



# ASI Wool Programs

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# WOOL HUB

Supporting  
Supply Chain  
of the Wool  
Industry







# Your Go-To for Everything Wool

- ASI connects the US and international worlds to American Wool
- Education and Connections
- Supporting wool in every way, from raw material to consumer







# Wool in Action for the U.S. Military

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Education: Wool Benefits



Product Development: Create  
products specifically for military

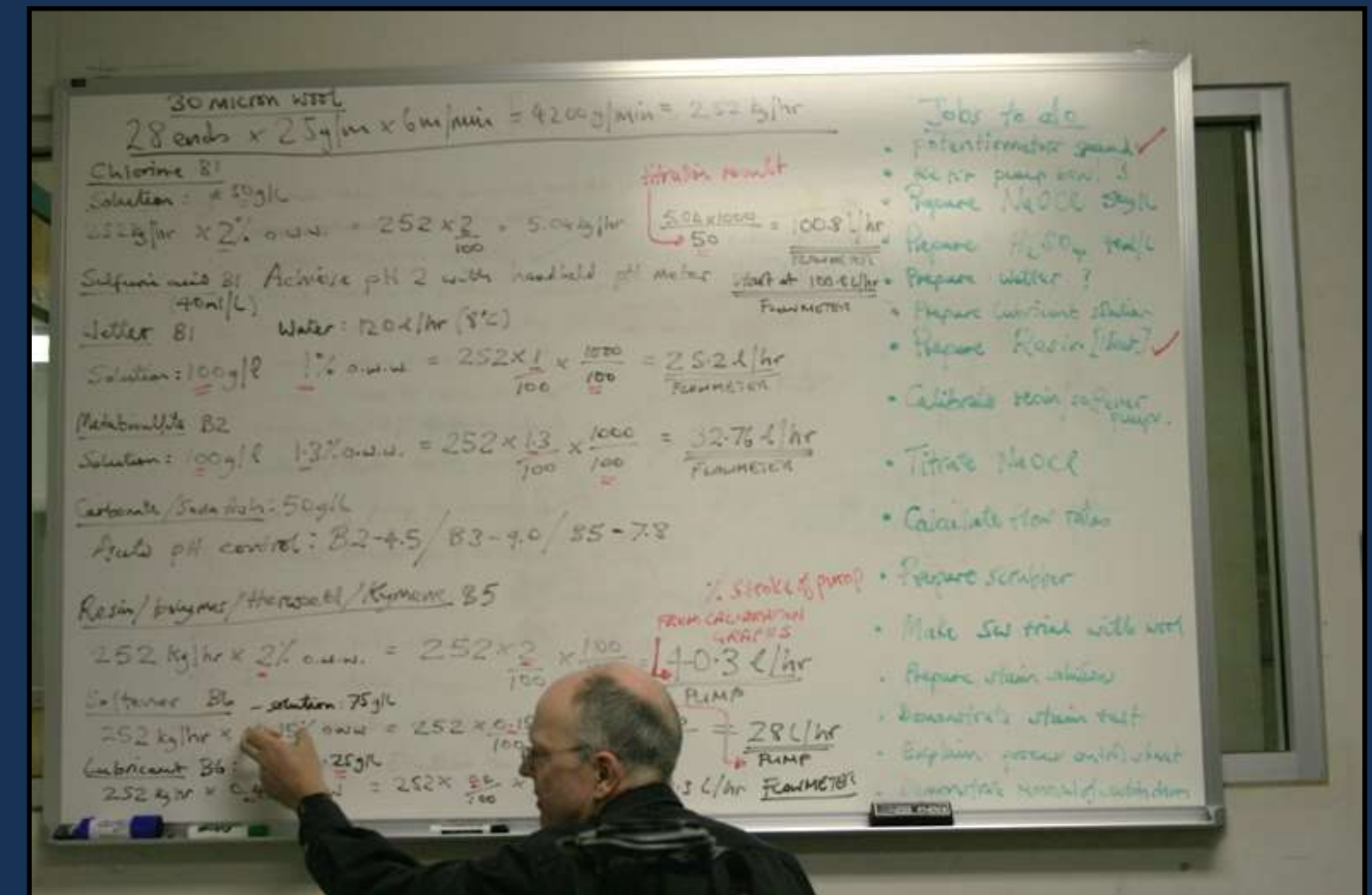
Connection with uniform boards  
and industry





