



MEDIA RELEASE
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PĀMU FARMERS PROMOTED ON THE WORLD STAGE

US online retail giant Huckberry have enlisted the help of Pāmu Farms of New Zealand Station Managers Graham and Tracy Sinnamon to help promote Glerups shoes, a Scandinavian slipper made from New Zealand wool.

A video featuring the couple has been launched on Huckberry.com as part of a new supply deal between the online retailer and Glerups. The video showcases the natural beauty of New Zealand and highlights the connection between the growers and end users of New Zealand wool.

Huckberry is an independent online retailer for “guys who love adventure”. Over a million, active professionals use Huckberry to source emerging brands, gear, and lifestyle inspiration.

The Sinnamon’s manage Pāmu’s Meringa Station in the Central North Island and supply wool to Glerups through a contract with The New Zealand Merino Company (NZM).

Having a strong passion for wool, the Sinnamon’s jumped at the opportunity to promote Pāmu wool fibre and the New Zealand industry to a global audience.

“We consider ourselves very lucky to farm in this environment and enjoy seeing where our wool goes and how it is used – it is great to be able to share that, not only with friends and family but now a much larger audience,” Mr Sinnamon said.

Pāmu CEO Steve Carden explained that they have been supplying wool to Glerups for the last few years, a relationship made possible through the establishment of their Pāmu brand and a partnership with NZM.

“Our Pāmu brand captures the quality of our farming and allows us to enter partnerships that connect what we produce with high value consumers around the world. This is a great example of our Pāmu strategy in action,” Mr Carden said.

Glerups founder Nanny Glerup and Director Jesper Glerup Kristensen visited New Zealand earlier in the year to meet with the growers of Pāmu wool.

"The fact that Nanny and Jesper were out here, visiting the farms and our growers, shows it actually is a relationship. It's not often a farmer gets the chance to meet their customers and see where their product ends up," Mr Carden said.

Mr Kristensen said, surging popularity of the shoes worldwide had led the company to seek a new supplier of quality strong wool and New Zealand was the obvious choice.

“Pāmu growers share the same values we do – a commitment to quality and integrity. People who buy our shoes are after more than something to keep your feet warm and comfortable. They’re also buying into a more relaxed and values-based lifestyle. It’s incredibly important to our customers along with the exceptional craftsmanship of the shoes,” he said.

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For further information please contact:

Richard Brewer (NZM)

M. +64 21 301 694

E. richard.brewer@nzmerino.co.nz

Simon King (Pāmu)

M. 021 242 5723

E. kingsi@landcorp.co.nz

About The New Zealand Merino Company

The New Zealand Merino Company Limited is New Zealand's leading commercial wool marketing and innovation company.

NZM is recognised 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 PAMU

Pāmu Farms of New Zealand is the new name for Landcorp, a Stated Owned Enterprise, and New Zealand's largest farmer. 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.