

Kelly & Windsor

...the Australian Alpaca Bedding Company



International Newsletter - Shanghai Fair Edition

Welcome to the Intertextile Shanghai Home Textile Fair 2007 and the world of Australian made luxury alpaca bedding collections.

This is the first time that Kelly & Windsor has exhibited at this fair and we look forward to many introductions and meetings with customers, prospective distributors and domestic buyers.

On display at the fair is our export collection of Australian made alpaca quilts, underblankets and pillows all made with alpaca fleece grown in Australia.

In the last three years we have been building our international business, and have exhibited at Heimtextil twice and have shipped orders throughout Asia. As a premium boutique brand we are expanding our international business into several key markets and look forward to the Shanghai Home Textiles Fair as a further opportunity to promote the Kelly & Windsor brand into China. We look forward to meeting you and showing you the finest natural fibre bedding collections in the world.

Welcome to the enchanting world of alpaca, fibre of the Gods.

Sincerely

Trevor Beuth

Managing Director



ALPACA
gold

ALPACA
classic



ALPACA
light

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ALPACA
gold

Gold Optima



ALPACA
classic

Alpaca Underblankets

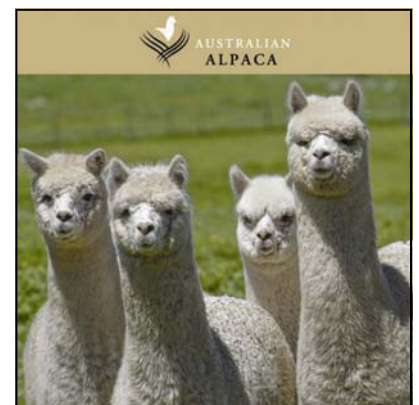


Kelly & Windsor

Alpaca fleece in Australia

Alpaca fleece is an exclusive and a rare fibre with a global annual production of approximately 5,000 tonnes which is .011% of the world's wool clip of 450,000 tonnes. Alpaca fleece is even rarer than cashmere.

In Australia, there are over 85,000 alpacas yielding an annual clip of approx 110 tonnes per year, the largest clip outside of South America.



Australian alpaca world class quality

ALPACA *gold*



Pure alpaca ... the ultimate in luxury

Since its release in late 2005, the Alpaca Gold quilt collection has been exceptionally popular, with unit sales more than doubling in each year.

Designed for export markets, the Alpaca Gold quilt collection offers the ultimate in pure alpaca luxury.

Natural, pure, chemical free and exceptionally soft, comfortably warm and lightweight.

There are now four Alpaca Gold quilt weight versions—

Alpaca Gold 350 — suited for warmer climates or summer

Alpaca Gold 500 — winter weight for cold climates

Alpaca Gold His & Hers—one side warm and the other cool

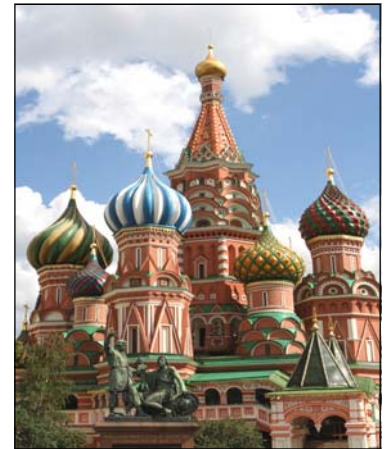
Alpaca Gold Optima— Unique thermal pocket—see below for further details of this new addition to the Alpaca Gold collection.

Alpaca Gold Optima

For selected export markets, we have designed and released the Alpaca Gold Optima quilts, a unique concept as the ultimate warmth in alpaca quilts, a dual “pocket” thermal layered pure alpaca quilt. Designed for colder climates, the Optima Gold quilts with the new export packaging has been a great success.

The combination of cross laying sixteen layers of pure alpaca fleece in each filling pad and then creating a thermal pocket between them prior to quilting, creates a luxuriously warm, lightweight and soft quilt/comforter that is outstanding.

Available in our superfine sateen cotton casing in either bleached white or dyed cover fabric if requested, finished with a luxurious embossed sash, the Gold Optima quilts are the ultimate in sleeping comfort.