# Joint Research and Technical Assistance

- Superwash and Mercerization:
  - Base layer garments
  - Socks
- Mill Tours and Connections with Industry





# Raw Wool & Shearing Programs

- Shearer and Mentor Grants
- Wool Classing and Handling Schools
- Promoting regenerative wool practices
- Keeping American wool top quality for global buyers

Preparation Steps  
for **Wool  
Quality  
Improvement**

*A Quality Wool Clip Starts Long Before Shearing*

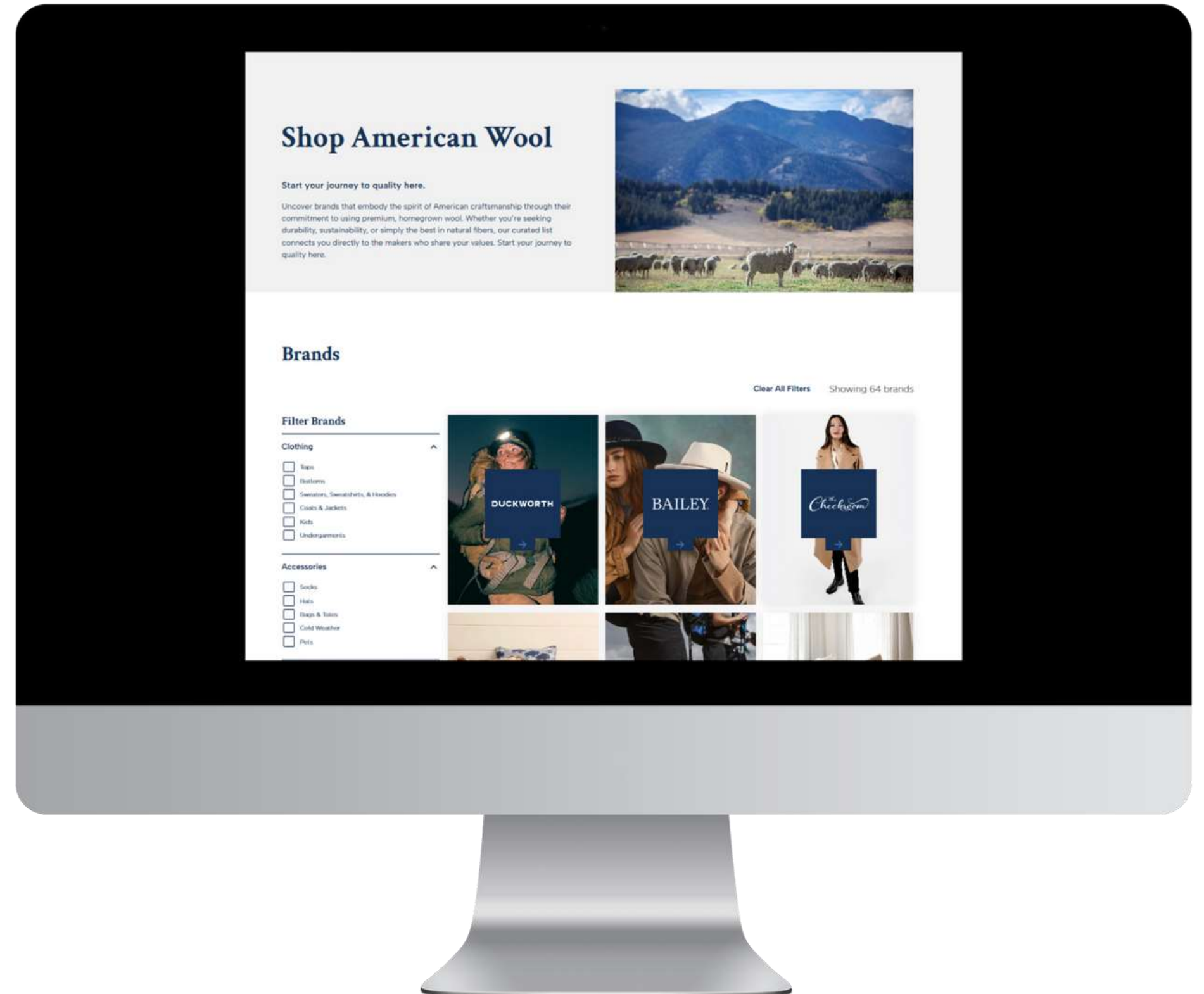




# Consumer Marketing

# Americanwool.org SHOP

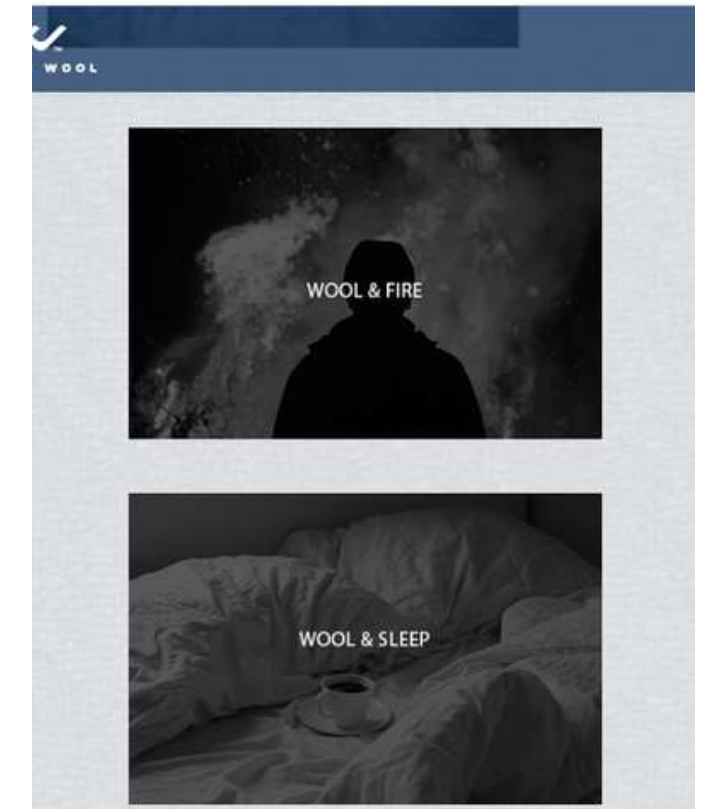
- Relaunch with new design and better user experience
- 60+ Brands using American wool
- Quickly find a product
- Most visited page – Shop Page
- AmericanWool.org

