

Attachment A: The Woolmark Licensing Program – Brand Structure

		From 15 December 2009				From 1 January 2011			
		Woolmark	Woolmark Blend	Wool Blend	Care Claims	Woolmark	Woolmark Blend	Wool Blend	Care Claims
Semiprocessed	Generic- Top	✓			DCO, MW	✓			DCO, MW
	Generic - Yarn	✓	✓	✓	ALL	✓	✓	✓	ALL
	Generic – Fabric	✓	✓	✓	ALL	✓	✓	✓	ALL
	Generic – Filling	T			DCO, MW	✓			DCO, MW
	Cool Wool					✓			ALL
Apparel	Generic	✓	✓	✓	ALL	✓	✓	✓	ALL
	Merino Extra Fine	✓			ALL	✓			ALL
	Wool Plus Lycra		✓		DCO, HW, MW		✓		DCO, HW, MW
	Natural Stretch	✓			DCO, HW	✓			DCO, HW
	Pure Merino Wool	✓			ALL	✓			ALL
	Cool Wool	✓	✓		DCO, HW, MW	✓	✓		DCO, HW, MW
	Merino Cool	✓	✓		DCO, HW, MW	✓	✓		DCO, HW, MW
Super S / S	✓	✓		DCO(w), ALL(b)	✓	✓		DCO(w), ALL(b)	
Interiors	Generic – upholstery	✓	✓		DCO	✓	✓		DCO
	Generic – Bedding	✓	T		ALL	✓	T		ALL
	Generic – carpet	✓	✓		N/A	✓	✓		N/A
	Australian Merino	✓	✓		N/A	✓	✓		N/A
	Australian Wool Product Collection	✓	✓		N/A	✓	✓		N/A
	Gold Label	✓			ALL	✓			ALL
	Pure Merino Wool	✓			ALL	✓			ALL
Apparel Care (Washing Machine, Tumble Dryers, Detergents, Conditioners, Bleach)	Silver	✓				✓			

DCO – Dry Clean Only

HW - Hand Wash MW Machine Wash

TEC - Total Easy Care

ALL - All Care Claims

T - Available by Tribunal decision

N/A - Not Applicable

Prepared 10 November 2009