

GENERATION W THE NEXT GENERATION IN WOOL

A natural and sustainable solution from Sheep to Shelf (S2S).

Generation W stands for thinking about the future, in particular sustainability. Consumers are demanding products that guarantee long term sustainability, from the raw materials used to make them, through the manufacturing process and the final product.

A sustainable product is one that meets the needs of today without detrimental effects on future generations' ability to meet their own needs. Generation W is the next generation in wool; sustainable from Sheep to Shelf (S2S).

All Generation W wool growers take a particularly environmentally friendly approach to ensure the growth of a sustainable fibre. Through best management practices on farm, including environmental management systems (EMS) and best animal practices (including animal husbandry and no mulesing), these wool growers are farming for the future of the environment and customers needs today.

Generation W wool is also certified EU Eco-label. EU Eco-label certification criteria ensures sustainability on farm and throughout the manufacturing process. By taking into account all aspects of a product's lifecycle - from production and use, through to disposal, all members of an EU Eco-label certified supply chain are producing a more environmentally friendly product.

Requirements include:

- limited use of substances harmful to the environment;
- limited use of substances harmful to health;
- reduce water and air pollution;
- independent audit for compliance with the strict ecological and performance criteria.

Generation W:

- A sustainable, natural, renewable, and biodegradable raw fibre grown by farmers with a guarantee of animal friendly practices and environmental management systems.
- As the wool passes along the supply chain it must be certified EU Eco-label; a guarantee of a more sustainable and environmentally friendly product.
- Certified and traceable from Sheep to Shelf (S2S).

Links

www.ec.europa.eu/environment/ecolabel

www.merino.com

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w next generation in wool™



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