

Ermenegildo Zegna

Paolo Zegna
President

Milan, September 2011

Dear Woolpower, dear friends,

At the beginning of the process for the next edition of the Ermenegildo Zegna Trophies I would like to share with you some thoughts.

As you are all aware the rules for the forthcoming edition of our competitions have already been distributed and we are looking forward to seeing a vigorous and enthusiastic increase in participation from all growers.

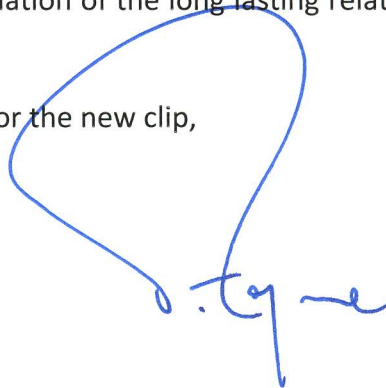
The wool market conditions continue to be encouraging and we sincerely hope this favors the outlook of the business rewarding your efforts in improving the quality of your production.

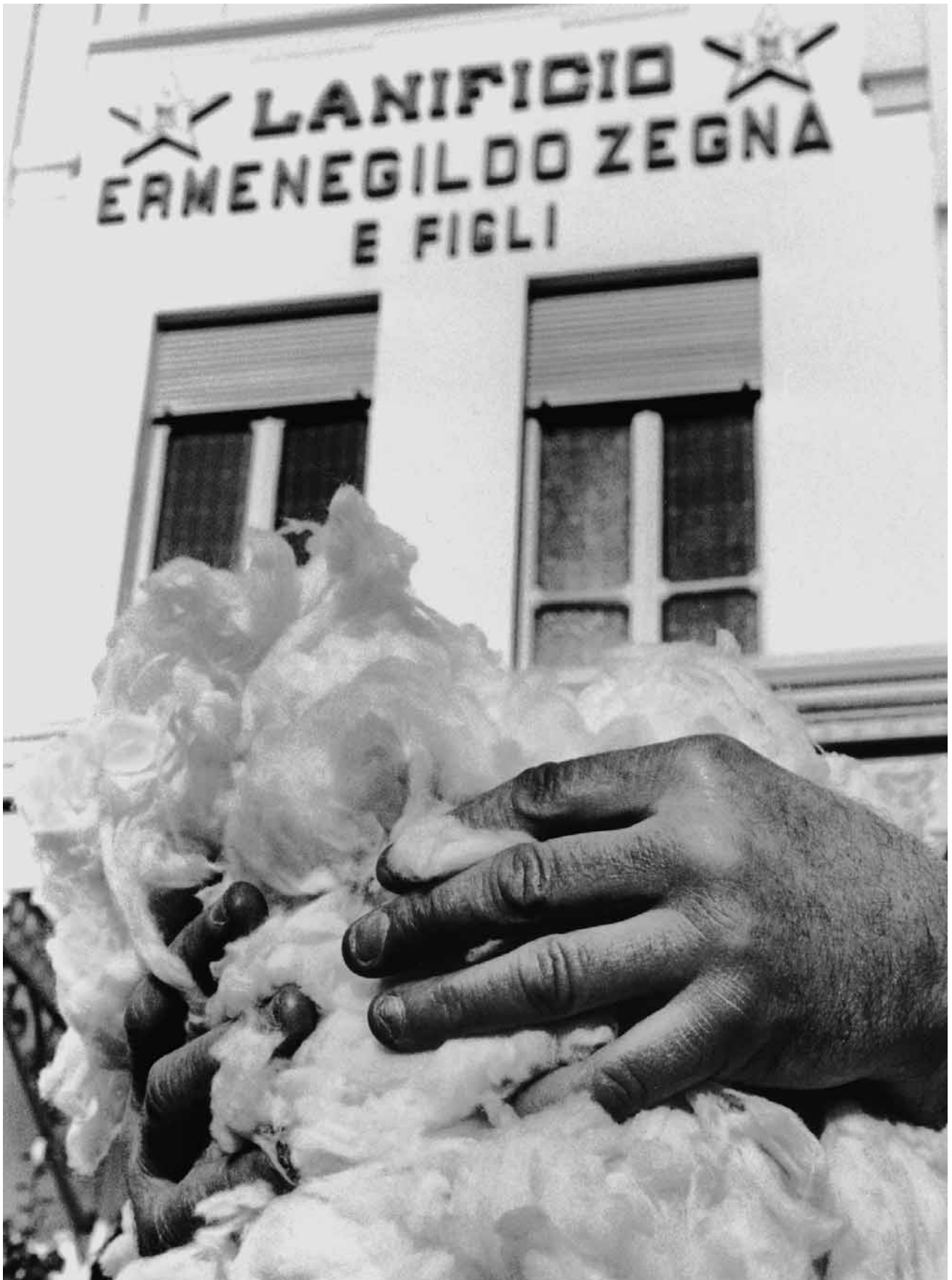
In markets in which turbulences are constantly present our belief is that the quest for the highest quality continues without compromise and will surely prove to be the most favorable and profitable strategy.

