

Kelly & Windsor



Australian Alpaca Quilts

Kelly & Windsor company profile



Kelly & Windsor Australia designs, manufactures and markets an exclusive range of luxury specialty bed quilts, all made with Australian grown alpaca fleece and other natural fibres.



- ◇ Exclusive and premium quality luxury bedding collections
- ◇ Unique product range with innovative designs and styles
- ◇ 15 years of experience processing alpaca fleece in bedding products
- ◇ Specialized focus – alpaca bedding is our core business
- ◇ Innovative brands and styles to suit Australian and international markets
- ◇ Vertical manufacturer with state of the art technology
- ◇ Made in Australia with Australian grown fleece



The ultimate in luxury and sleeping comfort.



Alpacas in Australia



Alpacas were imported into Australia from South America in the mid 1980's. Today Australia has approximately 150,000 alpacas, which is the largest population outside of South America.

Alpacas are well suited to the Australian climate and conditions. With the high quality of Australian food and veterinary care, the quality of Australian grown alpaca fleece is world class.



Alpacas can be found throughout Australia, but they are mainly along the eastern sea board. Some breeders own a few alpacas, mainly as pets, while commercial breeders may have hundreds or thousands of animals. Australia's largest alpaca stud farm is Millpaca, in Berry, south of Sydney, which has over four thousand alpaca animals.



Within the alpaca species there are two distinct types, the Huacaya and Suri. The more numerous is the Huacaya, which has a higher crimp, with a luxuriously soft and denser fleece suitable for bedding filling.



Australian alpaca fleece



Alpacas are shorn once per year and on average the fleece yield is between three to four kilograms from each animal. The fleece clip is very clean and lanolin free. After classing, alpaca fleece is washed with a natural organic detergent to avoid damage.



Even with a good fleece yield from each animal, the relatively small numbers in Australia means that the annual alpaca fleece collection is approximately 150 tonnes, which is very small by commercial textile standards.

The limited supply of quality alpaca fleece restricts the quantities of commercial products that can be manufactured for local and international markets.



Alpaca fleece is an exclusive and rare natural fibre, with demand exceeding supply many times over. Global production of alpaca is less than one hundredth of one percent of sheeps wool.

Alpaca fleece in bedding



There are several key requirements that are relevant in the design of a bed quilt. Obviously, the first is warmth, but there are other factors that are just as important. Temperature balance, softness, moisture absorbency, durability, comfort and easy care are all essential.

Given the above, alpaca fleece is an outstanding natural filling material for bed quilts.



- ◇ Soft with a luxurious handle
- ◇ Lightweight & comfortably warm
- ◇ Outstanding warmth to weight ratio (excellent thermal efficiency)
- ◇ Moisture absorbent (warm in winter & cool in summer)
- ◇ High strength fibre (durable, with a long life)
- ◇ High loft & resiliency
- ◇ Natural, chemical free & environmentally friendly
- ◇ Non-allergenic (alpaca fleece is lanolin free)
- ◇ Naturally flame retardant



Features of Kelly & Windsor alpaca quilts



The filling -

- ◇ Premium quality Australian grown alpaca fleece
- ◇ Superior warmth without the weight
- ◇ MicroCombed for optimal luxurious softness and handle
- ◇ Pure, natural and chemical free fleece

Cover fabrics, trim binding and decorative sashes -

- ◇ Export quality superfine fabrics
- ◇ Superfine Cotton sateen
- ◇ Bamboo & cotton sateen (Alpaca Bamboo Quilts)
- ◇ Superfine yarns 60/1 and 40/1 Ne
- ◇ High thread count constructions - 230 and 300 t/c inch
- ◇ Satin binding colours in selected collections
- ◇ Soft single stitch binding trim



UltraSoft seamless quilting -

- ◇ Exclusive to all K&W alpaca quilts - patent pending
- ◇ Eliminates potential fibre migration
- ◇ Softer than traditional quilting. Less stitches = a softer quilt
- ◇ Warmer than traditional quilts, as more air is trapped inside
- ◇ Improved appearance, no unsightly quilt creases on the bed



Packaging -

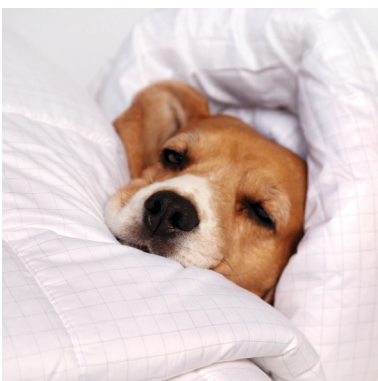
- ◇ New style - the quilt corner is displayed with the insert presentation packaging
- ◇ Fabric carry bags with embroidered trim
- ◇ Informative and distinctive inserts, with Australian made swing tags

Consumer benefits of alpaca quilts



Alpaca quilts offer consumers a unique experience in sleeping comfort.

