

XINAO and AWI open the Knitwear Development Centre

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At the opening of the Knitwear Development Centre: AWI Country Manager China, Jeff Ma; Agriculture Counsellor, Australian Embassy Beijing, Benjamin Mitchell; AWI General Manager Eastern Hemisphere, John Roberts; AWI Chairman, Wal Merriman; China Knitting Industrial Association (CKIA) President, Yang Jichao; Tongxiang Standing Committee Deputy Director and Chongfu Town Party Secretary, Zhang Jianlin; Vice Mayor of Tongxiang, Zhejiang, Pan Meifang; Chairman of Zhejiang Xinao Textiles Inc, Shen Jianhua.

Together with one of China's most well established wool processors, Australian Wool Innovation via its marketing arm, The Woolmark Company, has opened the Knitwear Development Centre (KDC) at Tongxiang in Zhejiang province, China.

The KDC is an education and development hub for knitwear textile fashion trends, technological innovation, product development, and promotion.

The XINAO group stated it was essential to invest in such a centre to ensure a successful and sustainable future for the wool manufacturing industry in China. At the recent launch of the KDC, AWI Chairman Wal Merriman stated how "the establishment of the KDC aligns well with AWI's latest Strategic Plan that has a strong focus on education right across the wool industry; not only of woolgrowers but the next generation of wool textile experts, designers and indeed consumers."

The KDC is an integrated research facility founded by XINAO Textile in close cooperation with The Woolmark Company and supported by many other research organisations, colleges and universities including the Beijing Institute of Fashion Technology and Hong Kong Polytechnic University. The Woolmark Company offers the collaboration ongoing technical and educational expertise through various specialists in their field.

Since 1991, The Woolmark Company has had a strong working relationship with the XINAO group. As long-term supply chain partners in the local worsted wool yarn industry, The Woolmark Company and XINAO have developed numerous product innovations together. These include: Lantique, Merino Retract, Moisture Management, Sculpture, as well as the worsted boucle yarn currently being developed.

Coinciding with the recent SpinExpo trade Fair in Shanghai, XINAO has launched a successful Fall/Winter 2016 knitting trends show that attracted almost 800 XINAO partners, guests and media. The event featured speeches from Mr Shen Jianhua, Chairman of XINAO Textile Group Co., Ltd. and Mr John Roberts, The Woolmark Company General Manager - Eastern Hemisphere.

Xinao Textile Group

Founded in 1991, Zhejiang XINAO Textile Group Co., Ltd. is a well-established professional wool manufacturing enterprise. Handling scouring, top-making, spinning and dyeing at their own facilities, the company has an output of 10,000 metric tons of wool tops and 5,000 tons of worsted knitting yarns, as well as 8,000 tons of top-dyed and yarn-dyed products annually. On 31st December 2014, XINAO became one of the publically listed companies on the Shanghai stock market.

Committed to developing new products to meet customer demands, XINAO has built a powerful R&D team to take full advantage of scientific and technological innovations. Through these efforts it has successfully developed distinctive and innovative collections of different yarns, including pure Merino wool ("Cashfeel", "Botany", "Machine-Washable", "Soft-Luster", etc) and wool blends ("Wool/Tencel", "Wool/Cashmere", etc).

Source: <https://www.wool.com>