



What does the product you are making do to improve environmental impact and create economic value?

Wool insulated packaging creates a value added product, contributing to the regeneration of the sheep farming and wool industries in the UK and the creation of many new skilled jobs in farming communities.

Last year we used approximately 2.5 million sheep fleeces to manufacture Woolcool products and the business is growing.

Wool provides superior insulation compared to man-made materials, reducing the huge financial and human costs associated with temperature and transit damage to foodstuffs and delicate life-saving vaccines.

Bio-based materials are more sustainable than oil-based products such as polystyrene. This year customers switching to Woolcool saved over 1,000 tonnes of non-biodegradable packaging waste from going into landfill.

How many new jobs has your company created worldwide in this activity?

Starting from 3 personnel in 2009, Woolcool now employs 45 people full time in the UK. At peak periods, such as Christmas, this can grow to 70 with the addition of agency workers.

Also the growth of Woolcool has led to the creation of many jobs throughout our supply chain.

Do you currently use bio-based and biodegradable materials in your production?

We use 100% pure wool as the insulating material for Woolcool packaging products. One of the most sustainable natural materials, wool is abundant as a by-product of sheep rearing.

It is organic and can be easily recycled or composted, releasing valuable nitrates back into the soil. Wool is one of nature's most amazing *'smart fibres'*, with a complex physical structure and outstanding properties including the ability to cope with extremes of cold and heat.

Do you produce in or export from the UK?

Woolcool is manufactured in the UK using British suppliers and materials. Exports represent around 25% of our total sales.

What policies could help stimulate growth of your company and create more added value, jobs and exports for the UK economy?

Improved ease of access to funding support for SMEs involved in researching and developing products using biomaterials. The criteria and process for access to government-funded schemes prohibits many SMEs from applying.

Tax incentives for bio-based initiatives that lead to the achievement of measurable sustainability targets: economic, environmental and social.

Brexit will require UK business to focus on new export markets, to strengthen manufacturing capability and competitiveness. We need finance policies that encourage and assist capital investment in state-of-the-art manufacturing technology and training schemes to make UK employees the most skilled in the world.

Encourage good and fair R&D practice between small and big businesses. When big businesses have the opportunity to take unfair advantage of smaller companies' R&D resources, it can have a major negative impact.