- ◇ Luxuriously soft
- ◇ Lightweight, yet comfortably warm
- ◇ Outstanding warmth to weight ratio
- ◇ Premium quality – natural alpaca fleece filling, with superfine cover fabrics and trims
- ◇ Moisture absorbency – warm in winter & cool in summer
- ◇ Natural, biodegradable and chemical free materials, certified by Oeko Tex
- ◇ Naturally flame retardant
- ◇ Allergy free
- ◇ Durable, longer life
- ◇ Five year quality guarantee
- ◇ Easy care



ALPACA *gold*



Pure 100% alpaca quilts – the ultimate in luxurious sleeping comfort.

Features

- ◇ 100% pure, natural, premium quality alpaca fleece filling
- ◇ Superfine Cotton sateen fabric
- ◇ Coloured decorative trim and luxurious sash
- ◇ Biodegradable and environmentally friendly
- ◇ Pure, natural and chemical free
- ◇ Five year quality guarantee
- ◇ Uniquely numbered, authentic and genuine



Consumer benefits

- ◇ Luxuriously soft with a beautiful drape and handle
- ◇ Natural, chemical free materials
- ◇ Comfortably warm and lightweight, warmth without the weight
- ◇ Moisture absorbent, warm in winter and cool in summer
- ◇ Non-allergic and chemical free, Oeko Tex certified
- ◇ Naturally flame retardant
- ◇ UltraSoft seamless quilting design, which is softer and warmer



Alpaca Gold quilt collection

- ◇ 200 – the lightest, coolest summer alpaca quilt in the world
- ◇ 300 – medium weight alpaca quilt for warmer climates
- ◇ 400 – medium+ weight alpaca quilt for cooler climates
- ◇ 500 – winter weight alpaca quilt for cold nights
- ◇ 600 – two inner layers of alpaca fleece for extra warmth
- ◇ All Seasons Gold Edition - 200 + 300 Quilt Twin Set

ALPACA *bamboo*



A world first new innovation in alpaca quilts, alpaca fleece blended with bamboo fibre.

Features

- ◇ 40% alpaca fleece & 60% bamboo fibre filling
- ◇ Superfine bamboo & cotton blended (60/40) sateen fabric
- ◇ Coloured decorative trim and luxurious sash
- ◇ Biodegradable and environmentally friendly
- ◇ Sustainable and renewable fibre source
- ◇ Five year quality guarantee



Consumer benefits

- ◇ Luxuriously soft with a beautiful drape and handle
- ◇ Comfortably warm and lightweight, warmth without the weight
- ◇ Moisture absorbent, warm in winter and cool in summer
- ◇ Anti-bacterial and anti-odour
- ◇ Non-allergic and chemical free, Oeko Tex certified
- ◇ UltraSoft seamless quilting design, which is softer and warmer
- ◇ Machine washable

Alpaca Bamboo quilt collection

- ◇ 200 - super lightweight quilt for summer and warm climates
- ◇ 300 - medium weight quilt for all year round
- ◇ 400 - two inner fleece layers of 200gsm with a unique thermal air pocket suited for colder climates
- ◇ 600 - two inner fleece layers of 300gsm with a unique thermal air pocket - suited for very cold climates.
- ◇ All Seasons Bamboo Edition - 200 + 300 Twin Set



ALPACA *all seasons*



The Kelly & Windsor All Seasons alpaca quilt collections are new for 2016.

Two alpaca quilts which can be clipped together to provide all seasons sleeping comfort.

Summer – a 200gsm lightweight alpaca quilt that is perfect for warm evenings



Spring & Autumn – a 300gsm warmer, medium weight alpaca quilt which is ideal for cooler evenings

Winter – clip the two quilts together for colder winter nights and experience the ultimate in luxurious warmth and sleeping comfort

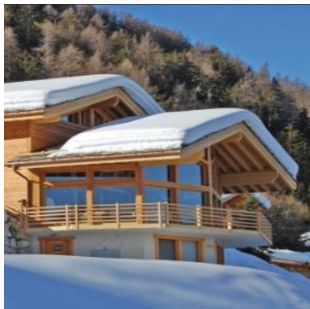


ALPACA *all seasons* GOLD EDITION

- 100% pure alpaca filling
- Superfine Cotton sateen cover fabric, exclusive to Kelly & Windsor
- Super softness and the ultimate in pure luxury

ALPACA *all seasons* BAMBOO EDITION

- 40% alpaca & 60% bamboo fibre filling
- Superfine bamboo & cotton sateen cover (60% bamboo, 40% cotton)
- Anti-bacterial, anti-allergy
- Exceptional moisture absorbency – dry and warm



ALPACA *classic*

Premium quality alpaca & wool blend quilts with excellent warmth to weight ratio.