Our daily work has always been focused in this direction, not only in the traditional markets, but especially in the new emerging ones. This month Zegna will be significantly celebrating its 20th Anniversary in China and now that this Country has become the number one buyer of superfine wool, it makes us particularly proud for having contributed in bringing knowledge and attention to quality to such an important player in the future world economy.

We, as a company, continue to give our Trophies the greatest importance, not only because they still are the highest recognition of the importance of quality, but particularly because we consider them a concrete sign of our deep appreciation of the long lasting relationship of the Zegna Group with the top woolgrowers in the world.

With my best personal wishes to you all for the new clip,

A handwritten signature in blue ink, appearing to read 'P. Zegna', with a large, stylized loop above the name.



Ermenegildo Zegna

Wool Awards 2012

Ermenegildo Zegna Vellus Aureum Trophy
Ermenegildo Zegna Wool Trophy



VELLUS AUREUM TROPHY

COMPETITION RULES

1. CONDITIONS OF ENTRY

- This competition is open to all *Australian and New Zealand* wool growers.
 - All entrants must be Superfine Merino ewe or whether skirted fleeces, no ram fleeces are accepted.
 - All entrants must have a minimum weight of 750 grs. and must be tested 13.9 micron or finer.
 - Only fleeces by sheep non mulesed and not raised in single penning are accepted.
-

2. JUDGING

- Fleeces will be submitted for judging only if the *Conditions of Entry* have been met and approved.
- The fleeces will be judged in accordance with the criteria listed below.
- The best scored 3 fleeces in New Zealand will compete for the final judging with the 3 best scored fleeces in Australia.

3. SCORING METHOD - SCALE OF POINTS

A) Micron and Weight	65 points
B) Style	15 points
C) Strength	10 points
D) Evenness	10 points
	<hr/>
	100 points

- A) Micron and weight, 65 points in total: 50 for micron – 15 for weight.
The evaluation of micron will be made with the OFDA system.
One test house will be appointed in each Country (NZ finalists will be re-tested in Australia).
- B) Style, 15 points - Subjective appraisal.
Points will be awarded for style, crimp-evenness and consistency of definition, bloom, handle / softness.
- C) Strength, 10 points - Subjective appraisal.
Judges will assess strength under the accepted code used for non strength measured wools.
(Sound= 10 points, W1= 6 points, W2 =2 points, V = 0 points)
- D) Evenness, 10 points - Subjective appraisal.
To be judged on evenness of length / style / quality / appearance.
-

4. PRIZES

The Winner will be awarded with a replica of the “Vellus Aurem” sculpture, exclusively created in 2001 for Ermenegildo Zegna by the renowned Swiss sculptor, Mr. Not Vital, and with 750 grs of golden ingots.
Classified 2nd and 3rd will receive a silver plate and a personalized certificate.

5. PRIZE GIVING

The three finalists and their partners will be invited to a prize giving dinner to be held in Australia in the course of 2012.
The winners will be announced in 2012.
All travel and accomodation expenses for the finalists and winners will be covered by Ermenegildo Zegna.

6. ENTRIES

Nov 30th, 2011: *Entry Forms* to be sent to the coordinating companies further on indicated.
Jan 10th, 2012: fleeces to be delivered to the coordinating companies further on indicated.
Attached *Entry Forms* to detail how many fleeces enter per competition: maximum 10 fleeces per grower.
All fleeces entered in the competition and accepted by the jury will be purchased by Ermenegildo Zegna at market price, as determined by the judges.



WOOL TROPHY

COMPETITION RULES

1. CONDITIONS OF ENTRY

- This competition is open to all *Australian and New Zealand* wool growers.
 - All entrants must be Superfine Merino ewe or whether skirted fleeces, no ram fleeces are accepted.
 - All entrants must be of 74s (18.5 micron) or finer, unprotected for 12 months.
 - Only fleeces by sheep non mulesed and not raised in single penning are accepted.
-

2. JUDGING

- Fleeces will be submitted for judging only if the *Conditions of Entry* have been met and approved.
- The fleeces will be judged in accordance with the criteria listed below.
- The best scored 3 fleeces in New Zealand will compete for the final judging with the 3 best scored fleeces in Australia.

