

MediaRelease



16 September, 2008

'Keep Your Clip Clean'

AWEX has released the first of a series of wool industry posters to be distributed to woolclassers and made available to woolgrowers and woolbrokers. The new posters will create renewed awareness of issues which remain important to the wool industry.

'Keep Your Clip Clean' is the first poster to be released and is a fresh and invigorated campaign designed to create renewed awareness about contamination. "The 'Keep Your Clip Clean' poster re-emphasises the need for everybody involved in wool production and shearing to remain vigilant. Woolgrowers and woolclassers must be aware of the impact and cost that contamination has on wool processors and the reputation of Australian wool," said Mark Grave, AWEX CEO. "The message is simple and to the point and the fresh approach of the poster brings home the fact that contamination is and remains a concern for processors."

Mr. Grave said: "Processors are important customers of Australian wool and their confidence in our wool is paramount to the industry. AWEX receives and listens to their feedback and we believe the timing is right to re-focus everybody back on the quality of wool and wool preparation. The 'Keep Your Clip Clean' poster has been created to be used in shearing sheds and is a not-so-subtle reminder of one of the fundamental corner stones of the Australian wool industry - quality."

"The message behind the 'Keep Your Clip Clean' campaign is to reinforce the best practice approach to wool production which exists in most wool growing properties and with wool preparation professionals. We want to make sure that this message is not lost on the younger generation but it is also designed to help our woolclassers manage the wool shed and do their job even better," said Mr Grave. "Contamination is an issue today, it was an issue yesterday and will remain a topic we can never be complacent about."

"The long term future of the wool industry will rely on a well educated and well informed wool industry. Over the next 5 years, we believe that the industry will continue to seek increased professional skills of the woolgrower, woolclasser and all wool professionals. To AWEX the future of woolclassing will depend on a high level of wool and people skills," said Mr Grave.

The new poster will be distributed to over 22,000 woolclassers with the release of the next Boardtalk Journal in October.

Anybody who would like a copy of the poster can contact their local AWEX office or contact AWEX Head office on 02 9428 6100 or email www.info@awex.com.au.

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Keep



clean

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