



VITALE BARBERIS CANONICO



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WOOL EXCELLENCE CLUB



2015



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Pratrivero, ITALY - February 25th, 2015.

Vitale Barberis Canonico is proud to announce an initiative aimed at protecting and enhancing its friendship with Australian wool growers: the **Vitale Barberis Canonico Wool Excellence Club**.

Vitale Barberis Canonico has always been convinced that the growers from whom they buy wool are not simply suppliers, but that **they represent the starting point from which everything originates**. The Company's objective is to produce the best fabrics possible, and this means working in close collaboration with the best wool growers.

The current market trend in wool could prejudice the quality of the fibres produced if the growers don't see their efforts rewarded financially. Vitale Barberis Canonico has built up a purchasing policy which is designed to satisfactorily reward wool growers and classers who work according to our high qualitative standards. This is achieved through higher auction limits, advantageous direct contracts with growers and last, but by no means least, the Vitale Barberis Canonico Wool Excellence Award.

Starting with the idea that the sheer quality of Vitale Barberis Canonico fabrics is the direct result of the excellence of the wool, this award, which was presented for the first time in Sydney last December, does not only judge the superfine quality of a single bale of wool, but evaluates **the quality of the entire production of a farm** and the winner is rewarded with a sum of money equivalent to the wool sold to Vitale Barberis Canonico in the course of the season. The winner in 2014 was awarded more than AUD 35,000.



Vitale Barberis Canonico, however, believes in going further in consolidating its relationships with growers by bringing them together in a real “club”. This is an initiative aimed at demonstrating that some players in the market are **willing to buy and pay much more for a superior quality raw material**.

The concept behind the **Vitale Barberis Canonico Wool Excellence Club** involves bringing partners together; remunerating quality; and creating a direct, individual and long-lasting relationship with our suppliers.

The four pillars on which this exclusive “club” is based are: quality, training, loyalty and sustainability.

Quality: it is necessary to recognise and identify the best raw materials and guarantee a fair return to the producer. This can only happen by building an equitable relationship for excellent products. Vitale Barberis Canonico has decided to add a margin to the Australian quoted market prices by taking into account a grower’s production costs, thereby remunerating better those who expend more energy in their search for our quality.

Training: this means providing information and incentives in order to cope with difficult market situations. In this way, our technical experts and wool buyers are able to transfer more than 350 years of Company know-how in the sector to wool producers. Training means exchanging information via a dialogue based upon excellence while also respecting and protecting the environment.

Loyalty: this involves bringing the wool growers together in an exclusive “club” with the objective of building a community and culture of excellence. Over the last century, Vitale Barberis Canonico has bought superfine wool from thousands of farms, while always striving for a continuous improvement in quality. Now the Company has decided to enhance the loyalty of such good growers by offering membership in a community which is based on knowledge, mutual exchange and sustainable growth.



Sustainability: For Vitale Barberis Canonico the concept of sustainability is synonymous with responsibility. That is responsibility towards people, the land itself and the fruits of the land. And this is the reason why, with the Vitale Barberis Canonico Wool Excellence Club, the mill wants to promote ethical production and shearing practices. With this concept in mind, the Vitale Barberis Canonico Wool Excellence Award was launched in 2014 in order to honour those producers who strive to achieve quality in combination with environmental and social sustainability and responsibility.

WHO CAN BECOME A MEMBER OF THE WOOL EXCELLENCE CLUB?

- Finalists in the Vitale Barberis Canonico Wool Excellence Award.
- Those who apply, but only if their practices are coherent with those required by the Vitale Barberis Canonico Wool Excellence Award.
- Those who are invited as a result of careful monitoring by the Vitale Barberis Canonico professional buyers during a season's wool purchasing.

WHAT ARE THE ADVANTAGES?

- Particular attention to auction prices for club members, with higher offers than the market.
- Advantageous sales contracts during the season.
- Feedback from the specialists of the Company about how to improve the quality of the wool.
- Training and participation in professional meetings with experts from the wool market and supply chain.
- Opportunities to create a producers network to exchange experiences and practices.



For more than 350 years, in the historical factory in Pratrivero, in Piedmont, the Vitale Barberis Canonico wool mill has been creating prestigious textiles for the garment industry. There are more than 400 employees, 40 agents throughout the world, 2 state-of-the-art factories in the Biella region, regarding both technology and business management, and Vitale Barberis Canonico is among the top companies across the world producing high-end textiles completely Made in Italy in terms of value and quantity and it is the largest exporter on a global level.

Heritage, Innovation and Elegance are the key words of the company philosophy. In 2014, 7.5 million metres of fabric were produced, and the turnover rose to € 116 m (in contrast to € 107 m in 2013). In October 2013 it became a member of the international club Les Hénokiens reserved for family companies with at least two hundred years' history.



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FOR FURTHER INFORMATION
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