



WOOL MADE IN AFRICA: SUPPORTING AFRICAN COMMUNITIES THROUGH TRADE

Wool Made in Africa is a brand designed to help decrease poverty in African communities through increased trade.

All Wool Made in Africa products are made in Africa, from the sheep that grow the wool all the way through to the manufacture of the final product (from Sheep to Shelf S2S).

Since 1789, South Africa has been home to Merino sheep, the first country outside of Europe. Across Africa, ideal climates and varied landscapes are perfect for the growth of a strong, even and high quality fibre.

A large portion of African textile and clothing manufacturing companies have literally disappeared over the last decades. A handful of determined manufacturers remained and sustained their businesses through tough times.

As well as supporting African wool growers, Wool Made in Africa will also support these manufacturing businesses, their workers and their surrounding communities.

As trade is increased through the manufacture of Wool Made in Africa products, the economy in the contributing communities will become stronger, leading to:

- 1) Better living and working conditions
- 2) Improved wool growing
- 3) Increased demand for African wool (again increasing trade and thus further improving communities)

When consumers are offered the choice to buy a product that not only meets their needs, but also gives them the opportunity to contribute socially and economically, they will.

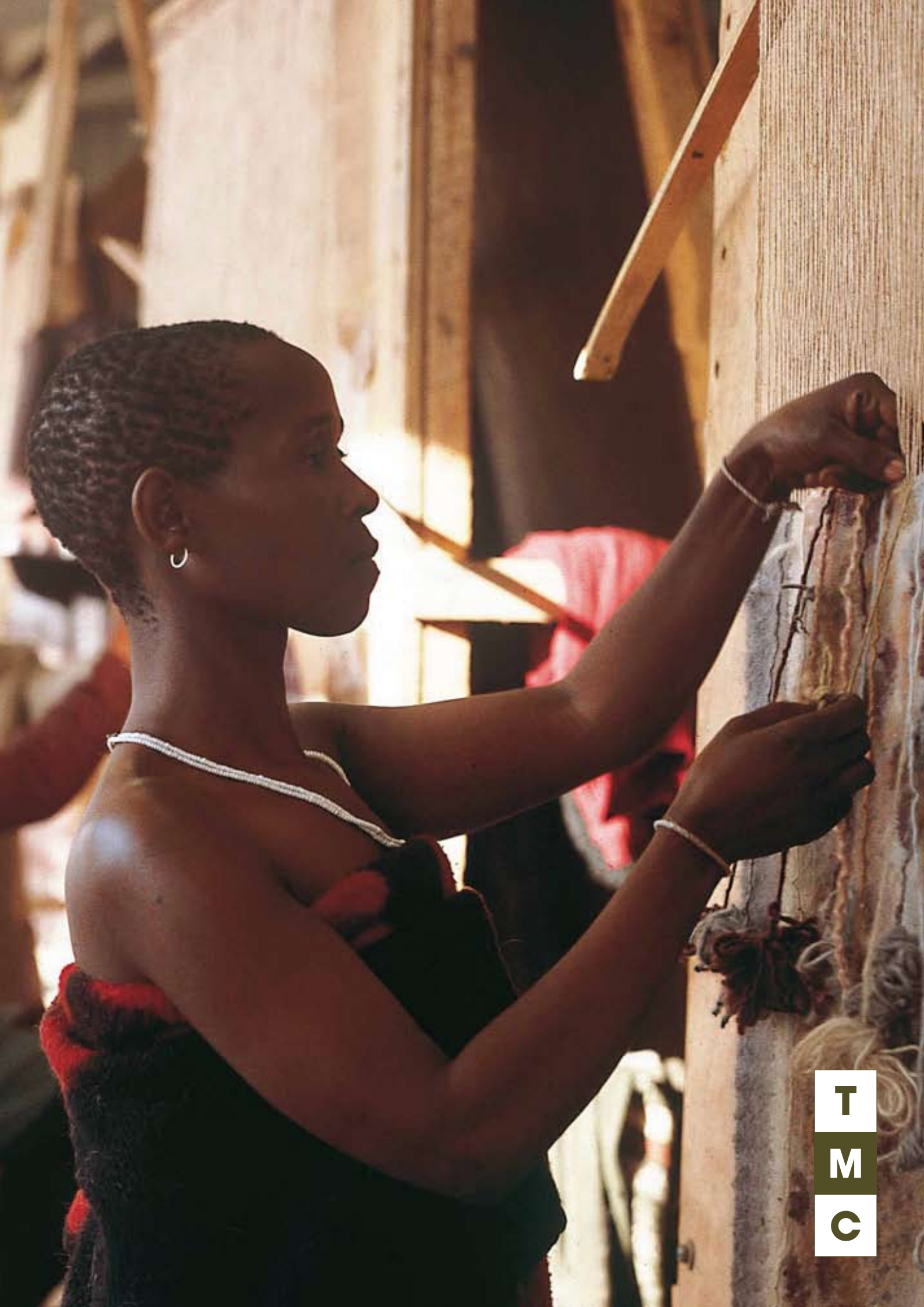
By purchasing Wool Made in Africa products, customers and their consumers are contributing back to the communities that grow the wool and manufacture the product.

Wool Made in Africa is certified and traceable from Sheep to Shelf (S2S).

Links

www.merino.com

www.bkbplus.com



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