The WoolSafe Academy Launch

September Launch!

WoolSafe Academy

European Online Training Course

A Sack Full of Oates
In this issue of WoolSafe News we have our sights firmly set on the future. A future where the way you learn, work and communicate with your customers is increasingly online.

In this brave new world you want to maximise the rewards for the time and effort you put into your business. You want to be able to choose when and for how long you work or study.

You also need the flexibility to study evenings and weekends or whenever you have a few hours or minutes to spare.

This is why we’ve developed our new one stop knowledge base and training centre, WoolSafe Academy: www.woolsafeacademy.org.

The WoolSafe Academy will cement our place now and into the future as the authority on wool carpet care.

Another way in which The WoolSafe Organisation is looking to the future is the planned App for iPhone and iPad.

The App will attract new customers to WoolSafe Approved products and services and give an opportunity to our licensees to reach customers in need of a great product.

So the future looks bright, and the future is WoolSafe.

Dr. Agnes Zsednai
WoolSafe Managing Director

INSIDE THIS EDITION

Marketing Mix p 3-4
Goings On p 5-7
WoolSafe Research p 8-9
News Around the World p 10-11
Recently Approved Products p 12-13
Licensee product review p 14
New Service Providers p 15
Under the Magnifying Glass p 16-17
Training Information/Dates p 18-19

WoolSafe Academy Online Training Launch Pages 6-7

Sack full of Oates - page 12
WoolSafe iPhone App - page 3
The WoolSafe Organisation is continually striving to remain at the forefront, adding value to our Chemical accreditations and Service Provider network membership. With this in mind we are developing an app for iphone and ipad that will bring a whole new way of attracting customers to WoolSafe Approved products and services.

The proposed app will be free for carpet owners to download and will have a step-by-step stain removal guide built in. The guide will link to WoolSafe Approved product lists, leading we hope, to increased sales for our licensees.

If the consumer is unsuccessful in removing the stain (or the stain should not be attempted by lay people) they will be directed to their nearest WoolSafe Approved Service Provider(s) again increasing enquiries and ultimately sales of WoolSafe Approved professional products and services.

It is our intention to list all of our (over 400) Approved Service Providers worldwide for free on the app. No doubt they will be promoting the app to all their friends, family and customers too.

For WoolSafe Licensees this will also be a great opportunity to engage with potential customers at the time they most need their product. We will be making a limited amount of advertising on the app available to WoolSafe Licensees only. The idea will be to have a banner on the screen with a Licensee message, logo etc and a link to their website or landing page for more information and purchase details.

If you are interested in having your company advertising banner displayed on the app, please contact me, steve@woolsafe.org, to discuss it further.

Appy days!

The WoolSafe iPhone App is under development

Marketing MIX

By Steve Bakker, WoolSafe Marketing Manager
Stop monkeying around and get to grips with Mail Chimp

The majority of WoolSafe Approved Service Providers have been plying their trade successfully for decades so it’s pointless for me to try and tell you how to market your business. Sometimes though you find a little nugget you just know you need to share!

That nugget is MailChimp.

Probably the easiest and most effective way to drum up extra business quickly during quiet periods is to approach your existing customers. After all, they already trust you and know what a great job you do.

It’s therefore surprising how many carpet cleaners don’t keep a database of all their clients; including email address, type of work carried out and last date of cleaning. This kind of information is vital for cost effective, targeted marketing. If you haven’t got a database then I urge you to start one today.

Traditional mailshots can be expensive, especially after the astronomical price hike by the post office, so this could be the perfect time to try an e-shot.

I recently discovered a great email campaign builder called MailChimp: www.mailchimp.com. It allows you to create lists, design professional looking emails and newsletters, share them on social networks, integrate with services you already use, and track your results. You can use these features to launch email marketing campaigns. And what’s even better, it’s totally FREE.

You can create campaigns about special promotions, discount vouchers or ‘it’s been a year since your last clean’. You could inform your customers of company developments, achievements or new services you offer.

You are able to see who has opened the email and even what part of it they were interested in (by viewing which links they clicked on). You can then always post a letter to those that don’t open their email.

