell Wool has worked at the centre of Australian wool processing since 1870.

From scouring and fibre preparation through to advanced wool innovation, Michell has spent generations refining how wool performs inside global textile manufacturing systems.

Today, eqwools™ continues this legacy through a new direction:

Preparing Premium Australian Merino for integration into cotton spinning infrastructure. Not changing the value of wool. Expanding where wool can exist.

Michell Wool Today

- One of Australia's largest wool exporters
- Australia's last remaining first-stage wool processor
- Pioneer in wool processing innovation
- Advanced fibre preparation expertise
- Long-standing global textile relationships

The future of wool begins with understanding the fibre itself.

The Legacy Behind eqwools™

Generations of fibre knowledge, science-led processing and global supply-chain strength created the foundation eqwools™ stands on today.

Michell's long-held commitment to wool's relevance, purpose and possibility is what led to the next evolution - a fibre engineered for short-staple spinning and ready for mainstream adoption.

eqwools™ is the natural progression of the Michell ethos:

- Deep fibre knowledge, passed through generations
- Technical mastery and research partnerships (including Deakin University ACR Research Hub for Future Fibres / Deakin's Institute for Frontier Materials)
- A commitment to traceability and responsible sourcing
- A belief that wool should be easy, accessible and everywhere
- Continuous innovation to keep wool thriving in modern manufacturing environments

Heritage Engineered for What's Next

eqwools™ brings the strength of Michell Wool into a new era — one where wool works seamlessly in the world's most widely used spinning systems, blends effortlessly with other fibres, and delivers natural performance without barriers.

A fibre born from history, built for the future:

scalable, verifiable, natural — and ready to reshape how the world spins wool.

The Ultimate Fibre

Designed
to blend
built
to adapt

While the collection showcases cotton and Merino blends, the possibilities extend far beyond cotton alone.

eqwools™ can be blended with natural fibres, regenerated cellulose, and performance synthetics — creating new opportunities across comfort, performance, texture, colour, and fabric innovation.

Cotton. TENCEL™. Viscose. Modal. Recycled fibres. Performance synthetics.

One wool platform. Endless possibilities.

Every colourway is available across 10%, 20%, and 30% wool constructions, allowing fibre, performance, and fabric character to be tailored to the desired end use.

Traceable, at every stage.

FibreTrace® can be integrated into the wool fibre during processing, creating a permanent fibre-level identifier that travels with the material throughout the supply chain.

From fibre preparation to finished garment, wool can be independently verified — bringing greater transparency, confidence, and connection to every stage of production.

The ultimate *blending* fibre.

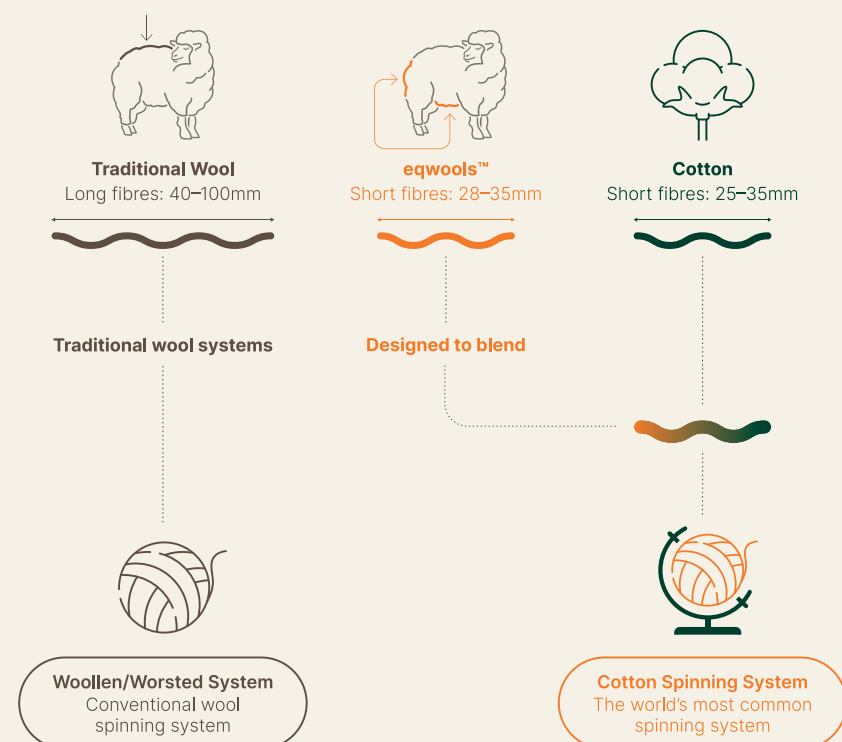
Engineered For Blending

eqwools™ integrates across:

- Cotton systems
- MMCFs
- Recycled fibres
- Performance synthetics
- Heather and mélange constructions
- Solid dye programs

Available Across

- Sweaters
- Knitwear
- Jerseys
- Layering systems
- Elevated essentials
- Lifestyle performance apparel



Better Together.

Cotton + eqwools™

Cotton: the everyday foundation

Cotton brings familiarity, scalability, and everyday versatility. Merino brings breathability, softness, thermoregulation, and natural comfort. Together, they create fabrics balanced between performance and practicality — combining natural fibre comfort with contemporary textile efficiency.

Man-made cellulosics + eqwools™

Softness. Drape. Movement.

