

Ullfrotté changes to mulesing-free Merino wool from Patagonia

Ullfrotté AB, the Östersund, Sweden-based producer of the Woolpower brand Merino wool undergarments and socks has exceptionally high standards of quality, environmental impact and ethics. Since Australian wool producers cannot currently guarantee 100% mulesing-free Merino wool, Ullfrotté AB will now purchase wool produced in the Patagonia region of South America.

Mulesing – a procedure done to Merino sheep in Australia to prevent fly infestation – is a thorny issue, and the company has long been looking for a solution.

- “We are very bothered by mulesing,” says Ullfrotté’s president Adam Brånby. “The problem is that until now we have been unable to find an alternative source of wool that meets our high standards of quality. But now, thanks in part to the latest debate about mulesing, our suppliers have reacted and we can now redirect our purchasing to Patagonian Merino wool. And because we have our own production facility right here in Sweden, we are able to make this change very quickly.

Ullfrotté AB will immediately begin buying their fine Merino wool from the Patagonia region of South America, where ethical handling of the sheep can be guaranteed.

- “We are not closing our doors to Australia. When the Australian wool industry can guarantee 100% mulesing-free Merino wool of the same high quality as they produce today, we would initiate the conversation again,” says Adam Brånby.
- And we want to emphasize that Merino wool is one of the most ethical and environmentally friendly materials that is available for textile manufacturing, not to say the least from the standpoint of recycling,” says Adam Brånby.

For more information:

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Ullfrotté AB manufactures warm layering garments in Ullfrotté Original material, a fine, Merino wool terry knit fabric.
Made in Östersund, Sweden since 1972, the garments are sold worldwide under the Woolpower brand name.