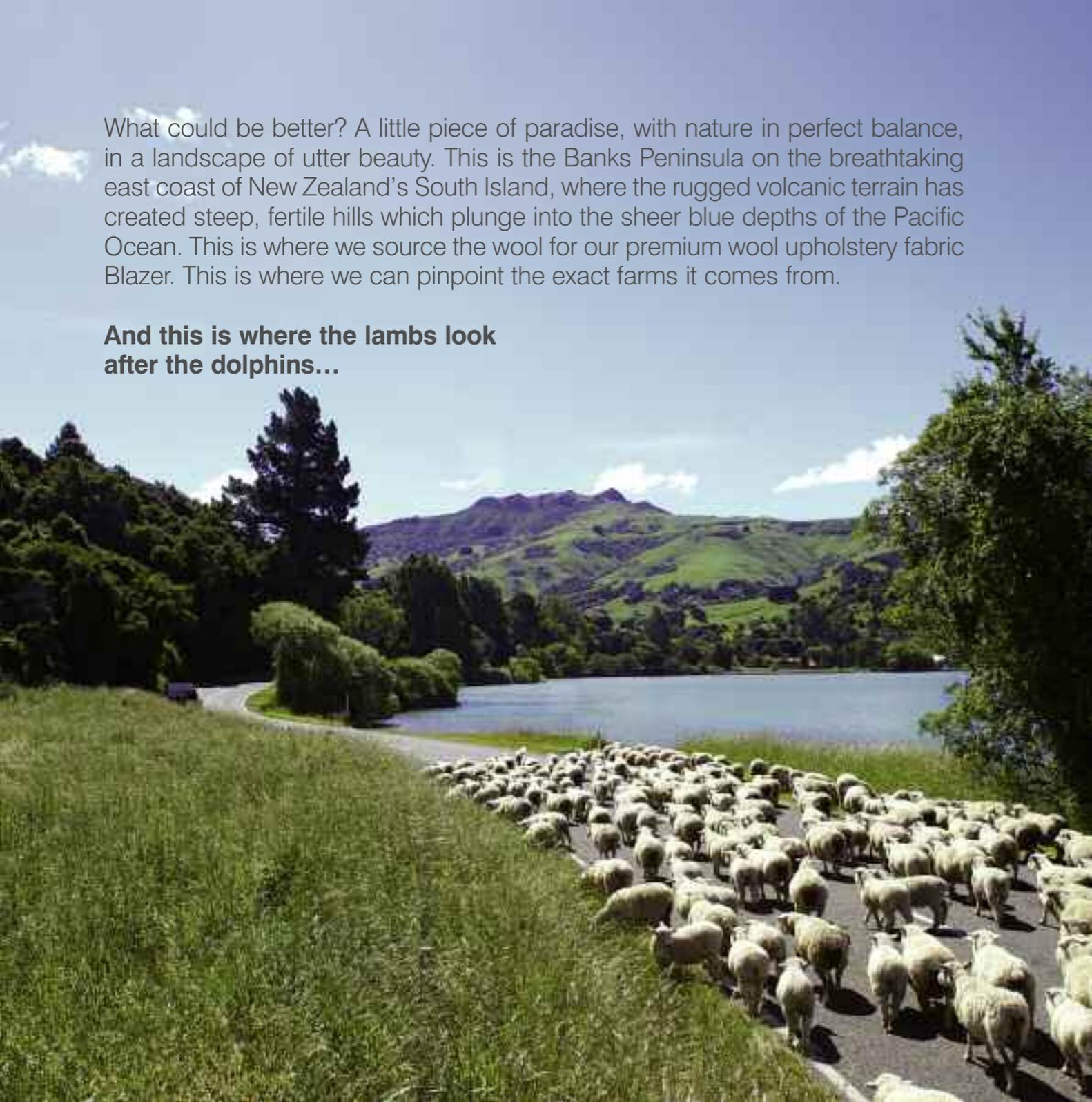


**Where the
lambs look
after the
dolphins.**

What could be better? A little piece of paradise, with nature in perfect balance, in a landscape of utter beauty. This is the Banks Peninsula on the breathtaking east coast of New Zealand's South Island, where the rugged volcanic terrain has created steep, fertile hills which plunge into the sheer blue depths of the Pacific Ocean. This is where we source the wool for our premium wool upholstery fabric Blazer. This is where we can pinpoint the exact farms it comes from.

And this is where the lambs look after the dolphins...



Back to source

More often than not we simply have no idea where things come from, let alone what actually goes on to make them. Not so with our Blazer fabrics. They're made from 100% Laneve™ wool, sustainably produced and traceable right back to individual farms of Banks Peninsula Growers on the lush rolling pastures of South Island, New Zealand. Laneve promises wool integrity and complete chain of custody from identifiable farm to finished fabric. Laneve provides the certain assurance of:

- Environmental standards
- Complete traceability
- Best farming practice
- Social responsibility
- Stringent quality



A superior product...

