

Zhejiang Xinao Textiles Inc., China



## Ecolabel Product Group: Textiles

*“Since the 1990s, when people began to get really worried about global warming, greenhouse gases and the future of the planet and mankind, the need for environmental protection has never been greater,” said Boll Chen, Research and Development Manager.*



### Why did Xinao Textiles apply for the EU Ecolabel?

Xinao Textiles is a global leader in the market for branded textiles, operating along the wool supply chain, from purchasing greasy wool from Australia – via its wholly-owned subsidiaries, Zhejiang New Chuwa Wool Co. and Zhejiang Houyuan Textiles Inc. – to producing wool tops, spinning and finishing. Xinao Textiles has the capacity to produce up to 8 million kilos of wool yarn per year.



Accreditation is a core foundation of Xinao’s Textiles’ business and is a core foundation of the company’s competitiveness in a global market place. “Demand and environmental protection are increasingly walking hand in hand,” commented Boll Chen. “Xinao Textiles’ customers are paying more attention than ever before to sustainable supply chains and demand is strong for environmentally-friendly products.”

“The award of the EU Ecolabel was the best possible proof that Xinao Textiles’ products have a minimum impact on the environment. What is good for Xinao is also good for our customers,” said Boll Chen.



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### The Application Process

Xinao Textiles first applied for the EU Ecolabel in 2011 under the 2009 European Commission textile criteria and was awarded licence UK/016/012 in 2012 for its 100% merino wool yarn. Boll Chen commented that CSIRO provided help with preparing the first application in 2011, which was very useful, and when Xinao Textiles subsequently re-applied in December 2015, they were able to do so without requiring the CSIRO's help, and were awarded the EU Ecolabel in May 2016.



### WNZ EU Ecolabel Products

Fully-owned Zhejiang New Chuwa supplies Xinao Textiles with its EU Ecolabel wool tops for the production of Xinao's EU Ecolabel 100% merino wool yarn. Xinao re-applied for the EU Ecolabel in December 2015 under the new textile criteria published in June 2014, Commission Decision 2014/350/EU, and was approved in May 2016.

**XINAO** Textile / 100% Merino Wool



Boll Chen said that Xinao is very proud of its EU Ecolabel for Xinao merino wool yarn and market the yarn and the EU Ecolabel at every exhibition that they attend! Customers include top clothing retail brands and department stores in the US, Europe and Australia.

### Results and benefits of having the EU Ecolabel

"Being awarded the EU Ecolabel was the greatest affirmation Xinao Textiles could have for its commitment to protecting the environment for future generations," said Boll Chen. He stressed that that Xinao Textiles will continue to strive towards producing and operating sustainable products and processes. "For Xinao Textiles, the economic benefits of having the EU Ecolabel equal the environmental benefits, so it's a win 'win-win' situation," Boll Chen said.



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