It is unnecessary for me to explain in detail here how to create lists and emails as there are tutorials on the site that cover all the bases. One bit of advice: make one big list and split it into groups rather than creating several lists.

Why not sign up and give it a go? www.mailchimp.com
Goings On

Carpet Cleaners Carnival 2012

The NCCA and The WoolSafe Organisation share many of the same goals, principally to improve the standard of professional carpet cleaning in our industry. We have been working together for our mutual benefit for decades with many of our members belonging to both camps.

It is therefore with great pleasure that WoolSafe will be showing our support by exhibiting at the NCCA Carnival again in 2012. The Carnival is a great way to meet old, and hopefully make new, friends in an informal setting quite different to the usual trade shows we attend.

The Flooring Show - Harrogate 2012

Visitors at this year’s Harrogate Flooring Show are encouraged to visit WoolSafe stand A33 to see how the exceptional services that the organisation offers can help to increase their levels of customer service.

At the Flooring Show we will be explaining to retailers the benefits of recommending to customers WoolSafe-Approved carpet care providers and products. By recommending approved products and services, retailers will enable customers to prolong the life of their carpet by up to 40%, which ultimately results in greater satisfaction and brand loyalty.

We will have a comprehensive array of WoolSafe publications and other information about our approved products and services on show. We will be on hand to explain how these sorts of cleaning solutions and services will offer increased reassurance to customers.

Situated close to the entrance in hall A at stand A33, WoolSafe will also be showcasing its brand new approved marks which have been specifically designed for those who have received specialist wool maintenance training by the organisation, allowing retailers to identify WoolSafe-approved cleaners. The new WoolSafe Approved Fibre Care Specialist mark is suitable for individual technicians, and whole companies are awarded the respected status of WoolSafe Approved Service Provider.

What’s more, information about the new WoolSafe Academy will be available to those in the carpet cleaning industry or those who just wish to broaden their own knowledge.
In our quest to expand WoolSafe operations into Europe and Asia we have hit many hurdles, not least of which are the logistics and cost, both in monetary terms and in time spent, of putting on classroom based training courses.

Add to that the busy schedules of the most skilled and experienced carpet care providers in the industry, and the difficulty in gathering together enough trainees who can all attend on the same day has proven incredibly problematic.

To overcome this stumbling block the WoolSafe Organisation has taken the existing Wool Maintenance Course and developed it into a bigger, better and more in-depth online training course and renamed it the ‘Fibre Care Specialist’ Online Course.

The course is split into 11 ‘bite size’ modules with a quiz at the end of each, so trainees can assess their progress every step of the way. The final exam is a random selection of questions taken from the course modules’ quizzes.

Successful trainees will receive a certificate of achievement and those that pass the qualifying criteria will be invited to join the WoolSafe Approved Service Provider network.

The manual that accompanies the course is 124 pages of text and colour images, and includes all the topics covered in the training. The manual will be available in electronic format, so it can be viewed on portable devices for handy future reference.

All WoolSafe training courses are designed to be easy to navigate, with students able to watch their progress at all times with the flexibility to stop and start at their own convenience and dependent on the time available to them. The courses can be accessed from any computer in any country at any time. Trainees can dip in and out their course while travelling, in their van at lunch time, or lying in bed at home.

Other obvious benefits of online against classroom based training is that you don’t need to stop working for a day or two while you attend, you save money on transport and hotel costs and you can split longer courses up into smaller, more manageable blocks of learning.

However, we do appreciate that not everyone wants to learn online; many people prefer to take classroom based courses. They also enjoy meeting and networking with fellow professionals. For those of you wishing to attend courses in person we will still be running them in the UK in the north and south of the country.

North America and Australia already have recognised Fibre Care Specialist courses and citizens of those countries are directed to the courses available in their respective area.
Once we had decided to develop WoolSafe recognised courses and make them accessible online, we then started looking at where we would host the courses and what other complimentary services we could provide. The concept of a one-stop knowledge base and training centre was envisaged and the WoolSafe Academy was born.

Initially there will be two online courses hosted on the WoolSafe Academy: The ‘Fibre Care Specialist’ online course aimed at professional carpet cleaners and a ‘Carpet Complaint Investigation’ course for those wishing to become carpet inspectors.

