

# ZQ represents the world's most exclusive ethical wool



## ZQ

ZQ is the wool of choice for world-class brands that are serious about producing superior natural products.

ZQ meets strict standards of animal welfare, environmental sustainability, fibre quality, traceability, and social responsibility.

## What is ZQ?

Launched in 2007, ZQ was the world's first responsible and ethical wool standard. Grown 'fit-for-purpose', all ZQ wool is hand-selected for its quality and performance.

Unlike other wool, ZQ is exclusively supplied through forward contracts with growers. The long-term partnerships forged between brands and growers foster heightened consistency and superior quality in the fleeces produced.

## Five Freedoms



FREEDOM FROM DISTRESS



FREEDOM FROM THIRST



FREEDOM TO LIVE NATURALLY



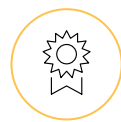
FREEDOM FROM DISCOMFORT



FREEDOM FROM DISEASE

*ZQ wool is non-mulesed, third-party audited, and is grown in adherence to the Five Freedoms of animal welfare.*

## What are the key benefits of ZQ?



ZQ/RWS CERTIFIED



ENVIRONMENTALLY SUSTAINABLE



ETHICAL



SOCIALLY RESPONSIBLE



TRACEABLE TO SOURCE



CONSISTENT FIBRE QUALITY



ANIMAL WELFARE



MARKETING SUPPORT

- 1 Brands have the certainty of fibre supply, consistent quality and performance attributes for their final products.
- 2 Certification to the ZQ Standard means each grower is also third-party audited and accredited to the Responsible Wool Standard (RWS).
- 3 Brands can trace back to the source of their fibre and connect to the stories, values and ethical farming systems that go into producing ZQ wool.

## We are here to help —

For further information on how to begin this journey, please contact:

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# ZQRX represents the future of ethical regenerative wool



## ZQRX

ZQRX wool is grown using regenerative farming practices that support soil health, biodiversity, water, emissions removals, and the communities where the wool was produced.

ZQRX wool upholds the exceptional quality, performance and consistency synonymous with ZQ, while accelerating the transition towards a regenerative future.

## What is ZQRX?

Launched in 2020, ZQRX is a wool sourcing programme that seeks to shift wool production beyond sustainability. It measures the impact of positive change through data, metrics, and the ZQRX Index.

The ZQRX Index is a comprehensive change management tool designed to educate and track the progress of growers on their regenerative journey.

Growers are assessed against 15 key indicators across environment, animals and people.

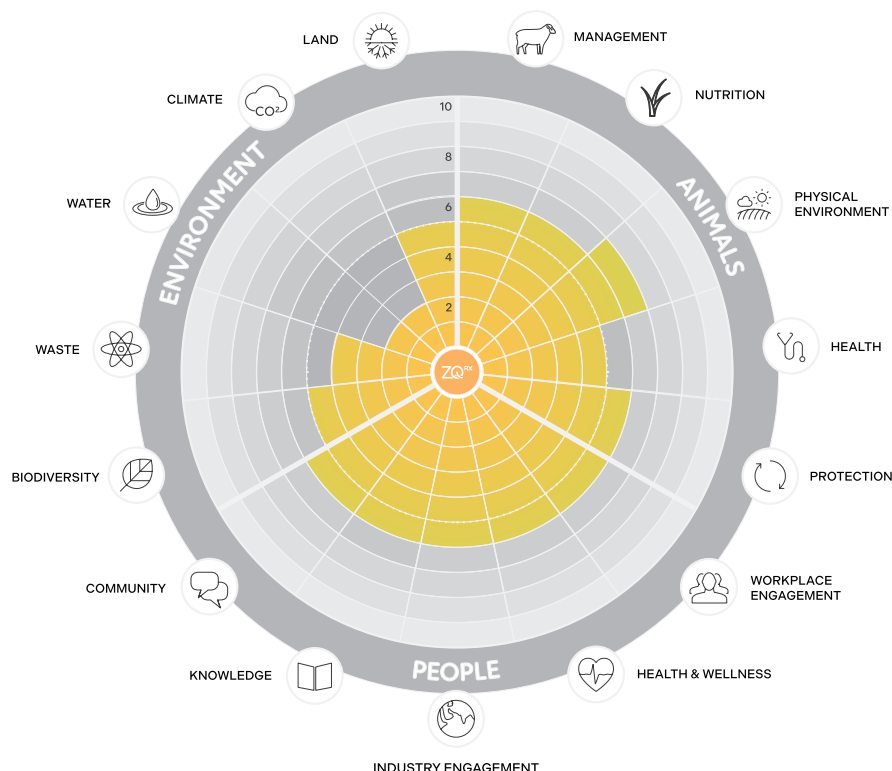
## What are the key benefits of ZQRX

By sourcing ZQRX wool, brands are part of a collective movement to support 500+ wool growers transition towards a regenerative future.

ZQRX wool is sourced from farms and growers who adhere to the following principles:

- Utilise regenerative agricultural practices
- Farm with a regenerative mindset and operate beyond sustainability (meet and exceed the RWS and ZQ Standard, and are committed to continuous improvement beyond this)
- Demonstrate year-on-year improvement as shown by the ZQRX Index and other key impact metrics
- Farm in consideration of the Five Domains of animal wellbeing

True regeneration is a journey, not a destination. The ZQRX programme is continually evolving and responding to new scientific learnings, technologies, and innovations.



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