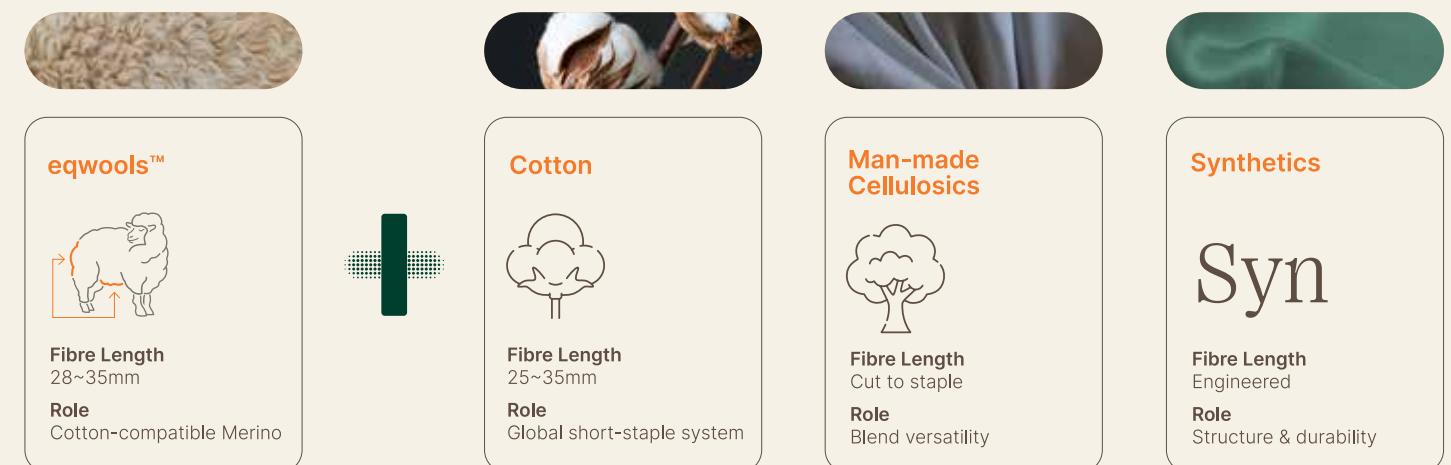
- Modal
- Lyocell
- Viscose

Cellulosics are chosen for feel – soft, smooth, and fluid. eqwools™ builds performance into that foundation. The result is fabric that keeps its softness and drape – with Merino performance built in.

Synthetics + eqwools™

Strength. Structure. Precision.

Synthetic fibres are engineered for performance. They are designed for durability, stretch, and structure at scale. eqwools™ brings natural balance. When blended, fabrics become more wearable across active, uniform, and everyday applications.



Beyond wool and cotton, BROS® can source and supply a broad portfolio of branded and non-branded fibres for blending with eqwools™, creating tailored yarn solutions across performance, comfort, colour, and end-use applications.

Dyeing, done right.

Designed for dyeing

eqwools™ is designed to dye predictably, evenly and commercially - even when blended with other fibres - so colour enhances, performance and confidence, rather than complicating it.

Understanding the fibre

Why wool dyes beautifully

Wool is a keratin-based fibre, structurally similar to human hair. At a microscopic level, it contains a high number of active dye sites - giving merino a natural affinity for colour and depth. That's a good thing. But when wool is blended with fibres like cotton, it can also mean:

- Faster dye uptake
- Deeper, richer colour saturation
- The need for thoughtful balance across fibres

The solution isn't to limit wool - it's to understand it and work with it, unlocking all of wool's natural goodness, performance and colour potential in the blend.

Dyeing blends, simplified

Built for real-world systems

Through our partnership with Deakin University ACR Research Hub for Future Fibres / Deakin's Institute for Frontier Materials, eqwools™ supports mills and manufacturers with clear, practical dyeing guidance tailored specifically for wool blends. This includes:

- Straightforward dye recipes for fibre, yarn and fabric dyeing
- Readily available dyestuffs - no specialist chemistry required
- Processing pathways designed to balance wool with companion fibres

The result: consistent colour, controlled uptake, and repeatable results - at scale.

Dyeing is where fibre science meets feel, finish and final performance.

Smarter recipes. Flexible outcomes.

Efficiency by design

Our dyeing recommendations offer flexibility, allowing partners to choose pathways that suit their systems and priorities. Options include:

- Lower water usage
- Reduced chemical inputs
- Lower processing temperatures

This helps optimise dyeing efficiency while maintaining colour integrity and fabric performance - without adding unnecessary complexity.

Better balance.

Less waste.

More control.

Supported at every stage

From lab dips to bulk runs

Dyeing doesn't exist in isolation - and neither does our support. Our teams work alongside technical partners to:

- Assist with shade development and correction
- Support blend-specific dyeing challenges
- Troubleshoot finishing and colour consistency
- Move confidently from trial to commercial production

Great colour isn't just about chemistry. It's about confidence, clarity and repeatability.

Colour that lasts

eqwools™ doesn't just spin and blend easily - it delivers colour performance you can rely on. When dyeing is done right, wool brings depth, richness and longevity to colour stability - enhancing fabric feel, appearance and wear over time. Natural fibre. Intelligent colour behaviour. Engineered to work.



Explore our available colour ranges across our different wool blend fabrications.