Alpaca fleece has evolved over thousands of years to protect the alpaca from the harsh high altitude climates of South America.

Alpaca fleece has a uniquely semi hollow structure, to insulate the animal which accounts for its high thermal efficiency, but it also has a double fleece—an outer fibre to protect the alpaca from the elements and a soft inner fleece to provide warmth.

After shearing, these two fibres need to be separated to manufacture high quality bedding. Until now, traditional textile processing systems have been unable to achieve this fibre separation which has limited alpaca fleece utilization of higher micron fleece such as is required for bedding applications. Kelly & Windsor has developed a unique proprietary MicroCombed process to remove the outer fibre from the inner fleece.

The result is that Kelly & Windsor's alpaca quilts exclusively use MicroCombed alpaca fleece that is the purest and of the highest quality.

The original Alpaca Classic quilt collection, launched in 2003 has been very popular in the premium segment of the market.

Initially released as 500gsm, it was soon after discovered that the Kelly & Windsor alpaca quilts were 25% warmer than wool quilts, and significantly warmer than silk or cotton, it was decided to adopt a 450gsm weight to have a lighter weight yet to maintain the warmth comfort.

The Alpaca Classic quilts are filled with a blend of 60% premium quality MicroCombed alpaca fleece and 40% downs wool to create the perfect blend for comfort and warmth. Encased in our Superfine Sateen cotton casing, the Alpaca Classic quilts are a premium brand collection.

Available in the following standard weight options -

Classic 450 — winter weight and cold climates

Classic 300 — summer weight or for warm climates

Classic His & Hers—one side warm and one side cool. Ideal for couples who want different warmth bedding.

ALPACA
classic



Alpaca Underblankets

To compliment our alpaca quilt collection we have created the best natural fibre underblanket in the world.

The top winter side is a sliver knitted pile fabric which is luxuriously deep and dense to insulate you from a cold mattress and provide an outstanding comfort layer while absorbing moisture and protecting the mattress.

Our alpaca underblankets are fitted with a elastized deep fitted skirt to securely keep the underblanket in place and is fully reversible for summer



Kelly & Windsor...

World class quality

Kelly & Windsor is a licensee of The Australian Made Campaign, which certifies that our alpaca bedding products are genuinely made in Australia and conform to the licence conditions.

The Australian made logo has a very high recognition and consumer recall profile both within Australia and internationally and is used on all of our product packaging.

All of our product range is designed and manufactured in our facility in Melbourne and is 100% Australian made.

Australian made Global quality

Since last winter, we have been very busy working behind the scenes in undertaking a 5S Japanese manufacturing best practice program, reengineering our quilt pad line, installing new equipment and improving several of our unique process systems.

All of these continuous improvement programs have been undertaken to update and improve our manufacturing processes with the goal for 100% quality.



the Australian Alpaca Bedding Company

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Distributors / Agents required

We are seeking to appoint distributors in several selected international markets in Asia, Europe and north America and we invite you to contact us for further information.

Kelly & Windsor is a premium brand of alpaca bedding collections -

- High quality
- Unique and distinctive
- Limited availability
- Outstanding performance
- Selected distribution
- Australian made



About us - Kelly & Windsor Australia

Kelly & Windsor Australia Ltd is a privately owned company based in Melbourne Australia.

We design, manufacture, market and sell a premium quality collection of quilts/duvets/comforters, underlays/underblankets and pillows made with Australian grown alpaca fleece.

Established in 2002, Kelly & Windsor has a strategic partnership licence agreement with the Australian Alpaca industry to manufacture bedding products from Australian grown alpaca fleece.

As a highly innovative company with extensive experience in alpaca processing we are world leaders in the vertical manufacture of non woven alpaca bedding products.

All of the Kelly & Windsor alpaca bedding collections are wholly manufactured in Melbourne with state of the art technology and with a team of highly skilled staff.

We are able to manufacture alpaca bedding products to export quality standards in sizes and weights to suit international markets. Private label branding options are also available if required to suit leading retailers.

We can offer sales, service, training and promotional support international distributors to market and sell our unique collections to leading retailers for their discerning customers.

