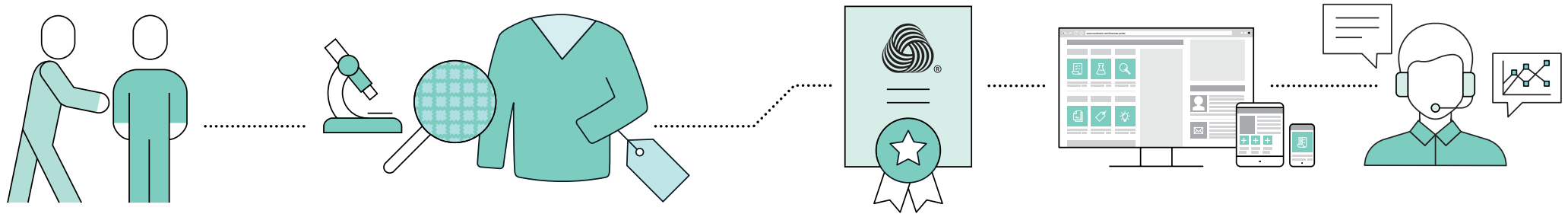


HOW TO BECOME A WOOLMARK BRAND/RETAILER LICENSEE



APPLICATION

Spinners, weavers, knitters, and garment makers can pass on their Woolmark certification to you as a brand or retailer, allowing you access to a fee-free licence. To begin your Woolmark certification journey, please complete this [application form](#).

PRODUCT INPUT & TESTING

Once your application is reviewed, you will get restricted access to the my.Woolmark portal to submit information on all products to be certified. If you are using certified yarn/fabric you are eligible for reduced testing.

LICENCE ACTIVATION

Once you have signed your Woolmark Licence Agreement, you will receive your unique Licence Number, certificate and full access to the portal.

TICKETS, LABELS & BRAND GUIDELINES

Woolmark branded or co-branded tickets and labels can be attached directly to your products. They can be ordered through our preferred supplier, SML, or your own vendor. Our branding guidelines provide an overview of the best ways to present our logo to add value to your brand.

MY.WOOLMARK PORTAL

A personalised website rich with resources that provides you with instant access to support tools:

- Market intelligence reports
- Tickets and labels artwork and details
- Testing requests
- Product innovation support
- Account support
- Marketing assets to promote your product

SUPPORT

As a licensee, you'll be allocated your own Woolmark Business Development Manager to provide support with:

- The certification process
- Wool industry insights
 - Innovation commercialisation
 - Technical transfer
 - Training and education
- PR and marketing support