3. SCORING METHOD - SCALE OF POINTS

A) Quality	20 points
B) Weight	20 points
C) Yield	10 points
D) Trueness to Type & Bloom	15 points
E) Conformity of Length	15 points
F) Evenness	15 points
G) Excellence	5 points
	100 points

A) $100s = 20.0 / 90-100s = 19.5 / 90s = 19.2 / 80-90s = 18.9 / 80s = 18.6 / 74-80s = 18.3 / 74s = 18.0$

B)

Points	20.0	19.8	19.6	19.3	19.0	18.5	18.0	17.0	16.0	15.0	14.0
Quality											
100s	2.0	1.9	1.8	1.7	1.6	1.5	1.4	1.3	1.2	1.1	1.0
90-100s	2.1	2.0	1.9	1.8	1.7	1.6	1.5	1.4	1.3	1.2	1.1
90s	2.3	2.2	2.1	2.1	1.9	1.8	1.7	1.6	1.5	1.4	1.3
80-90s	2.5	2.4	2.3	2.2	2.1	2.0	1.9	1.8	1.7	1.6	1.5
74-80s	2.7	2.6	2.5	2.4	2.3	2.2	2.1	2.0	1.9	1.8	1.7
80s	2.9	2.8	2.7	2.6	2.5	2.4	2.3	2.2	2.1	2.0	1.9
74s	3.0	2.9	2.8	2.7	2.6	2.5	2.4	2.3	2.2	2.1	2.0

C) $78 = 10.0 / 77 = 9.8 / 76 = 9.6 / 75 = 9.4 / 74 = 9.2 / 73 = 8.9 / 72 = 8.4 / 71 = 7.9 / 70 = 7.4 / 69 = 6.9 / 68 = 6.4$

D) 15 points. Including handle, soundness and bloom.

E) 15 points. Evenness of length throughout the fleece.

F) 15 points. Evenness of quality throughout fleece and regularity within the staple.

G) 5 points. Judges' discretion.

4. PRIZES

The Winner will be awarded with a silver plate and with the amount of AUS \$ 15,000; if winning for the first time, he will also receive a Graham Sutherland lithograph, exclusively created in 1979 by the English artist for Ermenegildo Zegna.

Classified 2nd and 3rd positions will receive a silver plate and a personalized certificate.

5. PRIZE GIVING

The three finalists and their partners will be invited to a prize giving dinner to be held in Australia in the course of 2012.

The winners will be announced in 2012.

All travel and accommodation expenses for the finalists and winners will be covered by Ermenegildo Zegna.

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All fleeces entered and accepted will become property of Ermenegildo Zegna.



Ermenegildo Zegna

Via Savona 56/A - 20144 MILANO
www.zegna.com

COORDINATING COMPANIES

AUSTRALIA

Australian Superfine Wool
Growers' Association (ASWGA)

Unit 9, 42-46 Vella Drive
Sunshine West Vic 3020, Australia
Ph: +61-03 9311 0271 Fax: +61- 03 9311 0138

Contact: Mrs. Helen Cathles / Mrs. Melissa Mulley

G. Schneider Australia Pty Ltd
Suite 8 – 130 Pacific Highway

St. Leonards NSW 2065 - Australia
Ph. +61-294392311 • Fax +61-294392476

Contact: Mr. Don Belgre / Mr. Tim Marwedel

NEW ZEALAND

Schneider New Zealand Ltd
Unit 8, 75 Peterborough Street

P.O. Box 8929
Christchurch 8440 – New Zealand
Ph. +64-33795241 • Fax +64-33795243

Contact: Mrs. Helen Cameron

AUSTRALIAN SUPERFINE WOOL GROWERS' ASSOCIATION INC

ABN: 41 338 467 905 REG. No. A0019005S
UNIT 9 / 42 - 46 VELLA DRIVE, SUNSHINE WEST VIC 3020, AUSTRALIA
Telephone: 03 9311 0271 email: aswga@woolindustries.org Fax: 03 9311 0138
www.aswga.com



ERMENEGILDO ZEGNA AWARDS 2012 NATIONAL FLEECE COMPETITION

ENTRY FORM NO:

"The Ermenegildo Zegna Awards, now recognised worldwide as the most important competition in the wool industry, commenced in Tasmania in 1963 when the first Ermenegildo Zegna Perpetual Trophy was presented to growers. In 1980, in conjunction with the Australian Superfine Wool Growers' Association, Zegna launched a national competition to recognise the dedication to excellence shown by all Australian fine woolgrowers in the development of their product. The competition has grown in popularity and is now a highlight of the wool industry calendar."

ENTRY FORM

ENTRANT DETAILS		
Name:	"The name submitted on your Entry Form will appear on all competition documents (ie: on scorecards & trophy / certificates / publicity, if you are placed)"	
Property Name:		
Property Address:		
Postal Address:		
Phone No:	Fax No:	Region:

Please read these instructions before entering details for section entered:

Please Note:

- ❖ Pack ONE fleece PER BAG
- ❖ Include an ENTRANT DETAILS FORM in each fleece bag.
- ❖ Send ENTRY FORM to the ASWGA Office: Unit 9, 42-46 Vella Drive, Sunshine West Vic 3020 by 30th November, 2011. Fax: 03 9311 0138.
- ❖ Fill below Entry Details with how many fleeces entered.

