

Godfrey Hirst Proves Value of the Woolmark

Tue, 17 April 2007

Australia's largest carpet manufacturer, Godfrey Hirst, a 39 year Woolmark licensee, has just tested the value of the Woolmark to its flagship wool carpet collection and found that 69% of its leading retail clients believed the Woolmark brand assisted in the promotion and sales of Hycraft Carpets.

Since 1865, Godfrey Hirst has built a reputation as a premium quality manufacturer of both wool and man-made fibre carpeting. The largest spinner of wool yarns in the Southern Hemisphere, Godfrey Hirst attributes their success to a proud history of successfully combining innovation with tradition and skill in crafting its products.

"Our reputation can be attributed to our willingness to embrace change without compromising standards of quality and service," explains David Mitchell, Business Development Manager – Hycraft Carpets.

"Those factors combined with the credibility the Woolmark provides our wool products mean that we are recognised now as one of the world's leading carpet manufacturers."

"Godfrey Hirst is a company with much to be proud of," says Executive Director, The Woolmark Company, Brenda McGahan. "They have been loyal supporters of the Woolmark brand and, in our longstanding relationship, we have been able to help them with R&D, promotion, market intelligence and assistance with access to some of the world's major markets."

Since the recent acquisition of Feltex Carpets, the company employs more than 2,000 people in its manufacturing and distribution facilities across Australia and in a number of overseas locations.

"We use our own infrastructure to partner with the Woolmark all over the world," adds Mr Mitchell. "Our export division, for example, recognises the importance of the brand particularly in the Asian market where the Woolmark has been successfully marketed."

So much so, the company has seen its residential wool collections gain significant market share in the last 12 months, as oil and polymer pricing means Nylon carpets are less price competitive than they have been in the past.

"Godfrey Hirst is a terrific Australian business success story," says Brenda McGahan. "We are delighted to be able to support such an innovative and professional business, helping them to market themselves in the competitive international carpet industry."

Courtesy of www.woolmark.com