Coastal Series, page 30
Grey, Blue, Aqua and Greens

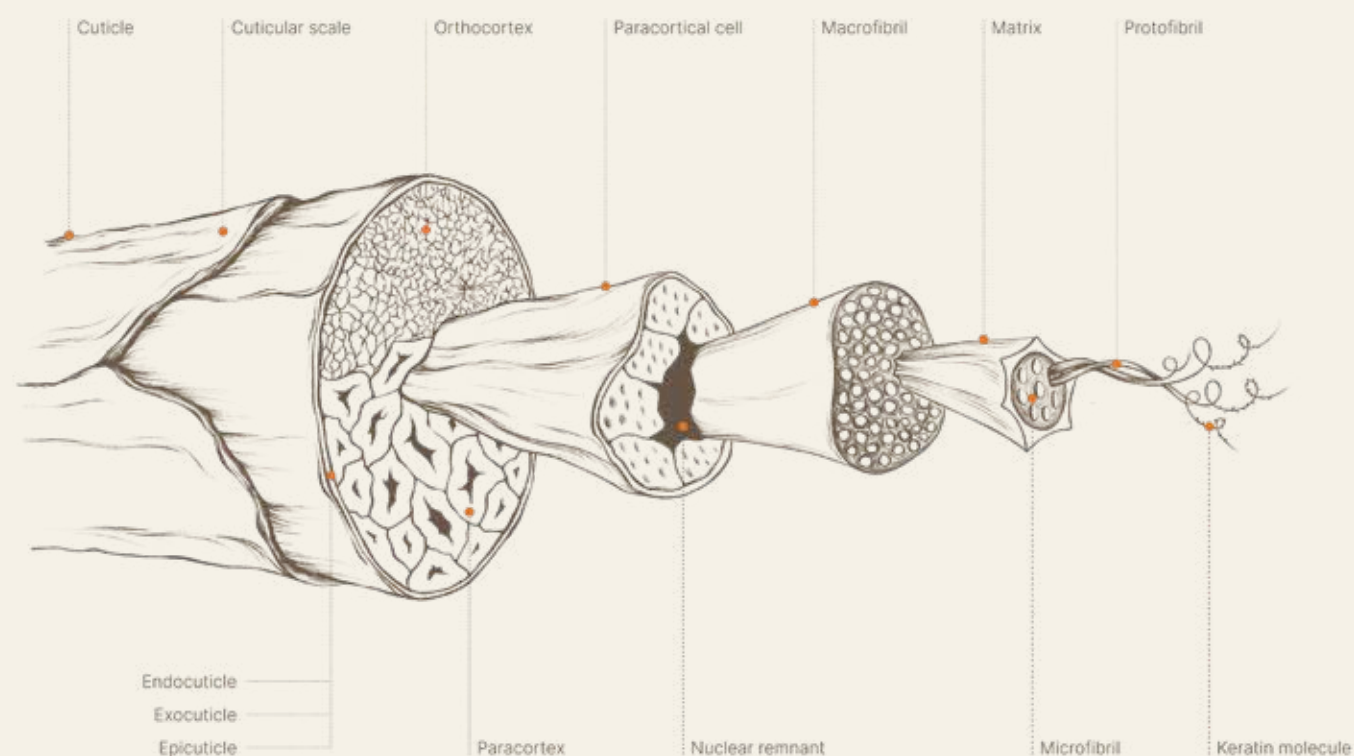


Fauna Series, page 40
Pink variations



Outback Series, page 44
Brown variations

Natural Performance, Built into the Fibre.



Wool behaves differently because its *performance* exists naturally within the *fibre* itself.

The fibre remains recognisably Merino:

- Breathability
- Thermoregulation
- Moisture management
- Reduced odour retention
- Soft next-to-skin comfort
- Natural climate responsiveness
- But now it moves through a more commercially efficient manufacturing system

Wool behaves differently because its performance exists naturally within the fibre itself.

Premium Australian Merino responds dynamically to wear, movement, and environment — helping regulate temperature, manage moisture, and create a softer next-to-skin experience across changing conditions.

For decades, Merino wool has been associated with premium positioning, technical performance, and exceptional comfort. Yet traditional wool systems have often limited where and how wool could scale commercially. eqwools™ changes that pathway.

By preparing Premium Australian Merino for cotton spinning systems, eqwools™ enables brands to integrate natural fibre performance into product categories and price points traditionally difficult for wool to access.

What This Enables For Brands

- Expansion of wool programs into broader volume categories
- Greater flexibility across seasonal product architecture
- More competitive retail positioning
- Improved accessibility to wool-based products
- Faster integration into existing supply chains
- Superwash and machine washable options available
- FibreTrace® traceability available

The Shift

This is not about reducing wool's value. It is about extending where wool can exist.

- From niche performance categories into everyday apparel systems
- From selective use into scalable integration
- Bring the performance of Merino to more products, more consumers, and more wardrobes

Responsible Processing

Solved by



WE'RE IN BUSINESS
WITH WOOL.

Better *by*
design.
Better
everyday.

At eqwools™, responsible processing isn't positioned as a finished achievement. It is an ongoing process of engineering, questioning, refining, and improving.

Because wool processing should never stand still. Every system, process, and recovery pathway is continuously reviewed to reduce resource use, improve efficiency, and recover more value from what already exists. Not perfection claimed once. Progress measured constantly.

Our Approach

- Engineer continuously
- Question constantly
- Improve relentlessly

Because responsibility only matters when it delivers measurable outcomes — not just good intentions.

Progress, Measured

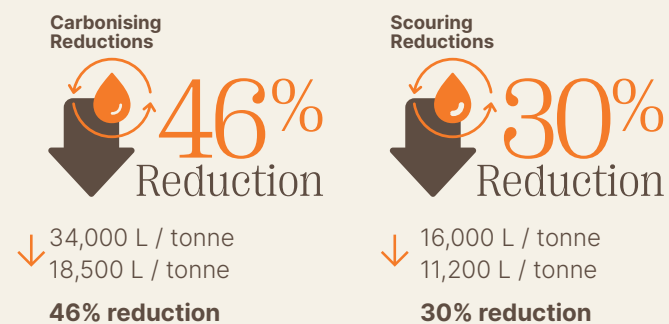
Across water, chemicals, energy, and waste, systems are continuously monitored, refined, and improved through practical engineering and operational innovation.

- Every improvement is intentional
- Every reduction is measured
- Every system is designed to perform better than it did before

The goal is simple:

- Use less
- Recover more
- Return value back to nature wherever possible

Closed-Loop by Nature.



Rainwater, Reimagined



Every drop accounted for.

Water is one of the textile industry's most valuable resources — so it is treated that way. 100% of water used within processing is harvested rainwater, captured and integrated into a closed-loop recycling system designed to reduce reliance on fresh water inputs wherever possible.

Water Systems

- 100% harvested rainwater
- Closed-loop water recycling
- Reduced water consumption across key processes
- Advanced filtration and purification systems
- Continuous process optimisation

Save it. Clean it. Use it again.

Rainwater is captured, filtered, purified, and reused throughout wool scouring processes with a relentless focus on maximising recycling and reducing waste. Using advanced filtration technology, heavily loaded wastewater is transformed into high-quality reusable scouring water.

Filtration Results

- 97% removal of suspended solids
- 91% removal of grease

What enters the system heavily loaded leaves clean, reusable, and ready to work again.

Less Water. Less Energy. More Sense.

Recycling water reduces more than water consumption alone. Less fresh water entering the system means less water requiring heating — reducing overall energy demand throughout production. For every litre cleaned and reused:

- Water consumption decreases
- Energy demand reduces
- Resource efficiency improves

Efficient by necessity.
Engineered through experience.
Continuously improving since 1870.

Chemicals Gone. For Good.

What is not used matters just as much as what is.

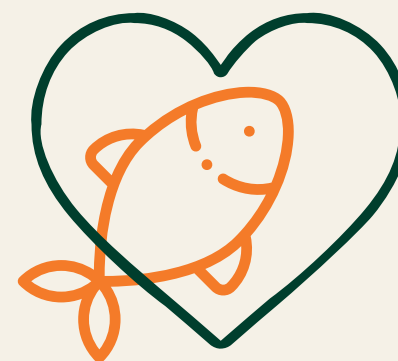
Every chemical used throughout eqwools™ processing is selected intentionally — and equally importantly, so is everything left out.

Our Standard

- 100% biodegradable detergents
- APEO & NPEO free processing
- No harmful chemical discharge
- REACH-aligned processing standards

No shortcuts. No hidden compromises. Just chemistry designed to work with nature — not against it. Because for us, “chemicals” is not a dirty word. Using the wrong ones is. Gone. For good.

