



NEWCHUWA  
WOOL



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## Ecolabel Product Group: Textiles



*"It is very important to us and the brands that we supply our wool to, that our wool tops have the EU Ecolabel. We strongly support this certification for the protection it delivers to the environment and to human health,"* Jim Chiang, Business Department Manager, Zhejiang New Chuwa Wool Co.



### Why did Zhejiang New Chuwa Wool Co. apply for the EU Ecolabel?

Zhejiang New Chuwa Wool Co. supplies wool tops to major brands all over the world. Established in 2003 by parent company and fellow EU Ecolabel licence holder, Zhejiang Xiniao Textiles Inc., Zhejiang New Chuwa is a leading supplier of wool tops in Asia, the US and Europe. The company sources raw merino wool from Australia, New Zealand and South Africa and prides itself in supplying a comprehensive range of wool tops for different markets. The company's mission is to combine its development of the wool business with social and environmental responsibility.



As a result of special requests from US and European clients for high quality wool tops that meet stringent environmental standards along their whole supply chain, Zhejiang New Chuwa developed and then applied for the EU Ecolabel for a range of environmentally-friendly wool tops. *"An increasing number of our final product clients, including leading international brands such as H&M and Zara, are asking for recognised and reputable independent environmental certification, such as the EU Ecolabel, along their supply chains,"* said Jim Chiang. *"Our application for the award of the EU Ecolabel was, therefore, driven by our garment clients selling into the European market."*

Zhejiang New Chuwa was awarded the EU Ecolabel in 2011 for three wool tops: New Chuwa wool top, Shrink resist wool top and Basolan treated wool top, and subsequently re-applied in 2016 under the revised textile group criteria, which runs until June 2018.

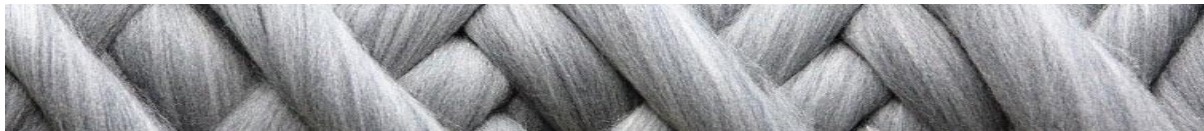


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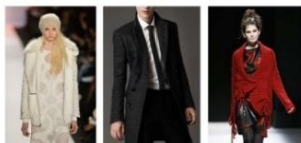
### The Application Process

The EU Ecolabel for textile products requires that the use of substances harmful to the environment and human health is limited, that water and air pollution is reduced, whilst at the same time maintaining product quality, such as shrink resistance during washing and drying, and colour resistance to perspiration, wet and dry rubbing and light exposure.

For their first application in 2011, Zhejiang New Chuwa had the help of a consultancy and DEAKIN University and were successfully awarded the EU Ecolabel for three wool tops: **New Chuwa wool top, Shrink resist wool top and Basolan treated wool top**. "Applying a second time by ourselves, under the new criteria in 2016, was relatively easy, with step-by-step guidance from UK Ecolabel Delivery," said Jim Chiang. He also mentioned that the company is currently applying for OEKO Tex 100, which the Ecolabel incorporates in its criteria for dealing with restrictive substances.

### EU Ecolabel Products

Zhejiang New Chuwa re-applied for EU Ecolabel licence in 2016 for its three, previously licenced (2011), products: **New Chuwa wool top, Shrink resist wool top and Basolan (anti-felt) treated wool top**. The re-application was assessed under the revised Textile criteria of Commission Decision (2014/350/EU) of 5 June 2014 and the company was awarded licence UK/016/008.



Carrying the EU Ecolabel licence indicates the importance of sustainability right at the beginning of the supply chain, especially as the criteria ensure no harmful chemicals or treatments are used throughout all stages of production.

### Results

Jim Chiang believes that the award of the EU Ecolabel is important to their business, and as a result, these Zhejiang New Chuwa wool tops can provide an important link in sustainable supply chains, which some customers demand. The next stage, Jim feels, is to drive the demand for more environmentally-friendly textile products and supply chains in Asia.

**UK Ecolabel Delivery Helpline: 01296 323621; E-Mail: [helpline@eu-ecolabel.uk](mailto:helpline@eu-ecolabel.uk);  
Web: [www.eu-ecolabel.uk/](http://www.eu-ecolabel.uk/) Twitter: [twitter.com/Ecolabel](https://twitter.com/Ecolabel)**