Features

- ◇ 60% alpaca fleece & 40% wool - natural fibre comfort
- ◇ Superfine cotton, high thread count sateen fabric
- ◇ Coloured decorative trim and luxurious sash
- ◇ Five year quality guarantee

Consumer benefits

- ◇ Luxuriously soft with a beautiful drape and handle
- ◇ Comfortably warm and lightweight, warmth without the weight
- ◇ Moisture absorbent, warm in winter and cool in summer
- ◇ Non-allergic and chemical free
- ◇ Durable and hard wearing
- ◇ UltraSoft seamless quilting design, which is softer and warmer.

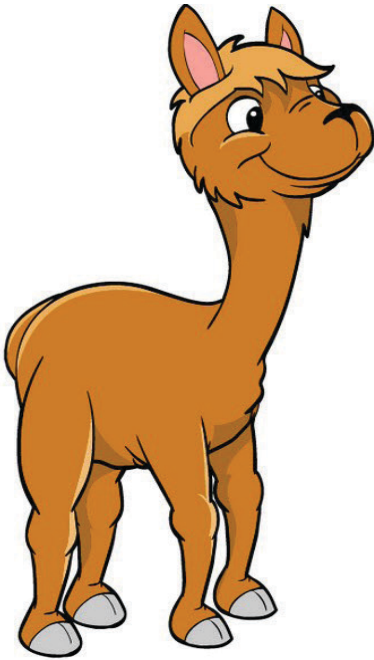


Alpaca Classic Quilt collection

- ◇ 300 - medium weight alpaca quilt for year round use and warmer climates
- ◇ 500 - a winter quilt for cold nights



baby ALPACA



A new release, the world's first range of baby alpaca quilts and pillows

- ◇ Natural softness and comfort
- ◇ Luxuriously soft
- ◇ Excellent temperature balance
- ◇ Natural and chemical free
- ◇ Moisture absorbent, ideal for babies
- ◇ Easy care and machine washable

Packaging features

- ◇ Display box with handle
- ◇ Alex the Australian baby alpaca toy
- ◇ Deluxe trim with "baby alpaca" printing
- ◇ Silver piping with satin binding
- ◇ Embroidered "baby alpaca"
- ◇ Easy care and machine washable



Quilt options

- ◇ Local sizes
- ◇ Multiple weights - 200, 300 & 400gsm
- ◇ Personalized embroidery option
- ◇ Different coloured piping with satin binding



Retail Opportunities & Options



Retailing opportunities -

- ◇ Australian made with Australian grown alpaca fleece
- ◇ New, innovative and a point of difference
- ◇ Limited edition and exclusive
- ◇ Unique story with strong consumer interest in alpacas
- ◇ Premium quality range of coordinated quilts
- ◇ Strong brand profile and distinctive packaging
- ◇ Committed sales support and service, timely delivery and reasonable minimum order quantities



- ◇ Distinctive and complimentary collections - mid to high end,
- ◇ suiting multi-channel sales options
- ◇ Very good ROI with high stock turnover potential

Multi channel sales options -

- ◇ Direct retailing
- ◇ Online reselling for intra country and cross border sales
- ◇ Television shopping
- ◇ Mail order and catalogue shopping
- ◇ Interior design and decoration
- ◇ Wedding and event registry sales
- ◇ Corporate gifts
- ◇ Bespoke clientele



The above can be tailored with either the Kelly & Windsor branding, or with various private label options across multiple channels.

Retailing - Brand profile and support



K&W Alpaca bedding collections -

- ◇ Premium quality materials and innovative designs
- ◇ Outstanding performance and sales features
- ◇ Unique and different to existing quilt product ranges
- ◇ Distinctive and exclusive collections & packaging
- ◇ A high end product extension to complement existing bedding lines
- ◇ Australian made with a five year quality guarantee
- ◇ Exclusive territory policy to authorized retailers
- ◇ Attractive margin and effective price support structure



Retailer support -

- ◇ Sales training and product information
- ◇ Quilt and fleece samples and literature
- ◇ Newsletters and product update information
- ◇ Customer referral policy
- ◇ Small orders, prompt shipping
- ◇ Support for special local promotional campaigns
- ◇ Catalogue support programs, new store promotions etc



Export programs



The Kelly & Windsor alpaca bedding collections can be custom manufactured to meet international export market requirements.

- ◇ Sizes up to 290cm width and 240cm length
- ◇ Weights range from 200 gsm (ultra-light) to 600 gsm (ultra-warm)
- ◇ Fabrics – different styles and colours
- ◇ Binding trims in different colours and finishes
- ◇ Packaging options available to suit local markets
- ◇ Private brand label and packaging options are available in reasonable quantities
- ◇ Personalized embroidery available
- ◇ Multilingual packaging and care labelling on request
- ◇ Exclusive distribution and sales options into selective markets





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