Why Apeos Don't Belong In Wool Processing



APEOs (Alkylphenol Ethoxylates) are commonly used in textile detergents and surfactants because they are highly effective during processing. The problem is what happens afterwards.

The Risks

- **Endocrine disruption**
APEOs can break down into compounds that interfere with hormone systems in humans and animals.
- **Toxicity to aquatic ecosystems**
These substances can negatively impact marine organisms and waterways.
- **Environmental persistence**
They are difficult to remove during wastewater treatment and can remain active within ecosystems.
- **Increased exposure across supply chains**
Long-term accumulation creates broader environmental and human exposure risks. Effective? Yes. Acceptable? No.

Clean By Design

In line with international REACH requirements:

- All Michell processing chemicals are APEO & NPEO free
- All detergents are 100% biodegradable
- No harmful chemicals are discharged into waterways

Not because it is fashionable. Because it is responsible.
And because wool deserves better chemistry.

Energy: Smarter Power



Reduce First. Recover always.

Energy matters — so every system is designed to use less of it while extracting more value from every unit consumed. The approach is practical, engineered, and continuously evolving.

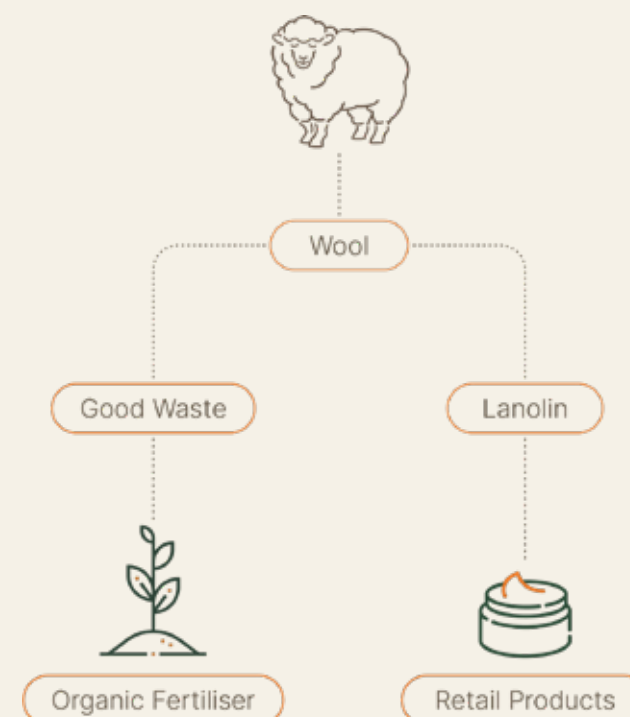
Our Approach

- Powered through South Australia's electricity grid, with more than 70% renewable generation
- Continuous reduction of gas usage
- Ongoing optimisation of plant efficiency
- Integrated heat-recovery systems
- Reduced operational energy demand

Engineered Improvement

An advanced waste-heat recovery solution integrated directly into wool drying systems has delivered: Proof that engineering improvements inside existing systems can create meaningful operational gains. Not a one-off solution. A better way of thinking about energy altogether.

Wastefulness, For Good.



When nothing goes to waste, everything has value.

In wool processing, waste is rarely waste. It is material with another potential life.

The focus is simple:

Recover value.

Return it to nature.

Keep resources moving.

Resource Recovery

- Lanolin recovered and refined for cosmetic and industrial applications
- Organic solids captured through the Sirolan process
- Organic material repurposed into fertiliser
- Nutrients returned to farms, vineyards, and public landscapes

From fibre to field, value is recovered rather than discarded. What leaves one process begins another.

Responsible Processing, The eqwools™ Way

Measured.

Engineered.

Improving. Always.

Because the most responsible systems are never static. They evolve — just like nature intended.

Knit

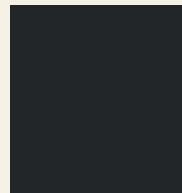
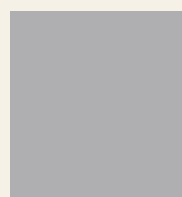
No fixed blend.
Just percentages
that fit you.



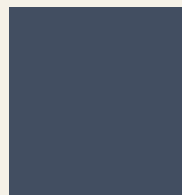
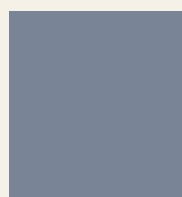
Three Blends. Any Colour.

Every colour within the collection is available across 10%, 20%, and 30% wool blend constructions, providing the flexibility to tailor wool character, performance, and aesthetic outcomes. Beyond cotton, eqwools™ can also be blended with a wide range of natural, regenerated, and performance fibres - expanding the possibilities for colour, texture, and product innovation.

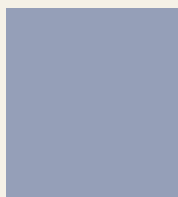
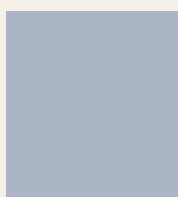
**Knit.
Heather.**
10% Wool



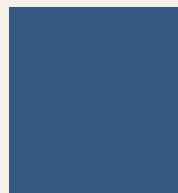
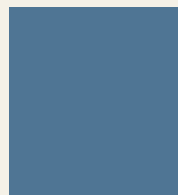
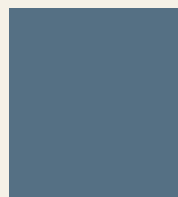
**Knit.
Heather.**
10% Wool



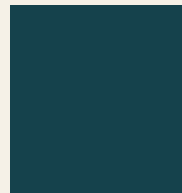
**Knit.
Heather.**
10% Wool



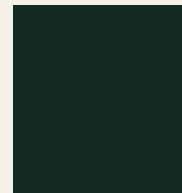
**Knit.
Solid.**
10% Wool



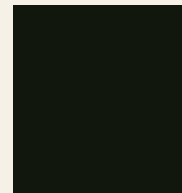
**Knit.
Heather.**
10% Wool



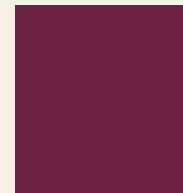
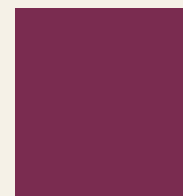
**Knit.
Heather.**
10% Wool



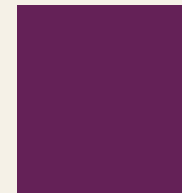
**Knit.
Heather.**
10% Wool



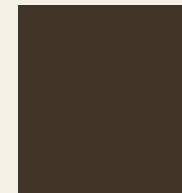
**Knit.
Heather.**
20% Wool



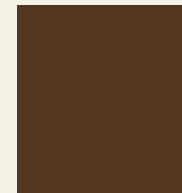
**Knit.
Heather.**
20% Wool



**Knit.
Heather.**
30% Wool



**Knit.
Heather.**
30% Wool



**Knit.
Solid.**
30% Wool



**Knit.
Solid.**
20% Wool

The wool percentage equals an expression of Performance

As wool content increases, the fabric experience evolves.

