New Zealand Merino
Transforming the New Zealand Wool industry
by creating the most innovative, sustainable primary industry possible

«We were aware of PE’s reputation and they provided the best value for money. We weren’t let down – they were brilliant!»

Dave Maslen, Manager – Innovation and Sustainability, The New Zealand Merino Company
Innovation and sustainability across the supply chain

NZM’s mission is to create the smartest, most innovative, financially robust and sustainable primary sector industry possible. The company’s sustainability vision is holistic and global, where environmental improvements in one aspect of their supply chain don’t adversely affect the others. The commitment of supply chain partners is essential.

NZM wanted to reduce their environmental footprint across the life cycle of their wool products throughout their entire operations, including their supply chain partners. “We wanted to add value to our retail partners’ brands. These have a strong message about the careful attention they give to ‘natural’ products and their footprint on the earth,” says NZM’s Manager – Innovation and Sustainability Dave Maslen.

To identify where sustainability improvements could be made would require the accurate gathering of a wide range of data and deep analysis. With supply chain partners throughout the world, this was a challenge that required highly specialised, internationally experienced expertise.

NZM sought a life-cycle and sustainability consultant partner who:

• was highly credible and could substantiate market claims
• could provide in-depth supply chain analysis
• could identify clear signals for moving forward
• could take supply partners on board and make them part of NZM’s sustainability journey

They found that partner in PE INTERNATIONAL – a leading international life-cycle and sustainability consultancy, which has an Australasian arm and offices in New Zealand.

Expert solving of complex issues

PE INTERNATIONAL undertook an extensive Life Cycle Assessment study of NZM’s wool products, throughout their entire value chain. The study was supported by brand partner Icebreaker and required the cooperation of six leading supply chain partners across the globe.

PE INTERNATIONAL used their network of offices to support supply chain partner’s data collection at the local level, in the local language. This approach ensured exceptional data quality and smoothed and optimised the data collection process. “Timeliness is always an issue in these projects – we wanted the data quickly,” explains Dave.

The results of the study provided a baseline for the environmental performance of NZM’s wool products and identified opportunities for improvement along the supply chain. Individual reports with recommendations were provided to each of the supply chain partners.

»Our product Merino Wool has a compelling sustainability story. The Life Cycle Assessment helped us to address product impacts across the value chain and enables us to communicate sustainability in a credible and engaging way«

Dave Maslen
Manager – Innovation and Sustainability
The New Zealand Merino Company
Improved sustainability initiatives

NZM now possess a list of focused sustainability initiatives that work effectively, and that are able to reduce their environmental footprint across their supply chain.

The company also now has the tools to measure the effect of sustainability initiatives across the supply chain, tools that can also benchmark that performance against future R&D advances.

Future wool products can be tested in advance of reaching the market, and alternatives can be analysed to ensure they are the best option both economically and environmentally.

NZM can substantiate its environmental claims with a high level of credibility, keying off PE INTERNATIONAL’s worldwide reputation as trusted and established life-cycle experts.

The outcomes of the study have enabled NZM wool growers and supply chain partners to be fully aware of their environmental impact. This has provided a springboard for both brand partner benchmarking and internal process improvements.

With the full support and buy-in of their supply chain partners, NZM remains at the forefront of sustainable production, and leads the primary industry sector by example.

PE delivered a robust life cycle study that enabled us to baseline our environmental performance and identify opportunities with our partners. We were particularly pleased with the level of support and concrete recommendations for improvement provided to each of our supply chain partners.«

Michael Jamieson, General Manager
Global Operations, Icebreaker

New Zealand Merino’s solution in brief:
Customer Industry: Textile
Headquarters: New Zealand
Challenge: Quantified information on the improvement potential throughout the supply chain
Services & Solution: Life Cycle Assessment study of entire value chain; local support for supply chain partners internationally in local language
The New Zealand Merino Company is an integrated sales, marketing, and innovation company focused on transforming the country’s Merino wool industry – an industry known throughout the world for producing fine, valuable wool fibre.

www.nzmerino.co.nz

About PE INTERNATIONAL

PE INTERNATIONAL is the global leader in integrated sustainability performance with proven software solutions, sustainability databases and unparalleled consulting expertise. With over 20 years of experience and 20 offices around the globe, PE INTERNATIONAL is working with 1,500 clients including companies such as Bayer, Interface, Kraft Foods, Siemens, Unilever and Volkswagen.

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