There is information available on all our classroom based courses as well as online booking and payment facilities.

The Academy will eventually host several training courses aimed at professional carpet and rug cleaners, facilities managers, supervisors, in-house cleaners, carpet inspectors and retailers.

There is a technical files area where research papers from the WoolSafe Laboratory and archives are available alongside those of our licensees, members and industry partners. We appeal to all our members with valuable skills and experience (you know who you are!) to share that knowledge and make it accessible to those who visit the academy. It is through these channels that we can make a real difference in raising standards in this science-based industry.

The Academy will have a library containing free, downloadable publications, magazines, brochures, directories and media articles covering topics relevant to industry professionals.

There will be an Academy store where you can purchase a variety of books in both printed and downloadable form, covering fields of expertise essential to successful business development. Also on sale will be carpet inspector kits and other useful technical equipment.

These days what website would be complete without a blog and social media connections? You can keep up to date with the latest goings on at WoolSafe by following the blog or, if you prefer, you can subscribe, for free to our WoolSafe News magazine, new approved products alerts and training register.

We hope that our members use, enjoy and contribute towards the success of the WoolSafe Academy. We believe it will be another way our members can remain ahead of the competition as well as a vehicle to drive enlightened customers towards our licensees and Service Providers.
In this ever-changing world it is imperative that an accreditation body like The WoolSafe Organisation ensures that its product evaluation methods and performance standards stay relevant. Our chemical industry partners, who provide the cleaning agents used by our professional cleaners and by private carpet owners, are under constant pressure to modify their formulations to meet evermore-stringent health, safety and environmental requirements.

For that reason WoolSafe regularly reviews its evaluation methods, carrying out comparative tests to ensure industry standards continue to be met.

We are frequently asked for information about spot removers for oily or greasy stains. There are a number of solvents that can be used, as well as proprietary POG (paint, oil and grease) spot removers.

But how are they used most effectively, and does WoolSafe testing reflect this best practice?

We selected a representative range of solvents recommended for removing oily and greasy stains, several professional POG spot removers and some consumer products. All the proprietary products were WoolSafe Approved.

For a well-defined, reproducible oily/greasy stain we used Nujol, a chemically inert mineral oil (heavy paraffin oil) which was tinted with a blue pigment to make it visible on the carpet and to aid the determination of how well it is removed in the spot removal trials.

Controlled amounts of the mineral oil were applied to the (undyed) wool test carpet and after 30 minutes the spots were treated with the different spot removers, using the established ‘best practice’ techniques for the solvents, and the recommendations of the manufacturers for the proprietary spot removers.

The extent to which the oil was successfully removed by the different spot removers was measured in two ways.

1. The remaining blue stain was measured colorimetrically, and the difference between the original stain and the cleaned one expressed as ΔE and as a percentage removal.
2. All cleaned spots were soiled (using the standard laboratory soiling method), the level of soiling colorimetrically measured and the result expressed as ΔL.

The results were then tabulated, arranged in order of percentage oil spot removal, and plotted in Graph 1. which shows that:

1. there are significant differences between the different spot removal products (and methods of removal);
2. there is good correlation between the removal of the oil, as expressed by the reduction in the blue colour, and the reduction in the resoiling.
It was observed that when a spot was extracted with water after the application of the spot remover – as was the case with Consumer Spotter 1 and Professional Spotters 1 and 2 – the results appeared to be better than they would have been without the rinse.

To verify this point all spot removal tests were repeated, but this time with an additional plain water extraction rinse across the board.

The results were certainly better, as Graph 2 shows.

Overall, the removal is better and the resoiling is less too. So, including a rinse with water is beneficial and should be part of the removal process, provided it is feasible and does not cause additional problems. It is clear that professional spot removers perform very well. Consumer products are slightly less effective than the pro-spotters, but still useful as a ‘first aid’ measure. Of the solvents, white spirit is by far the best, with not much to choose between acetone and surgical spirit (which is primarily ethanol).

