



## Russian wool exporter extends its reach to India & China

SlavWool is a reasonably new player on the international scene of wool exports but it has already established itself as a major exporter of Russian wool worldwide.

**W**ool grown in Russia is receiving increasing interest from buyers around the world', says Managing Director Sergey Puzanov. Although Russian wool has not had a high profile in the past it is now able to satisfy the technical requirements of many wool processors in China, South America, India and Europe.

Slavwool's main product range includes merino wool, semi-fine wool, semi-coarse wool, wool top and wool clip (hide shorn).

The company has a purpose built warehouse facility where wool is sorted and packed for international customers. The company is fast gaining a reputation for delivering what it has promised and at a competitive price. 'We are now the largest exporter of Russian wool', says Mr Puzanov.

Wool is sourced from most growing regions in Russia, but particularly from the Stavropol region, as well

as from the region of the north Caucasus in southern Russia, another main wool growing region of Russia.

The increased demand for Russian wool has resulted in expanding the company office in China and the opening of an office in India. 'India has become an important market for us - the India textile industry is growing rapidly and demanding more wool of different types - we are well positioned to supply this demand'.

'Wool buyers worldwide are demanding a variety and range of wools from cheaper to more expensive types. We are well positioned to satisfy that demand'.

A company strength is its involvement in all stages of wool production and wool processing as well as sheep shearing and research and development.

'Quality products and the expertise of the people that work for us is our strength', says Mr Puzanov. 'The



Sergey Puzanov

people that work for us are industry professionals who have been involved in wool manufacturing for the greater part of their working lives. Because of this we are able to answer customer demand quickly and professionally. We source the right wool for the clients' particular purpose and this has always been the focus of our business'.

SlavWool purchases up to 2,000 tons of sheep wool and up to 300 tons of feather and down material annually. 'The growth and success of the company is due to the effort we put into quality control and customer service', says Mr Puzanov. 'We work very closely with farmers and farm co-operatives in assisting them to grow good quality wool and ensuring that best practices are used.'

SlavWool products are certified by independent international testing houses including SGS.

It also works closely with the expanding Russian textile industry and is open to approaches from foreign companies to work together with them in the Russian market.

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