



NZ Wool Insulating US High-Performance Homes

A New Zealand partnership has secured wool supply to US company Havelock Wool. Pāmu Farms of New Zealand and The New Zealand Merino Company will supply strong (coarse) wool farmed on Pāmu properties throughout the country for making Havelock Wool's premium insulation products.

With raising global awareness of the harmful impact of synthetic materials and chemicals in our living spaces, proactive consumers are seeking out natural alternatives, to improve indoor air quality and promote healthier environments for them and their families.

Havelock Wool Managing Partner Andrew Legge says "the materials in our homes are contributing to poor indoor air quality, that we now know is up to 500% worse than the air outside. Compounding this, we're spending 90% of our time indoors. People are becoming more and more aware of Sick Building Syndrome - our homes are making us sick".

"Wool responds perfectly to the challenges in the built environment by managing moisture, absorbing indoor air contaminants and noise". It's even up to the challenge of managing the inevitable condensation of 'van life' with a special range dedicated to bringing comfort to your campervan.

Legge says one of the key benefits that building designers see in using wool insulation is that it removes fiberglass from buildings, meaning there are no concerns about what contractors might ingest during installation, or inhabitants while occupying the space; moreover, it is easier to handle and there are no long-term concerns about the impact on the environment.

Pāmu Chief Executive Steven Carden says "this is our strategy in action. The certainty that comes with knowing we have a home for this wool is incredibly useful to our business. That it's a natural fibre innovation chosen for the healthiest homes in the US, is directly aligned with our values at Pāmu".

The partnership has Carden assessing the choices Pāmu makes for their own extensive property portfolio.

"Working with Havelock Wool has us looking at ways we could refurbish our large portfolio of on-farm homes with more natural materials. Wool insulation is a premium product, targeted at high-end consumers, so there are some economic hurdles to negotiate – however, seeing our wool come full circle would be immensely satisfying".

"We are working towards more partnerships like the one we have with The New Zealand Merino Company and the brand partners that they connect us with, like Danish indoor shoe brand Glerups, Holland's Best Wool Carpets, and Australia's Prestige Carpets," Carden explained.

The New Zealand Merino Company (NZM) CEO, John Brakenridge says that partnerships with innovative companies like Havelock Wool, is a key part of their strategy to shift the strong wool industry from volume to value, learning lessons from the success and hard work of the Merino community.

“As well as supporting traditional uses for wool, we need to seek out new markets and categories to realise the true value of ethically grown, sustainable New Zealand wool fibre”.

“To reposition wool fibre as a premium natural alternative to toxic synthetic fibre, we are focusing on strategic alignment with leading global brands, to tell a positive New Zealand wool story to the world.

NZM also credits the support of The Ministry for Primary Industries, who are supporting the growth of new wool markets through their W3 Wool Unleashed Primary Growth Partnership with NZM.

W3 Wool Unleashed aims to deliver premiums for New Zealand’s strong wool sector. Premiums will come from applying a customer-led approach to wool production and processing to develop products that align with customer preferences.



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About the New Zealand Merino Company

The New Zealand Merino Company Limited (NZM) is New Zealand's leading commercial wool marketing and innovation company. NZM is recognized for its track record of innovation, both in the merino and mid micron sector and more recently strong wool, flipping a very traditional, production-led and commodity based industry on its head to bring about a global market oriented culture that creates, delivers and captures long-term value.

About Pāmu

Pāmu is the brand name for Landcorp, a Stated Owned Enterprise, and one of New Zealand's most innovative farmers and food businesses. It is also the name given to the quality products created by the company.

Pāmu is the Māori word 'to farm' and reflects the deep connection New Zealanders have with the land, born from respect, and a genuine desire to protect and enhance the environments in which the company works. It's a proud provenance that stands behind every product bearing the Pāmu name.