ENTRY DETAILS		
SECTION ENTERED:	UNPROTECTED	VELLUS AUREUM (Max. 10 Fleeces)
NUMBER IN EACH SECTION		

All Fleeces are to be sent to:
(Please note new address)

**ZEGNA COMPETITION,
V & H SMYTHE PTY LIMITED
21 PINE ROAD
YENNORA N.S.W. 2161**

Fleeces to be received by: Monday, 10th January, 2012

Fleeces not received by this date, will not be eligible for judging.

**IMPORTANT THIS ENTRY FORM TO BE
RETURNED TO THE ASWGA OFFICE BY 30th NOVEMBER 2011**



ERMENEGILDO ZEGNA AWARDS 2012 FLEECE ENTRY DETAILS & INSTRUCTIONS

1. All members have been issued with **1** Entry Form plus **4** Entrant Details Form (PINK) and **2** Labels. Bags are available from regional chairpersons, or you can purchase at Coles Supermarket - Hercules "Tough-Task Thick and Strong Mega Clean-Up Bags", Size 80cm x 100cm. Bags are to be at least 40 microns thick.
2. The Entry form is to be completed and returned to the ASWGA Office by **November 30th 2011**.
***This is MOST important.**

PLEASE NOTE – the name submitted on your entry form will appear on all competition documents (i.e. scorecards and trophies).

3. Complete an Entrant Details Form (PINK form) and include in each fleece bag. These are duplicate copies (all copies to go in fleece bag, please do not separate).
4. Place fleece bag label along with a coloured sticker on outside of bag as follows:

UNPROTECTED – BLUE

VELLUS AUREUM – YELLOW

5. Fleeces to be forwarded to:
V & H SMYTHE PTY LIMITED
21 PINE ROAD
YENNORA N.S.W. 2161
by TUESDAY 10th JANUARY 2012.
(Notify your regional representative of your entries for collection)
6. A copy of the point-score for the Unprotected section is attached for your guidance in selecting your most suitable fleece. (Please note that excessive weight is not always an advantage)
7. Please note that eligible fleeces must be a ewe or wethers fleece, of no more than 12 months growth and produced from sheep that have not been mulesed. (Shedded, rugged or housed show sheep fleeces are not considered appropriate by judges in the Unprotected section).

Please contact Regional Representatives for further details and collection of fleeces for transporting.

Good luck!

Mrs Helen Cathles
President
The Australian Superfine Wool Growers Association Inc.

ERMENEGILDO ZEGNA AWARDS 2012

RULES

FOR UNPROTECTED SECTION ONLY

1. Scorecards are produced to match conditions of entry. Scale of points position in unprotected class to be notified to Top 10 Placegetters when returning score cards.
2. Each region appoints a Committee to promote competition and be responsible for entries being properly identified before leaving region.
Fleeces to be forwarded by **TUESDAY 10TH JANUARY, 2012.**
3. **PRIZES:** Trophies as advised by Ermenegildo Zegna.
4. Micron and yield test at Judges' discretion.
5. All fleeces in the Unprotected Section to become property of Ermenegildo Zegna in return for a donation to Australian Superfine Wool Growers' Association funds by Zegna.
6. All fleeces in the Vellus Aureum Competition to become the property of Ermenegildo Zegna who will purchase the fleeces from entrants at prices based on measurement and type.
7. Housed Fleeces , Rugged Fleeces or Rams Fleeces are not Eligible for the unprotected competition. All fleeces must be from Un-mulesed sheep.
8. Entry fee: Current members of ASWGA – No Fee.

OTHER CONDITIONS

- The President of the Australian Superfine Wool Growers' Association or her nominee will be invited as observer to be present at the judging.

COMMENTS

The above condition of entry, rules and other conditions are the results of Sub-Committees appointed by the Australian Superfine Wool Growers' Association Council and approved by Ermenegildo Zegna and the ASWGA Council, July 2011

Ermenegildo Zegna

Vellus Aureum Scale of Points

- Micron and Weight	65 points
- Style	15 points
- Strength	10 points
- Evenness	<u>10</u> points
	100 points

Micron and Weight

65 points in total: 50 for micron – 15 for weight

The evaluation of micron will be made with the OFDA system.
One test house will be appointed in each Country.

Style

15 points - Subjective appraisal.

Points will be awarded for style, crimp-evenness and consistency of definition, bloom, handle/softness.

Strength

10 points - Subjective appraisal

Judges will assess strength under the accepted code used for non strength measured wools.

Sound	10 points
W1	6 points
W2	2 points
V	0 points

Evenness

10 points - Subjective appraisal

To be judged on evenness of length/style/quality/appearance.