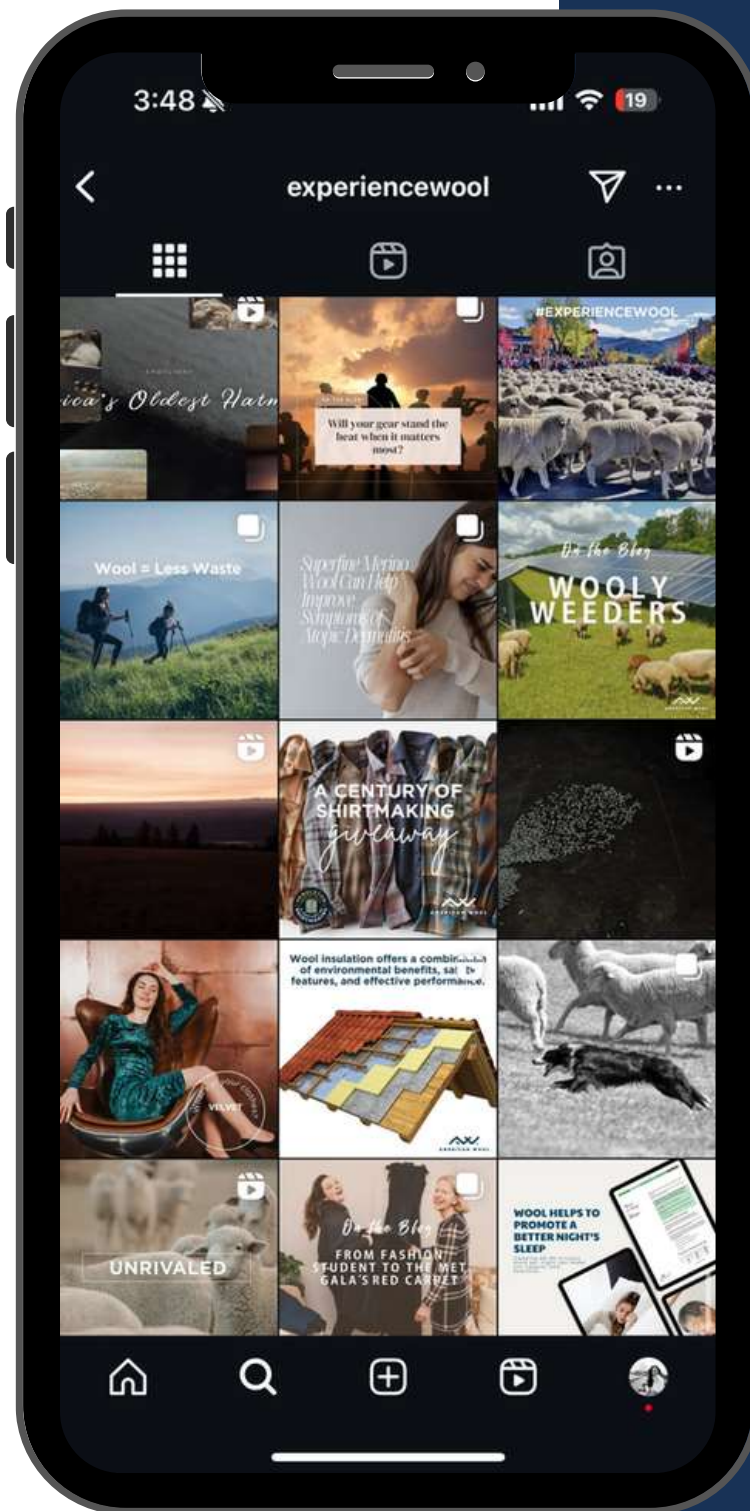




# Supporting American Wool Brands

- Americanwool.org
  - Shop
  - Resources
- Holiday Gift Guide
  - 25 Brands (rotating)
  - distributed to 60K+
  - Paid advertising
- AW Logo Program
- AW Social Media Highlight
  - Collab Posting