- More softness
- More breathability
- More natural climate comfort
- More texture, movement, and depth

Each blend has been developed to create a different balance between familiarity, versatility, and elevated natural performance - allowing wool to move seamlessly into modern everyday apparel systems.

Every colour. Every wool percentage. Multiple fibre possibilities.

eqwools™ is designed to blend beyond cotton, integrating seamlessly with natural fibres, regenerated cellulose, recycled fibres, and performance synthetics.

One collection.

Multiple fibre pathways.

Endless product opportunities.

10%



Everyday Upgrade

The comfort of cotton - elevated through Merino. The fabric maintains the easy familiarity, softness, and versatility people already love about cotton, while introducing the natural performance benefits of Premium Australian Merino.

The result is a fabric designed for everyday wear that feels more balanced, breathable, and refined throughout the day.

Benefits

- Better temperature balance
- Improved breathability
- Reduced cling against skin
- Enhanced moisture management
- Softer everyday comfort
- Improved shape retention
- Natural fibre touch and texture

Everyday comfort, intelligently elevated.

Garments: elevated essentials, lightweight sweats, jerseys, everyday layers, and versatile lifestyle garments designed to move effortlessly across seasons.

→ **The essential, refined.**



20%



Balanced Intelligence

Where structure meets adaptability.

The fabric becomes naturally responsive - softer in touch, smoother in drape, and comfortable across changing conditions.

Bringing Merino's natural breathability, moisture balance, and temperature regulation into an easy everyday fabric that still feels familiar, versatile, and wearable.

This is comfort with more intelligence.

Structure with softness.

Performance without over complication.

The all-round performer.

This is the balance point between performance and practicality.

Benefits

- Enhanced breathability
- Improved softness and drape
- Reduced creasing
- More stable comfort across conditions
- Better moisture buffering
- Natural temperature regulation
- Elevated hand feel and movement

A fabric designed to adapt naturally to changing environments, movement, and wear throughout the day.

Garments: knitwear, refined sweats, layering systems, transitional dressing, and premium everyday apparel.

→ **The all-round performer.**



30%



Performance Elevated

The fabric develops an immersive natural character - richer in softness, responsive in comfort, and expressive through texture, movement, and depth.

The result is a fabric that feels warmer, breathable, and naturally balanced across changing environments, while delivering a softer and premium next-to-skin experience. Merino's natural performance becomes present throughout the fabric itself.

Benefits

- Climate-responsive comfort
- Advanced moisture management
- Soft structure and fluid drape
- Natural breathability
- Enhanced thermal balance
- Greater softness and loft
- Visible texture and tonal richness

Combining softness, resilience, and natural adaptability in a way that feels elevated yet effortless.

Garments: premium knitwear, elevated layering, refined fleece, modern casualwear, and performance-led apparel systems where comfort, texture, and versatility matter equally.

→ **The premium layer.**





Colours and textures
inspired by the iconic
Australian landscape.

Coastal Series

This collection explores cotton systems infused with the intelligence of Merino - creating fabrics that feel breathable, balanced, and more refined in motion.

The result is colour with ease.

Comfort with depth.

Everyday apparel, elevated through fibre.

Designed for garments worn daily, layered effortlessly, and lived in naturally.

Ideal For

- Elevated essentials
- Lightweight sweats
- Jerseys
- Relaxed knitwear
- Everyday layering systems
- Lifestyle basics with premium feel
- Light and heavy wovens

eqvwools™

Coastal Series

Knit. Mineral Palette.



Every colour is available across 10%, 20%, and 30% wool blends and can be developed with a wide range of fibres.

10%
Swatch



eqvwools



Knit.
Heather.
10% Wool



Mineral Palette

Effortless elevation.

Soft mineral greys developed through fibre-level colour blending create layered depth, tonal movement, and understated luxury within the fabric itself. Modern, elevated, and naturally sophisticated from every angle.

The fabric delivers breathable comfort, soft structure, and everyday versatility with a smoother, more refined hand feel designed for continuous wear.

- Clean
- Elevated
- Endlessly wearable



eqvwools™

Coastal Series

Knit. Reef Palette.



Every colour is available across 10%, 20%, and 30% wool blends and can be developed with a wide range of fibres.

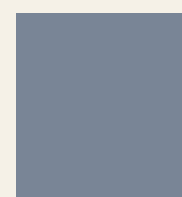
10%
Swatch



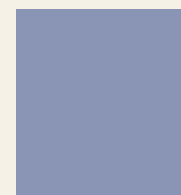
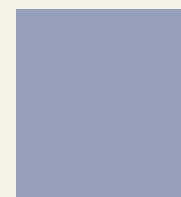
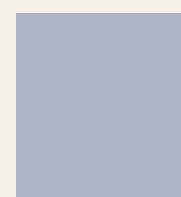
eqvwools



**Knit.
Heather.**
10% Wool



**Knit.
Heather.**
10% Wool



**Knit.
Solid.**
10% Wool



Reef Palette

Depth in motion.

Layered blues developed through advanced colour-spun yarn construction create flowing tonal variation, softness, and atmosphere throughout the fabric itself.

Textures bring movement and dimension into every shade - creating fabrics that feel fresh, elevated, and naturally expressive.

The fabric delivers breathable comfort, smooth drape, and balanced everyday wearability with a softer, more refined touch against skin.

- Cool tone
- Fluid movement
- Effortless versatility



eqvwools™

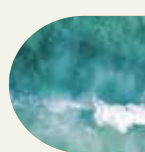
Coastal Series

Knit. Tidal Palette.



Every colour is available across 10%, 20%, and 30% wool blends and can be developed with a wide range of fibres.

10%
Swatch



eqvwools



Knit.
Heather.
10% Wool



Tidal Palette

Fresh energy. Natural movement.

Cool aquatic tones create fabrics filled with lightness, freshness, and fluid tonal movement.

