

FARM TO FABRIC™

INSTYLE CONTRACT TEXTILES has become the first furnishing textile supplier to offer a traceability program, which is called FARM TO FABRIC™.

FARM TO FABRIC™ allows the consumer to select a fabric and see how it is made beginning with the farm that produced the EthEco® wool fibre. You can see the environment the sheep were farmed in, meet the farmers and learn about how they manage the land with minimal environmental impact.

Traditionally, a textile supplier would rarely deal with the farmers, who are at the other end of the supply chain.

INSTYLE first launched LIFE Sustainable Textiles® four years ago, to do this they became proactive in sourcing the wool fibre to meet their exact specifications.

INSTYLE's Managing Director Michael Fitzsimons says "We have met a number of farmers who through holistic farm practices have taken damaged land and restored it to a healthy productive state – each farm had a fantastic story to tell".

INSTYLE has signed contracts with a select group of sheep farmers whose on farm practices comply with the company's stringent EthEco® wool standards for animal welfare, human health and care for the environment. This also gives the farmers additional security.

Architects, Designers and their clients who use the Farm to Fabric ® traceability system can also see how the fabric is made. All the production – from farm through to fabric - follows strict environmental criteria.

The traceability system is available for most LIFE Sustainable Textiles® products and new LIFE Textiles® designs will be added to the system in the near future.



Norm Smith (EthEco® wool grower) and Tracy Mak (INSTYLE's Environmental Manager)