# Digital Marketing

**40m**  
Impressions

**2.7m**  
Video Views

**30**  
Blogs

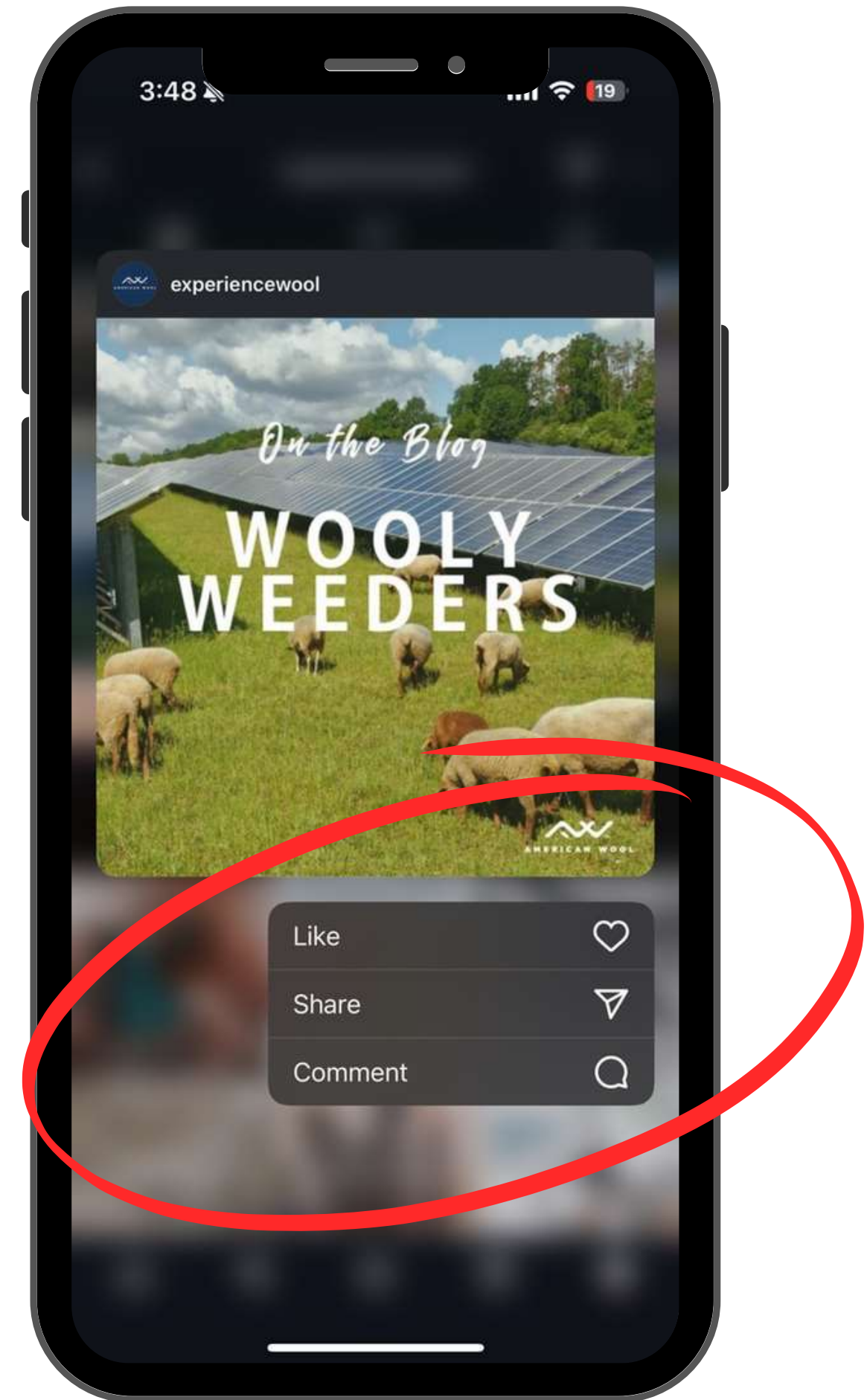
**12x**  
Brand  
Exposure



# CALL TO ACTION

Instagram

ExperienceWool







A photograph of a man with a beard and dark hair sleeping peacefully in a bed. He is wearing a dark blue t-shirt and is covered up to his chest with a light-colored, textured blanket, likely wool. The room is dimly lit, with a soft light source from the left casting a gentle glow on his face and the blanket. His eyes are closed, and his expression is relaxed. The background shows a white pillow and a dark headboard.

Wool fiber is approximately twice as effective as cotton at moving moisture vapour through fabric and 10 times better than polyester.



A woman with curly hair is sleeping peacefully in a bed. She is wearing a grey tank top and is tucked under a dark blue blanket. Her eyes are closed, and she has a serene expression. The background is a soft, out-of-focus blue, suggesting a bedroom setting. The lighting is gentle and warm, highlighting the texture of her hair and the fabric of the blanket.

*Scientists believe that  
the benefits of sleeping  
in wool are related to  
wool's superior  
moisture management  
— the ability to keep us  
dry and comfortable.*





# LAUNDRY CARE SYMBOLS GUIDE

 HAND WASH	 MACHINE WASH	 MACHINE WASH PERM PRESS	 MACHINE WASH DELICATE	 DO NOT WASH	 DO NOT WRING
