

Champion Wool Factory Launches The Brand “AusGolden” for American Market in Fall 2020

Following nine years of success in Australia, Champion Wool Factory plans to expand its reach to the Americas



Melbourne, Oct 27, 2020 ([Issuewire.com](https://www.issuewire.com)) - Champion Wool Factory, an Australia-based wool quilt manufacturer today announced its plans to launch their brand, AusGolden, in the United States this fall. This news follows the company exporting products to the US during the height of the COVID-19 pandemic and gaining attention and a following.

Champion Wool Factory is best known for their blending of traditional materials and craftsmanship with first class technology to create cost effective, yet luxurious, products.

Champion Wool Factory will initially release one SKU of their 100% natural Australian wool bedding in the US market under the AusGolden brand. They will launch their flagship All-Season Washable Wool Comforter, which features their unique AirSulation Technology making the wool exceptionally fluffy and light. The premium wool is moisture wicking—regulates the body to the ideal sleeping temperature, even in the warm summer nights—and hypoallergenic, allergen-free, dust mite resistant, breathable, and naturally flame retardant.

AusGolden will also feature a line of natural wool products for the whole home—blankets, pillows, sheepskin throw rugs, and decoratives like wool-filled animal pieces. The entire line communicates a rustic, natural design that works well in both modern and classic home environments.

AusGolden's brand mission is "to reconnect people with nature." This direct-to-consumer offering will allow traditional herders & craftsmen to connect with customers on a global scale, allowing people to transform their homes with truly natural products.

The CEO, Eric, said, "In recent years, we have noticed a shift toward consumers appreciating all natural products, but not knowing where to find them. So they opt for recycled and artificial materials, which are great in theory, but require a large amount of environmentally damaging production work and supply chains. We want to reconnect consumers with nature - no middle man, just factory to consumer, while honoring the traditions of the Australian plains."

The brand prioritizes wool from the Poll Dorset breed of sheep. They grow their fleece from feeding on green grasses and roaming the hundreds of miles of wide-open Australian Hillside. With a climate similar to the Great Plains of the American midwest, nutritious wild grasses, sunlight, and vast blue skies, form the ideal landscape for sheep to live.

Champion Wool Factory holds globally trusted certifications—Australian Made, WoolMark Pure New Wool, OEKO-TEX® Standard 100—which ensure the quality and human ecological safety of their products.

Wool mill and retail store closings due to Covid 19 have hit the wool industry. Australia's benchmark for wool, the eastern market indicator, shows a price plunge of almost 45% from its 2018 peak to trade at A\$11.39/kg. Meanwhile, the country's wool exports declined 35% in April from the previous year.

Respondents to a recent WoolProducers Australia survey estimated an average 32.6 percent financial loss to their businesses during this time and further, over half of the respondents are currently not offering wool for sale.

Despite industry downturn, Champion Wool Factory plans to adapt by moving sales online. They're confident that the industry will bounce back strong and they are excited to lead the way with AusGolden, driving new business that goes to support growers and suppliers.

Andrew Hiscock, a rancher that works with Champion Wool, said, "Eric and Champion Wool have been a reliable partner of ours for over 10 years. They are leading the way back to a thriving economy and this AusGolden launch will bring the best of Australian wool to the American consumers while also supporting rural rancher communities—everybody wins and comes out stronger."

The line is expected to launch in November 2020, barring complications from COVID-19 on shipments. More information can be found at ausgolden.woolhome.com

About Champion Wool Factory

Champion Wool Factory (CWF) from Melbourne, Australia, was established in 2011. It is a prominent local enterprise and a large-scale wool quilt manufacturer that integrates product development, design, production, marketing and other functions in-house.



Media Contact

Kevin Yan

keviny@championwool.com.au

Source : Champion Wool Factory

[See on IssueWire](#)