These experiments are continuing with other staining materials, such as salad dressing, butter and mayonnaise.
It’s been a very busy Spring and Summer for WoolSafe® in the US and Canada. After traveling “down under” to Melbourne, Australia where I taught a rug cleaning course and promoted WoolSafe® to the 14 attendees in mid-April, I met our International Marketing Director, Steve Bakker in Tampa, Florida in early May where we represented WoolSafe® at the Connections Convention. While there we visited with many of our WS-Approved Suppliers including MasterBlend®, Bridgepoint®, ProChem® and ChemSpec® and visited with many WoolSafe friends. I must say that Steve “fit it” quite well with the “guys.”

In late May, I fulfilled a life long dream to visit rug weaving workshops in Turkey. The 16-day tour was led by rug specialists, Ellen Amirkhan, Aaron Groseclose and Robert Mann. Along with 12 other “rug lovers” we traveled cross country by planes, boats, buses and cars beginning our adventure in Istanbul and ending our trip in Kars near the Iranian border. We were fortunate to be able to visit the Bazaar in Istanbul, a wool spinning and natural dyeing facilities in Malatya, a restoration and repair operation in Izmir where “antique” weavings and rugs dating back to 1400-1600s were being restored, several weaving facilities, and numerous ancient ruins.

The Turkish people we met were very kind and gracious. Crazy as it seems, one of the highlights of the trip was to travel in the mountains where the “fat tail” sheep spend their summers grazing and get “up close and personal” with the source of those beautiful Turkish rugs. I must confess, I added a few “little” rugs to my collection.

In late July, I traveled to Chicago to present a rug cleaning program to DuraClean Franchisees. In my four hour presentation, I reviewed the WoolSafe® program and outlined the benefits of not only using WS-approved cleaning chemicals, but also the advantage of being trained and having WoolSafe® Service Provider status.

Elite Services Quality Clean, one of our newest Service Provider companies in Florida, was just awarded a $24,000.00 cleaning contract at a casino in lower Alabama. I’m very excited to say that the “Invitation to Bid” required that his company be trained and approved by WoolSafe®.

Most recently, I was contacted by a North American rug manufacturing company, Crossley Axminster inquiring about the WoolSafe® program. Because many of their clients are maintaining their product improperly, they are requesting our assistance in writing cleaning and maintenance recommendations.
A letter from Down Under

We have just come out of one of the coldest winters in years. Ski season has been a bumper. However, apart from our mining industry everything else has been extremely slow. July would normally be the second busiest month of the year, hardly a ripple. So in order to help our members we have had a brochure printed and grabbed a perfect opportunity to mix it with the ‘big boys’.

CleanScene is coming in October. It is possibly the best trade show to attend and it hosts the BSCAA (Building Service Contractors Association of Australia) Cleaning Excellence Awards lunch. I was booked in to give a talk at CleanScene on the Thursday but unfortunately there was a clash with the IICRC who are having a seminar on the same day at the same time close to where I was to strut my stuff. So now I shall be at one of Sydney’s landmark restaurants promoting WoolSafe to the heavies of the cleaning industry.

I have been fortunate to become involved with the CHCA where all the major associations are trying to raise standards in our industry. As well as WoolSafe I also represent an association called ICAN (Individual Cleaners Association of Australia & New Zealand), so this opens doors, helping me to promote WoolSafe to the rest of the (contract) cleaning industry.

Why would contract cleaners be interested in WoolSafe, you might ask?

Would you believe that contract cleaners maintain more carpet than professional carpet cleaners? And much of the commercial carpet is either wool or a wool blend. So you see, it’s crucial that we train these people.

Col Nation, of Nation Training, has designed a distance-learning WoolSafe course specifically for the Australian market so we are marketing this method of training over classroom-based. Col Nation was elected President of ICAN at our last elections, so we are both working closely through the Association promoting WoolSafe.

This won’t happen overnight, but there is a bright future for WoolSafe in Australia.

Patrick Burgess, WoolSafe Australia Director
Recently Approved Products

The Cristal Fusion cleaning solution that cleans, deodorises and stain protects the fabric in one process. Cristal Fusion can be used on all wet cleanable fabrics (subject to testing) and will leave the fabric dry within 1-2 hours.

All Round
High performance foaming carpet shampoo with Cleangard Fibre Protector stain and resoil protection built in. Brilliant on greasy soils, non-tacky, stain-blocking residue.