 MACHINE WASH COLD	 MACHINE WASH WARM	 MACHINE WASH HOT	 BLEACH	 DO NOT BLEACH	 NON-CHLORINE BLEACH
 TUMBLE DRY	 TUMBLE DRY LOW HEAT	 TUMBLE DRY MEDIUM HEAT	 TUMBLE DRY HIGH HEAT	 TUMBLE DRY GENTLE	 DO NOT DRY
 HANG TO DRY	 LINE DRY	 GRIP DRY	 DRY FLAT	 DRY CLEAN	 DO NOT DRY CLEAN
 IRON OKAY	 IRON LOW HEAT	 IRON MEDIUM HEAT	 IRON HIGH HEAT	 DO NOT IRON	 DO NOT STEAM

*Remember to empty your pockets*

AMERICANWOOL.ORG



#EXPERIENCEWOOL





**In the rugged terrain of Colorado, where the landscape is as challenging as it is beautiful, Jorgiea Raftopoulos is changing the stereotype of the modern American rancher. Her unique style bridges tradition and technology, preserving her family's legacy while adapting to contemporary challenges.**



A woman with dark hair, wearing a white sweater and blue jeans, is sitting on the ground in a field of tall, golden-brown grass. She is smiling and looking towards the camera. In the background, there is a wooden fence, a herd of sheep, and a hill covered in dense, green and brown vegetation under a clear blue sky. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

ON THE BLOG

## **Shepherding Tradition and Resilience: A Family Ranch in the High Desert**



# Connecting the Industry

- Knowledge
- Connections
- Promotion
- Sharing Information



# The Future of Wool

- Growing markets here and worldwide
- Spreading the word about wool through marketing
- Supporting growers with regenerative practices for healthier soil and grazing









