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Carlo Barbera



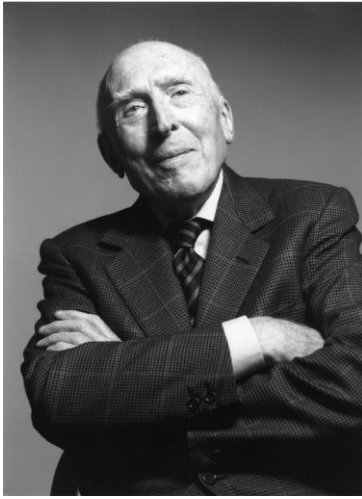
Former ASWGA President Bill Crawford presenting Carlo Barbera with his Honorary Life Membership certificate.

Carlo Barbera was born on the 13th July, 1911. His first initiation into the wool industry was as assistant designer at Lanificio Rivetti, in Biella, impressing to the point where he became a personal protégé of Count Oreste Rivetti. In 1945, he was appointed C.E.O. of Lanificio Alfredo Pria, a prestigious Biella mill.



The next move, in 1964, was to take over an old mill in the upper part of Valle Mosso, with the financial help of wealthy wool trader and financier, Rodolfo Caraccio. Later joined by his brother, Cesare, and two sons, Luciano and Giorgio, they bought out the interest of Signor Caraccio, and the Carlo Barbera

company emerged slowly to become the icon it is today. The beautiful old mill at Valle Mosso still operates, producing some of the world's best cloth.



Up until 97 years of age, Carlo came to the mill every morning at 7.00 A.M., including, on most weeks, Saturday. Now 99, he is starting to move into retirement.

It is no surprise that he is the oldest living life member of the Australian Superfine Wool Growers Association. We hope to be among the first to congratulate him on turning 100 years in July 2011.