Coffee Break
A low pH spotter used to neutralise alkaline spotters such as Sensation as well as assist in the removal of coffee, tannin, berry red wine and fruit juice stains. Coffee break is also used in the urine stain removal process.

Odaban is recognised as the industries premium odour absorber because it scientifically removes odour, using the "ZWAARDENMAKER PAIRS PRINCIPLE" which states that two or more odours combined, can cancel each other out. By using a complex blend of natural ingredients derived from plant life, ODABAN will cancel out industrial and domestic odour problems by chemically cancelling the oxidizing matter. Chemical disinfection is the second method of operation and it works by destroying the bacteria behind certain odour sources.
Fibresafe
Carpet and upholstery rinse. Neutralises alkalinity from high pH presprays. Add to the rinse tank or inject in line. Additional benefits are:
- Stops greying effect - whites stay whiter.
- Leaves fibres softer - stays cleaner longer
- Helps stop browning - neutralises alkalinity, stabilises colours
- Neutralises urine deposits

Grease Release
Grease Release is a high performance multi-purpose free rinsing spotter for removing oily or tar like stains from carpet and clothing prior to extraction, rotary shampooing or laundering. Some inks, most paints, chewing gum and latex adhesive are softened by Grease Release allowing them to be scraped up. No carpet cleaner or commercial laundry can do without the time saving offered.

Trusty
New non-fluoride based rust remover. Can be used in the spotting process as a "last chance" stain remover. Rust remover for carpet and upholstery. Contains no hydrofluoric acid or any other dangerous chemicals.

Anti Static Treatment
A solution for static on carpet or resilient floors. An economical treatment because of its great dilution and easy application. Dry weather brings extra static into carpet. Non-sticky formula retains moisture on fibres to lower static charge. Suitable for carpets and hard floor.

Congratulations! Oates Laboratories now have the greatest number of WoolSafe approved products, totalling 20 professional cleaning solutions and treatments. This only re-enforces Oates’ well earned reputation for producing some of the highest quality products on the market.
Great savings for technician training and listing

In an ideal world all technicians of WoolSafe Approved Service Provider Companies would be ‘Fibre Care Specialists’ with the skills and training necessary to provide the highest standard of cleaning possible.

To aid the achieving of this utopian goal we are offering huge training discounts to our members who wish to train up their technicians. What’s more, there needn’t be any loss of productivity as trainees can now take the online course at their convenience.

The cost of listing technicians that are Fibre Care Specialists has also been slashed to encourage more uptake into the programme, and not financially burden those that already have.

Members wishing to find out more can contact office@woolsafe.org. Discount training vouchers will be issued on request to those members wanting to train technicians online.

New Service Providers

Bigelow Carpet and Duct Cleaning, Inc.
Steve Bigelow
Traverse City MI 49684
231-941-1639
stvbigelow@bigelowcarpet.biz

Austonian Fine Rug and Carpet Care
Mike Reed
Austin TX 78744
512-454-8300
www.austonian.com

Steamway of Central Virginia
Jerrod Ruhl
Lynchburg VA 24501
434-845-2636
www.steamway.com

Evergreen Floor Care, LLC
Douglas Brown
Scottsdale AZ 85260
480-540-5840
www.evergreenfloorcare.com

Elite Services Quality Clean
David Nixon
Pensacola FL 32526
850-453-5544
www.elitequalityclean.com

Shur-Maintenance
Mr. Darryl Shimono
Kamuela HI 96743
08-885-6352
flood911@hawaiiantel.net

The One Room Carpet Cleaning Co.
Patrick Burgess
North Ryde NSW 2113
0419 424 130
www.theoneroom.com

Esteem Carpet & Tile Cleaning
Sal Saad
Eagle Vale NSW 2558
1300-0-ESTEEM
wwwesteemcarpet.com.au

Professional Carpet Cleaning Pty Ltd,
Stephen Duncan
Wambral NSW 2260
(02) 4384 7888
www.procarpetclean.com.au

RM Carpet Services
Richard Morgan
Peterborough PE1 5PU
01733 711 017
www.carpetfittingpeterborough.co.uk
WoolSafe Licencee New Product Review

Citrafresh Carpet Prespray

Citrafresh is a high performance carpet extraction pre spray concentrate with natural orange deodorant action. It is safe on all carpet fibres including fine silk rugs, and woollen carpet commonly found in hotels. Using natural orange oil solvent (D-Limonene) and citrus oils, plus vegetable oil based detergents, you will find nothing that will outperform Citrafresh on the greasiest soil in restaurants or the hardest to clean acrylic carpet. It cuts through filthy mess like a knife, with special additives that solubilise heavy staining and food spills - you won't believe the wide range performance.