The colour feels clean, open, and naturally uplifting - bringing softness, breathability, and effortless comfort into modern everyday dressing.

The fabric delivers balanced climate comfort, natural moisture management, and a smooth, easy-wearing softness designed to move comfortably throughout the day.

- Fresh colour
- Light movement
- Natural ease



eqvwools™

Coastal Series

Knit. Seagrass Palette.



Every colour is available across 10%, 20%, and 30% wool blends and can be developed with a wide range of fibres.

10%
Swatch



eqvwools



Knit.
Heather.
10% Wool



Knit.
Heather.
10% Wool



Seagrass Palette

Nature, elevated.

Organic green tones create layered depth, softness, and rich natural texture throughout the fabric.

Inspired by landscape, movement, and fibre itself, the colours feel grounded yet modern - bringing warmth, versatility, and natural sophistication into contemporary apparel.

The fabric delivers breathable comfort, soft structure, and effortless wearability with a naturally balanced hand feel ideal for everyday layering.

Earth-driven colour with elevated versatility.



Colours and textures inspired by blush Australian fauna

Fauna Series

Performance designed to move naturally through everyday life.



eqwwools™

Fauna Series

Knit. Galah Palette.



Every colour is available across 10%, 20%, and 30% wool blends and can be developed with a wide range of fibres.

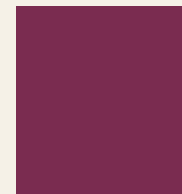
20%
Swatch



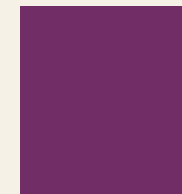
eqwwools



**Knit.
Heather.**
20% Wool



**Knit.
Heather.**
20% Wool



**Knit.
Solid.**
20% Wool



Galah Palette

Softness with presence.

Warm tonal pinks developed through advanced colour spinning create flowing depth, softness, and refined visual movement throughout the fabric.

Textures bring atmosphere into the colour itself - creating shades that feel modern, expressive, and naturally elevated.

The fabric delivers breathable comfort, smooth drape, moisture balance, and a premium tactile softness designed for effortless wear across changing conditions. Playful colour, elevated through fibre.

Wool Benefits

- Enhanced softness
- Natural thermoregulation
- Fluid drape and movement
- Balanced moisture comfort
- Breathable everyday wearability
- Elevated tactile feel

→ **The all-round performer.**





Inspired by the iconic
colours and textures
of Australia's outback.

Outback Series

Natural comfort with elevated presence.

The fabric develops softness, rich texture, and immersive natural comfort throughout the entire wear experience.

Colour constructions are deep and dimensional - bringing warmth, atmosphere, and movement into every surface.

The result is a breathable, adaptive, and naturally luxurious fabric with a premium next-to-skin experience designed for modern layering and elevated apparel systems.

Softness becomes more immersive.

Texture becomes more expressive.

Comfort becomes more intuitive.

Natural performance, elevated through fibre, colour, and movement working together.

eqvwools™

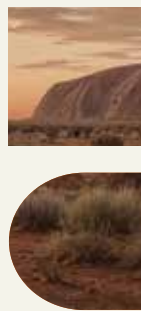
Outback Series

Knit. Uluru Palette.



Every colour is available across 10%, 20%, and 30% wool blends and can be developed with a wide range of fibres.

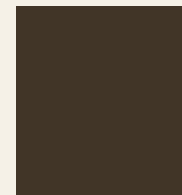
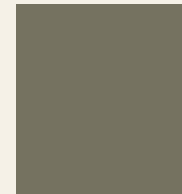
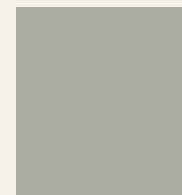
30%
Swatch



eqvwools



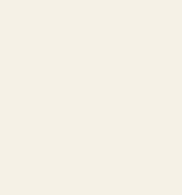
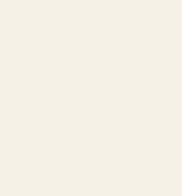
**Knit.
Heather.**
30% Wool



**Knit.
Heather.**
30% Wool



**Knit.
Solid.**
30% Wool



Uluru Palette

Depth, inspired by nature.

Rich earth-driven browns create layered tonal surfaces filled with warmth, movement, and natural texture.

The colours feel grounded yet elevated - combining softness, atmosphere, and premium visual depth throughout the fabric itself.

The fabric delivers advanced thermoregulation, breathable comfort, moisture balance, and an exceptionally soft next-to-skin feel designed for elevated everyday wear.

Warmth, texture, and natural sophistication woven into every layer.

Wool Benefits

- Superior thermo-regulation
- Advanced moisture buffering
- Enhanced softness and loft
- Greater tonal richness
- Premium next-to-skin comfort
- More expressive wool texture

→ **The premium layer.**



Consumer Benefits

Wool is naturally designed to support the way people move, layer and live. Premium Australian Merino helps regulate temperature, manage moisture and improve breathability, creating garments that feel more comfortable across changing conditions. Soft against the skin, naturally responsive and comfortable as conditions change, wool brings a balanced sense of comfort that works throughout the day. From everyday essentials to elevated layers.

These benefits come from within the fibre itself, which means they don't need to rely on high wool percentages alone. Even in lower-percentage blends, Merino can help elevate the fabric experience adding softness, breathability, moisture balance and natural comfort while maintaining the familiarity, versatility and easy wearability of the companion fibre.



Thermoregulation

Wool is a natural fibre that balances body heat - thermoregulating to keep you cool in the heat and warm in the cold.



Built to last

Enhanced with Superwash treatment, eqwools fibres combine natural wool resilience with improved durability, shape retention, and machine washability for long-lasting performance.



Stretch and recover

Wool softens the synthetic experience, adding flexibility, comfort and shape retention without sagging or distortion.



Soft on skin

Superfine Premium Australian Merino bends easily against the skin, eliminating itch and irritation. Natural comfort - ideal even for sensitive skin.

FibreTrace™



Traceability

Every fibre is verified through FibreTrace® - from first stage processing to finished garment. Real transparency.



Moisture wicking

Wool naturally absorbs moisture vapour before it turns into sweat, helping keep the skin dry, comfortable, and fresh while reducing odour build-up.



Breathability

Merino wool's natural fibre crimp creates breathable air pockets within the fabric, helping air circulate and moisture vapour escape to keep you comfortable and dry.



Odour control

Wool's antimicrobial properties help reduce odor build-up, supporting longer wear cycles and reducing wash frequency.