...grown to specification

Nurtured by a unique combination of unyielding weather, fertile pasture and careful farming practices, Laneve wool from the Banks Peninsula is consistently strong, white, pure and bright, making it perfect for deep dyeing into a vast array of beautiful colourways.

White faced Romneys and Perendales are reared to produce the highest specification wool in terms of colour, micron and length, as well as absence of “vegetable matter”, such as thistles, gorse and bracken. It all goes to make a superior fibre which is not just fit for purpose, but which is actually softer because it comes from lambs whose wool is shorn for the first time.

Shear delight

- the very first time

Of course things are upside down and back to front in New Zealand, so the first lambs arrive with the spring in September and are ready for shearing by early summer in January and February. This first time lambswool shearing, when the wool is 2” – 3” in length, is what gives the end fabric its unique softer handle compared to other competitor products. It’s all down to the fact that the tip of each individual fibre strand ends in a very fine, soft point rather than a harder blunt edge once it’s been cut. It’s probably the only time that a point is soft rather than sharp. So we take the wool when it’s at its newest, softest and freshest.

- Lambswool
- First time shearing
- Ultramicroscopic wool tip
- Softer, smoother hand
- New, fresh wool





Not just traceable, but ethical & sustainable

Laneve is the wool integrity brand from Wools of New Zealand, which not only gives the wonderful assurance that its source of origin is traceable to individual farms, but also the confidence that it's produced responsibly by farmers who are independently audited and meet the highest standards for sustainable farming practice, animal husbandry and land management.

Many of these farmers come from families who have worked the land for generations. So their farms are not merely businesses employing the latest technology and best practices, they are also homes cared for by real people who treasure the region's naturally diverse plant, bird and marine life.

- **Free range, non-intensive farming**
- **Animal welfare for health, nutrition and safety**
- **Pasture rotation and stock management for productivity**
- **Environmental management for water quality, biodiversity, soil fertility**
- **Comprehensive documentation to demonstrate sustainable practices**



Barry's Bay Estate

One of the farms we source from is Barry's Bay Estate, a 1,000 hectare property which is owned by Biddi and Mark Shadbolt who look after 3,000 Romney sheep. Located in the picturesque Akaroa harbour area of Banks Peninsula, Barry's Bay Estate has sustained the Shadbolt family for six generations, with Mark and Biddi's daughter Annabel now running the farm and – in her spare time – working on a dolphin boat down in the harbour.

From farm to fabric

After leaving the farm, the shorn wool travels just over the hills to Kaiapoi, Christchurch, where it is cleaned and scoured, before being transported in compressed bales on container ship from Lyttleton to Southampton. This 13,000 mile journey equates to just 0.315kg of CO2 for every kilogram of wool, which is actually less than driving the average sized petrol car just one mile to the shops!

Only approved, licensed partners can produce Laneve branded products, giving a complete chain of custody through the key stages of production, including yarn spinning and fabric manufacture.



Annabel Shadbolt manages the Barry's Bay Estate Farm and in her spare time works on a dolphin boat.

Summary supply chain information:

Your wool is grown by:
Barry's Bay Estate
Akaroa, NZ

Then spun here:
Stork Brothers
Huddersfield, UK

And woven here:
Camira
Huddersfield, UK

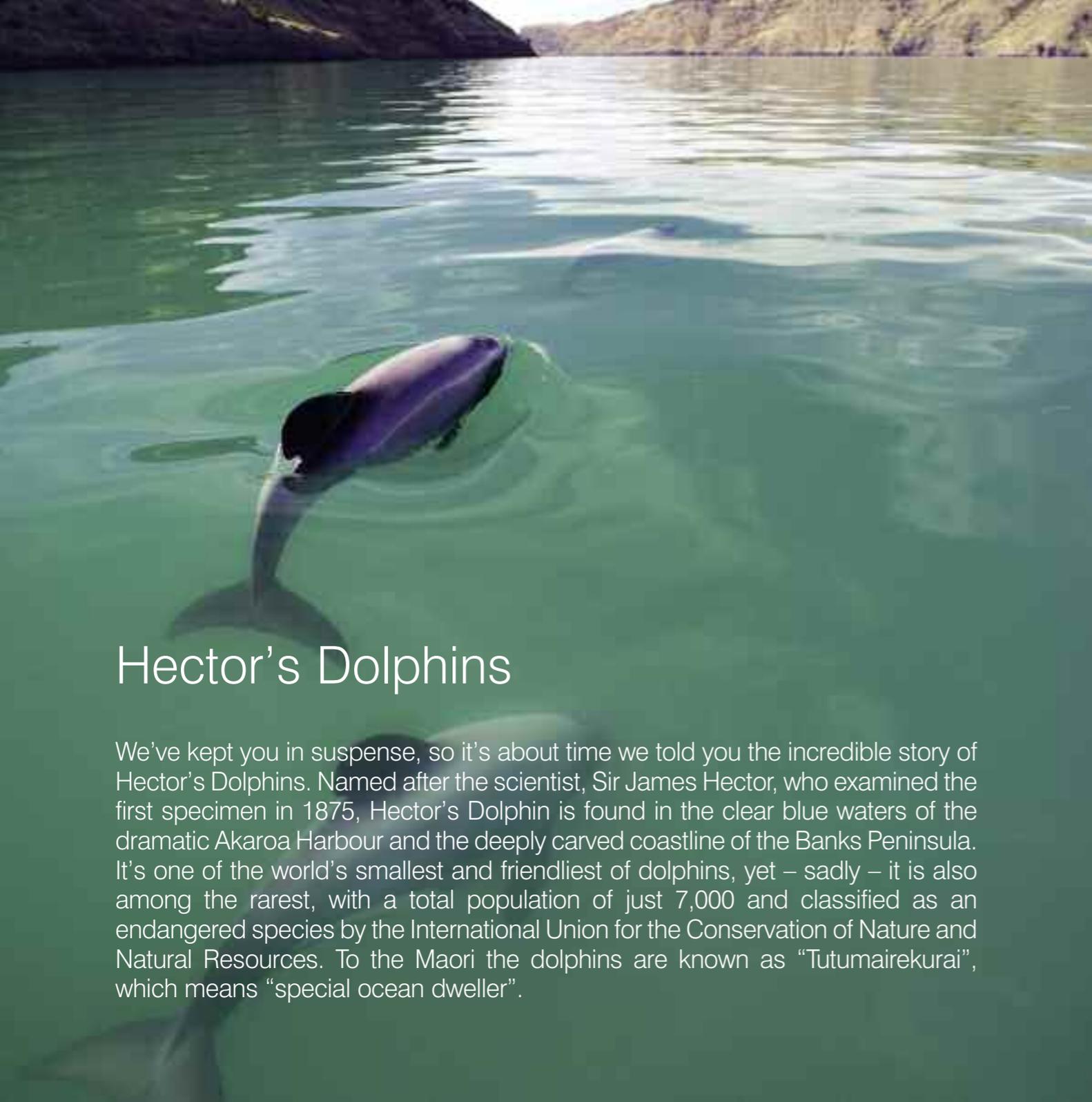
Trail blazer fabric

The end product, which started out in the natural beauty of the Banks Peninsula, becomes a beautifully soft, woven upholstery fabric, with a milled, compacted felted finish. It comes in an abundant array of deeply dyed, solid colourways, as well as a tasteful, coordinating selection of mélangé shades, with the entire palette working harmoniously with many other Camira collections for full interior scheme planning. There's even a lighterweight version for panels.

A further stamp of environmental approval is the fabric's accreditation to the EU Flower eco-label, as well as our proprietary Second Nature designation.

camira second nature





Hector's Dolphins

We've kept you in suspense, so it's about time we told you the incredible story of Hector's Dolphins. Named after the scientist, Sir James Hector, who examined the first specimen in 1875, Hector's Dolphin is found in the clear blue waters of the dramatic Akaroa Harbour and the deeply carved coastline of the Banks Peninsula. It's one of the world's smallest and friendliest of dolphins, yet – sadly – it is also among the rarest, with a total population of just 7,000 and classified as an endangered species by the International Union for the Conservation of Nature and Natural Resources. To the Maori the dolphins are known as "Tutumairekurai", which means "special ocean dweller".

So what's this got to do with lambs and Laneve?

Well, the crystal clear seawaters support the squid, red cod, flatfish and yellow-eyed mullet which the dolphins and other wildlife feed on, so it's crucial that the watercourses and ocean stay pollution free. Thankfully, the Banks Peninsula farmers are passionate about protecting this wonderful creature and this spectacular part of the planet. Their careful, sustainable farming practices mean the delicate eco-system is kept in balance, with no risk of harmful biocides entering the food chain. So selecting Blazer fabric made from Laneve wool supports the very best farming practices which protect both communities and wildlife. And for every metre of Blazer fabric we sell, we make a donation to the New Zealand Whale and Dolphin Trust.

So that really is why the lambs look after the dolphins.



With special thanks to: Wools of New Zealand - www.woolnz.com
Banks Peninsula Farms - www.bankspeninsulafarms.com
New Zealand Whale and Dolphin Trust - www.whaledolphintrust.org.nz

The story of Blazer made from Laneve™ traceable wool.

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