



# British Wool Licensee Scheme





## Overview of the scheme

British Wool's Licensees scheme (launched 4<sup>th</sup> June 2018), focuses on the traceability of the wool all the way through the supply chain (manufacturers, spinners, top makers, merchants) and is designed to provide better visibility of the British wool content by product range.

Brands selling products made from British wool, which has originally been bought through the British Wool auction scheme, can use the trademark on licensed product ranges based on the following criteria;

- It is necessary for individual product ranges to become licensed.
- The Licence is exclusive to individual product ranges that have been through the auditing process.
- The company with the licensed product range cannot pass the logo on to a third party.

## Licensee criteria

Products must fulfil at least one of the following criteria to qualify for use of the trademark;

Product	Level	Criteria
Carpets	Level 1	80/20 carpet with minimum 50% British wool content
	Level 2	80/20 carpet with 100% British wool content
Apparel cloth/Knitwear	Level 1	minimum 50% British wool content
	Level 2	100% British wool content
Interiors cloth/Accessories	Level 1	minimum 50% British wool content
	Level 2	100% British wool content
Beds	Level 1	400g/m <sup>2</sup> of British wool per sleep side
	Level 2	900g/m <sup>2</sup> of British wool per sleep side
Bedding	Level 1	50% of the filling is British wool
	Level 2	100% of the filling is British wool
Knitting Yarn	Level 1	minimum 50% fibre content is British wool
	Level 2	100% fibre content is British wool
Transport - pile fabric	Level 1	85/15 pile fabric with minimum 50% British Wool content
	Level 2	85/15 pile fabric with 100% British wool content



In order to become a British Wool licensee you are required to complete the form entitled “British Wool Licensee Application Form”.

## Processing your application

Your application will go through the following process;

1. When the form entitled “British Wool Licensee Application Form” is complete it should be returned by email to [marketing@britishwool.org.uk](mailto:marketing@britishwool.org.uk) or by post to - The Marketing Department, British Wool, Wool House, Sidings Close, Canal Road, Bradford, BD2 1AZ.
2. We will consider the application and then set up an official account for your company on our online system. You will receive a link by email to gain access.
3. Through the online system, British Wool will ask you and your suppliers to fill in information to prove that the end product meets the required criteria. This information is held by a third party data warehousing company (DJS Research) ensuring no-one in the supply chain (including British Wool) have access to any commercially sensitive information (wool blends, grade information etc).
4. Once the product range on the system has been successful we will send you an annual membership invoice. This is the same as the current fee you are paying but may be reviewed upon application. This is to cover administration expenses, particularly the registration of the trademark in many countries to protect our licensees’ interest.
5. After the annual membership fee has been paid and British Wool has received at least one successful product report, an official Licence Agreement will be issued by post. Both copies of this agreement must be signed and returned to British Wool by post.
6. Following receipt of the signed agreements, British Wool will send the relevant logo to the new licensee. Licensee details will be also be added to the British Wool website and included on our consumer targeted social media activity.
7. As part of promoting our licensees products to consumers we will use our licensee’s product images on our website/social media and literature. If you would like us not to use your images specifically please let us know by contacting [marketing@britishwool.org.uk](mailto:marketing@britishwool.org.uk).
8. Any licenced company wishing to use the British Wool trademark on their own promotional material must follow the British Wool Logo guidelines (available at [britishwool.org.uk](http://britishwool.org.uk)) and send artwork **before printing takes place/websites go live** to [marketing@britishwool.org.uk](mailto:marketing@britishwool.org.uk) for approval.
9. The Licence is for use in the UK only, but the trademark is registered in practically all wool using countries. Permission for use in other countries must be sought separately from British Wool in order to maintain the quality image and coordinate overseas promotional activities.



## How we will use information about you

Please note that any information provided in this section of the form will be kept in the strictest of confidence we will never share your information with a third party.

We will use the information provided in this form to register your account on our on-line database, this allows us to administer your account and process your annual membership fee.

For further information on how your information is used, how we maintain the security of your information and your rights in relation to the information we hold about you, please refer to our privacy policy available on our website at [britishwool.org.uk](http://britishwool.org.uk). If you require a hard copy call 01274 688666 or email [gdprdata@britishwool.co.uk](mailto:gdprdata@britishwool.co.uk)