Safety: Being low in pH and having passed the stringent WoolSafe testing criteria means it is safe on all carpet fibres whether it be the finest Chinese silk rug, the grubbiest new generation nylon carpet or a beer soaked hotel woollen carpet.

Super economy in dilution: Citrafresh, used as a prespray, offers dramatic cost savings to the carpet cleaner in time and chemical usage. In fact, 95% of your work will require a prespray dilution of only 1 part to 15 parts water - and that is high economy.

Carpet spotting: Citrafresh can be diluted 1 part to 5 parts water to make a general purpose spotter and heavy duty, safe soil lifter for extra heavy duty stains and dried protein spills like eggs and gravy. Your use of other spotters is greatly minimised as this one product does just about everything.

Unmatched natural aroma: Deodorise as you clean. The aroma is the key to your selling of the natural product concept to your customers - it will keep them coming back, time after time. Imagine the natural aroma of orange, left behind to remove odours like the “wet dog” smell of damp wool or flooded carpets. Citrafresh carpet prespray will even destroy the smell of old cooking odours in carpet.

Aromatherapy: Technology has shown us that natural fragrance oils make people feel good - so it is bound to win you repeat business.
Here is an excessive case of draught marking. Not only was this extensive across the entire installation but the contamination was greatest at the tips of the tufts. What theories might there be to explain this and how should normal levels of domestic draught marking be prevented? Whose responsibility is it to do so?
Colour changes in trafficked areas when the carpet is a blend, suggests that preferential wear of one component is taking place. This carpet is 50% nylon/50% polypropylene so there is a possibility that the nylon fibres are one colour and the polypropylene are another, and one is wearing away more quickly than the other. The first thing to do is to find out if the fibres are indeed different colours and this may be possible looking through a microscope. If there is still some doubt, formal identification can be carried out using solubility techniques. (Nylon dissolves in 80% formic acid and polypropylene in boiling xylene)

In this particular case all of the blue-grey yarns were polypropylene and all of the coloured effect yarns were nylon... (Not a very sensible blend). However there was no preferential wear. Both fibres were still there in the correct proportion but because polypropylene has a poorer recovery from compression than nylon, the nylon was ‘blooming’ on the surface where the trafficking had occurred.

Lots more about preferential wear can be found in The Identification of Carpet Faults, which is obtainable from the WoolSafe Academy Book Shop.
Training Courses

WoolSafe training is for everyone. Whether you are just starting out or have been in the business for decades, the courses we offer are comprehensive and are created and tutored by industry leaders in their respective fields. For more information about training courses in your country visit:

WoolSafe Academy Website
www.woolsafeacademy.org
email: office@woolsafe.org
or call 01943 850817
New in 2012

Control and Treatment of Textile Insect Pests

One day course for carpet cleaners

This 1-day course is presented by Julie Roberts of Chemspec Europe. Julie is a WoolSafe Certified Trainer.

Syllabus includes:
- Insect biology
- Complete metamorphosis
- Reproductive strategy
- Identifying larvae
- Characteristics of eggs, larvae, pupae and adults
- Lifecycle
- Moths
- Beetles
- Fleas
- P.P.E. requirements
- Health and safety of application treatment
- Application rules
- Application areas
- Questionnaire

The course fully complies to C.O.P.R. Requirements (Control of Pesticide Regulations 1986) and is certificated. Successful trainees receive personal T.I.P. numbers.

Training sessions will begin at 09.30 hrs and finish at approx. 16.30 hrs.

Standard Price: £145+ VAT

Anyone interested in attending a course should apply to: steve@woolsafe.org

If there is enough demand a carpet repair course date will be set in 2012
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