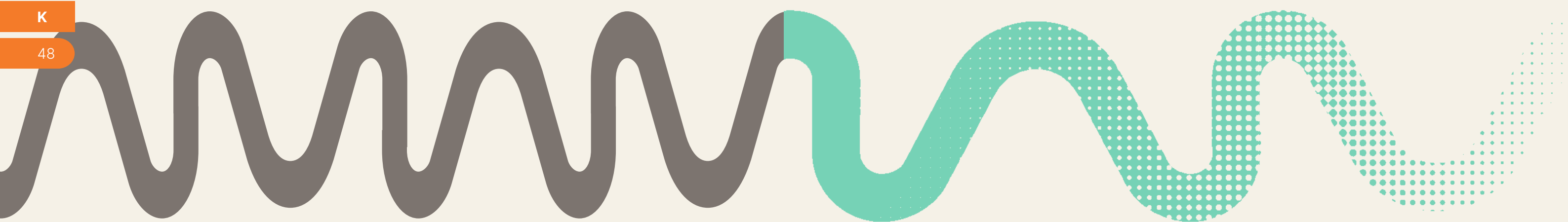
Lower environmental impact

Biodegradable wool fibres offer natural performance with reduced microplastic impact compared to fully synthetic alternatives.



Cost effective

Compatible with existing cotton spinning systems, reducing raw material and processing costs vs. traditional long staple wool.



Loooooongevity

Performance that stays. Value that lasts.

Engineered for real life.

Wash. Wear. Repeat.

- Superwash treated for easy care and repeat washing
- Maintains shape, structure, and hand feel over time
- Retains the natural performance of wool — no compromise

Result: garments that continue to perform, long after first wear.

Proven, not promised.

Measured performance. Verified outcomes.

eqwools™ is tested to recognised standards, including:

- TM31 durability testing
- Dimensional stability (shape retention after washing)
- Pilling resistance

We don't assume longevity. We validate it.

What the data shows.

Retention. Resilience. Repeatability.

Across multiple fabric constructions and blends:

- Minimal shrinkage after washing
- Strong dimensional stability (length & width retention)
- Consistent pilling grade: 4 (high resistance)

Even in cotton-dominant blends, eqwools™ maintains structure and performance.

Odour Control

Train Again. Stay Fresh.

Odour isn't masked - it's managed.

Performance that works from within.

Not on the surface.

Wool works beneath the surface - absorbing moisture, limiting bacterial growth, and capturing odour within the fibre itself. Not masked. Not sitting on top. Locked away - and released only when washed.

- **Moisture absorption up to 35% of fibre weight**
Keeps the skin surface drier and less prone to bacterial growth
- **Odour molecules captured within the fibre**
Locked away deep in the fibre structure - not on the surface
- **Released only during washing**
Resetting the garment for repeat wear

All the benefits of wool. Designed to go further.

With odour control, in action you can expect extended wear between washes, consistent comfort due to sweat management and reduced after-chill.

With eqwools™ Longevity is engineered, not assumed.

Composition	Fabric Type	EN ISO 3759:2011/EN ISO 5077:2008/EN ISO 6330:2021 After 3 washes: Dimensional Stability		ISO 12945-1: Pilling
		Length	Width	
60% Tencel, 40% Wool	Interlock Fabric	-2.7%	-3.9%	4
70% Cotton, 30% Wool	Pique Fabric	-3.1%	-2.2%	4
70% Cotton, 30% Wool	Flat Knitted Sweater Sample	-0.6%	-1.2%	4
70% Cotton, 30% Wool	2x2 S Twill Woven Material	-3.0%	+0.5%	4
90% Cotton, 10% Wool	Single Jersey	-1.1%	-2.0%	4





Moisture Intelligence

Dry starts before sweat shows.

Polyester moves sweat.
Wool manages the microclimate.

- Absorbs vapour before sweat forms
- Reduces cling and discomfort
- Keeps skin feeling dry longer

Dynamic Beathability

Comfort that responds - in real time.

The fibre adapts - not the wearer.

At the surface of the skin, comfort is constantly shifting. eqwools™ works within this microclimate - responding to changes in temperature, movement, and humidity as they happen.

- **Reduces moisture vapour**
Helps reduce humidity build-up close to the skin during movement.
- **Breathes more with activity**
As body heat rises, the fibre responds by improving airflow and comfort.
- **Maintains a drier microclimate**
Supports breathable comfort across changing environments and levels of exertion.

