



6 August 2015

MEDIA RELEASE

Swannдри and NZ Merino join forces in new supply deal

Iconic Kiwi clothing company Swannдри has committed to source its wool from The New Zealand Merino Company as it grows its market share domestically and overseas.

The supply deal will see Swannдри take a minimum of 30 tonnes of wool from NZM's supply network of Merino, mid-micron and strong wool growers for use across Swannдри's entire clothing and accessories range, from jackets and vests to baby blankets and luggage.

Strong wool, much of it sourced from Landcorp properties, will be used to produce iconic Swannдри jackets.

Swannдри chief executive Mark Nevin said the partnership with NZM would support the company's plans for growth in both rural and urban markets in New Zealand and overseas.

"We require wool and New Zealand wool is best. NZM can supply us with the quantity of fibre we need and, most importantly, of the quality that we and our customers demand. It also ensures traceability to underline our New Zealand authenticity, which is particularly important in the Northern Hemisphere."

A well-known brand with a 102-year history in New Zealand, Swannдри has grown its profile internationally, with retail partnerships in Europe, North America and Australia.

It has also extended its product range beyond its traditional rural base to incorporate contemporary designs to appeal to urban customers.

"Our rural market segment remains significant but, as a company, we have also had to change the way we look at what we do and the world we're operating in. More and more people are living in cities and we've designed new, contemporary lines with urban consumers in mind, while retaining all the traditional attributes of Swannдри."

Swannдри's traditional retail presence is also evolving, with its apparel now available through New Zealand high street fashion leader Barker's.

As well as contemporary design and proven performance, Mr Nevin said provenance was an increasingly important factor driving customer demand for Swannдри apparel.

"The New Zealand 'story' holds great appeal for consumers both here and overseas. In the case of our partnership with NZM, every product can be traced back to a New Zealand farm committed to the highest standards in animal welfare, environment and product quality.

"That's a significant and valuable differentiator for us in what are very competitive markets."

NZM commercial manager Keith Ovens agreed.



“We know from our experience with fine wool that certain brands place huge value in product sourced from New Zealand farms. For the past year, we’ve been extending this model to mid-micron and strong wool and we’re achieving excellent success with new brand partnerships.

“These companies demand total confidence in the consistency and standards of supply. Sourcing fibre from our network of growers means these brands can guarantee the quality and integrity of the products they’re selling.”

Landcorp chief executive Steven Carden said the company was focused on ensuring the products farmed were what the end consumer wanted and valued.

“Our partnership with New Zealand Merino further strengthens our connection with consumer brands and partners such as Swanndri in the marketplace. As the country’s largest farmer we’re able to ensure consistent supply of our premium Pāmu wool, meeting the highest standards in quality and integrity while maximising the value of our wool clip.”

ENDS

For further information please contact John Mitchell on 027 975 4094.

Notes for editors

About New Zealand Merino

New Zealand Merino 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. These efforts were recognised at the 2013 New Zealand International Business Awards where NZM won the AUT Business School Most Innovative Business Model in International Business award.

ZQ Merino and ZQ Premium wool are brands developed by NZM to identify high quality wool components. The brands are backed by an independently audited accreditation programme that validates the quality and ethical standards to which the fibre is produced.

About Swanndri New Zealand

In 1913 Taranaki tailor William Broome, frustrated by the incessant New Zealand rain, developed a work shirt made from 100% pure New Zealand wool. This shirt developed a reputation for its durability and practicality, keeping pioneering New Zealanders warm and dry in winter and cool in summer. William named the shirt the Swanndri, because of the way the water ran off the garment like it did off a swan.

To this day the original design remains unchanged and is as relevant to today as it was more than a century ago. Now, Swanndri is an international brand with a clothing range that expands well beyond its traditional garment range to include contemporary urban styling, accessories and blankets. The Swanndri brand is owned by Longbeach Holdings, a Christchurch-based apparel business with offices in Auckland and Melbourne.

About Landcorp

Landcorp Farming Limited is a leader in New Zealand agriculture and strives for best practice in dairy, sheep, beef and deer farming, for sustainable use of resources and continuous improvement in livestock genetics and farm systems. Landcorp is a State Owned Enterprise and one of New Zealand’s largest farming organisations, with 140 properties. Landcorp’s Pāmu brand, simply meaning 'to farm', reflects the provenance and quality of Landcorp products and its commitment to partners.