Wicking After Two mins  Wicking After Ten mins



Wicking After 10 mins		
	Height (mm)	Rate (mm/s)
Wales	107	0.2
Courses	105	0.2

Wicking After 2 mins		
	Height (mm)	Rate (mm/s)
Wales	59	0.5
Courses	58	0.5

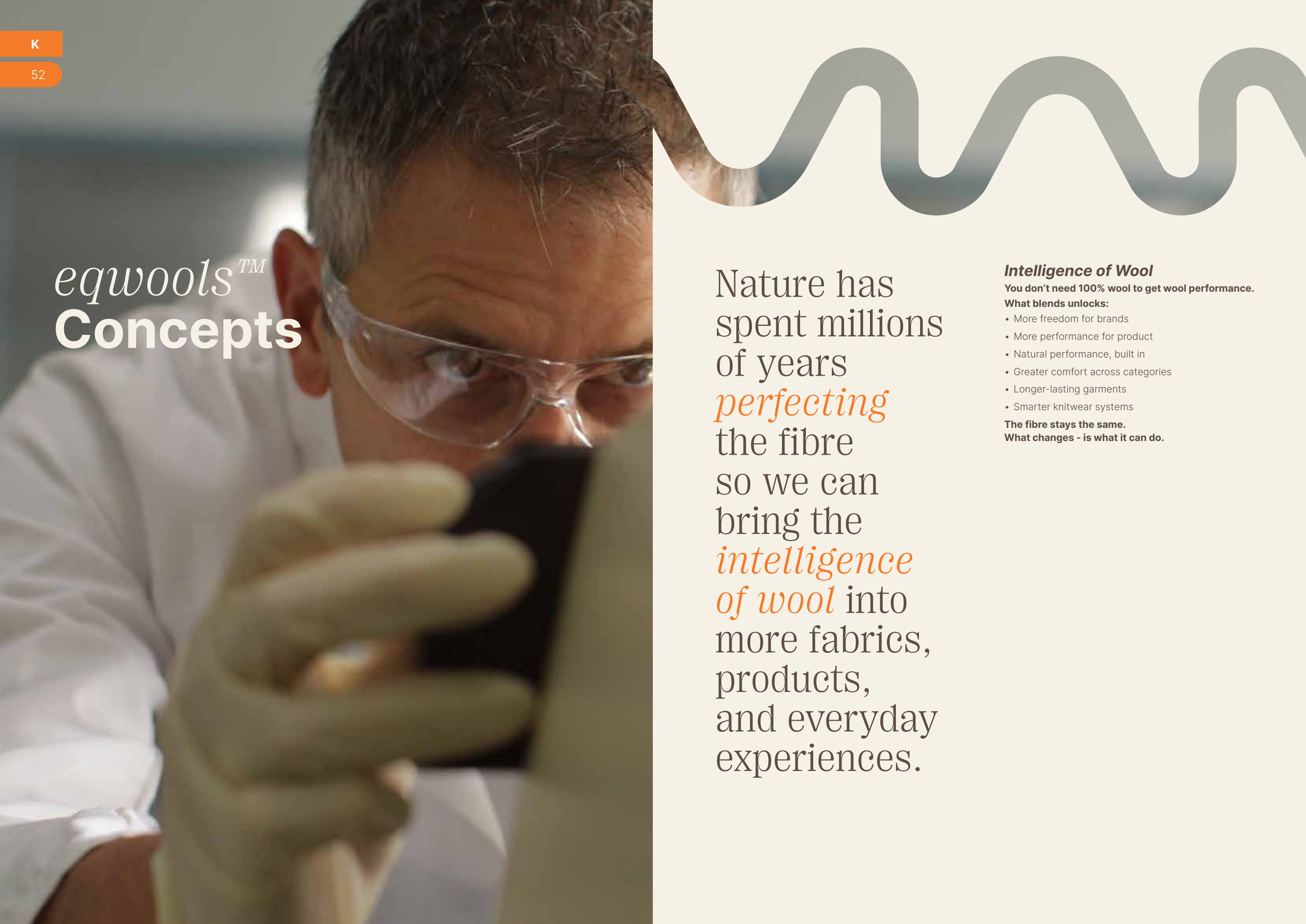
Test method results: AATCC TM213-2022 Option A – Textiles: Moisture Wicking.



95%
better temperature buffering than **polyester**

45%
better temperature buffering than **cotton**

26%
better temperature buffering than **viscose**



*eqwools*TM Concepts

Nature has
spent millions
of years
perfecting
the fibre
so we can
bring the
*intelligence
of wool* into
more fabrics,
products,
and everyday
experiences.

Intelligence of Wool

You don't need 100% wool to get wool performance.

What blends unlocks:

- More freedom for brands
- More performance for product
- Natural performance, built in
- Greater comfort across categories
- Longer-lasting garments
- Smarter knitwear systems

The fibre stays the same.

What changes - is what it can do.

Fleece Re-engineered

Keep the system. Upgrade the Fibre.

Keep the System. Upgrade the Fibre.

- Three thread fleece
- Back-only eqwools™
- Cotton Outer - lower raw material & processing cost
- Natural Merino comfort against skin
- Plug-and-play cotton system integration

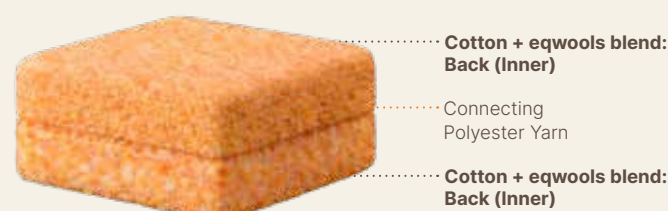
eqwools™ against-skin placement delivers natural thermo-regulation, breathability and moisture management-without disrupting existing cotton spinning systems.



Double the Merino. Double the Story.

- Three thread fleece
- eqwools™ outer, eqwools™ inner
- Dual sided Merino Softness
- Premium Placement & expanded consumer narrative
- Enhanced comfort, feel, softness & thermoregulation

Dual-sided eqwools™ amplifies softness, thermoregulation and recovery - delivering elevated performance while remaining compatible with cotton spinning systems.



EverWear™

**One Fabric. Four Seasons.
Premium Australian Merino.**

Climate Responsive

Fashion moves forward. The fibre moves with it.

While colours, silhouettes, and trends evolve season after season, Premium Australian Merino continues to deliver the same natural comfort, breathability, moisture management, and temperature regulation that have made wool relevant for generations.

Its value isn't tied to a season. It's built into the fibre. Allowing brands to create products for different climates, categories, and consumer needs while carrying the same natural performance throughout.

The collections change. The intelligence remains.

Summer	Winter	Transitional
 Cool. Dry. Odour-free.	 Warm yet breathable.	 Adapts to movement, climate & daily life.
Lightweight comfort without synthetic reliance.	Insulation without overheating.	One garment. Multiple environments.



Denim

Natural Performance – Engineered in.

***The denim you know.
Made more responsive.***

- **The Foundation - Cotton**
Authentic denim DNA Structure. Durability. Timeless twill character.
- **The Refiner - Tencel**
Smooth hand feel. Fluid drape. Moisture balance. Elevates denim with softness and breathability.
- **The Intelligence - eqwools**
Premium Australian Merino - short staple and cotton compatible. Transforms denim from static to adaptive.

All the benefits of wool. Designed to go further.

With our denim range you can expect all the benefits of wool applied in ways that matter most to everyday comfort. Blended with Tencel™, it supports balanced wear throughout the day with natural fibre elasticity for freedom of movement.

Active

Train Natural. Perform Smarter.
(In Development)

Modern active wear was built for sweat. eqwools™ ACTIVE is built for the body.

A high-performance fabric platform combining:

- Polyester strength
- Elastane stretch
- Wool intelligence

Fabric Platform:

Engineered Natural Performance

- 56% Polyester / 24% eqwools™ / 20% Elastane
- 230 GSM Interlock

Designed for real movement

You don't have to choose between performance and comfort. A smarter fibre architecture for next-generation activewear.

- Fitted Leggings
- Sports Bra
- Workout Tank
- Running Shorts

All the benefits of wool. Designed to go further.

Our active range carries the natural benefits of wool into performance wear, supporting comfortable training temperatures, moisture intelligence, odour control and stretch and recovery through every session.

Adapts to movement.

For all day comfort.

The body moves.

The fibre responds.

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Heather. Mélange. Solid.
Wool reimagined through
texture, depth, and dimension.

