WoolSafe App Wins Innovation Award

Massive Savings On Fuel For Members!
We are again at a very exciting time in the life of the WoolSafe Organisation: a time of building bridges.

We have always prided ourselves of being in the centre of the carpet industry, providing a vital link between all stakeholders, but we cannot stand still and be complacent. We are actively looking for new connections as well as strengthening existing ones with other associations like the NCCA, IICRC, the American SCRT and the newly formed International Cleaners and Restorers Association (ICRA).

I recently returned from The Experience convention, where I talked about WoolSafe and its relevance to carpet cleaners and chemical suppliers alike.

It was during this convention that ICRA unveiled its plans for a new type of training programme, based on hands-on learning. WoolSafe is going to be part of it, and a training course is scheduled for just after the autumn Experience in Las Vegas (see page 10).

Steve is also working hard on new connections: he has secured some fantastic deals for buying diesel for your vans (see page 6); and is working on locking cleaners and retailers into a mutually profitable relationship.

Read on!

Dr. Agnes Zsednai,
WoolSafe Managing Director

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These few months since the last issue of WoolSafe News have been really interesting. Some potentially game-changing relationships with industry partners are being developed about which you will be hearing a lot more over the coming months.

We have been approached by one of the oldest and most well-known carpet manufacturing brands in the world to provide them with a matrix of services that our members provide, particularly concerning carpet repair, stain removal and cleaning.

The WoolSafe Approved Service Provider and Registered Inspector networks consist of independent companies with their own pricing and varied portfolios of services offered. This makes establishing a single pricing structure for the whole network a challenge.

Therefore I created and sent out a comprehensive survey for our members around the world to complete and return. Within that survey I have asked for an up to date list of services offered, made pricing structure proposals (based on time spent on the job), catchment area and expected time for job completion.

If you haven’t yet completed the survey then please make yourself heard and contact me steve@woolsafe.org.

The results from the survey, once analysed, should also prove most helpful in formulating a generic WoolSafe Approved services and pricing matrix which we can then promote to all carpet manufacturers.

Of course, if you don’t want to carry out work at the prices that we propose you can always opt out of doing the job, it will just be passed on to the next Approved Service Provider or Inspector.

The WoolSafe Academy in cooperation with industry partners will be putting on several carpet repair and colouring courses around the country to train up members to be able to offer all the services requested. Visit the Academy website for upcoming course dates and events.
We have also been approached by Home Options, part of The Be Group insurance claims processors for some of the largest insurers in the market today. They are looking for flooring assessors to service the UK insurance industry and came to visit us at WoolSafe head office to discuss what services WoolSafe and our members offer.

They laid out their proposal and how this might benefit WoolSafe members. The key points that I took out of this were:

- No sign up costs to members.
- A fair call-out fee will be paid to you for your expertise.
- Decent rate paid for time spent on the job (split into 20 minute periods).
- A bonus is paid for successful remediation of the issue.
- You get your foot through the door to secure a future client with no advertising cost to you.

It seems like a ‘no brainer’ to me!

The real crunch is whether the price the carpet manufacturers and insurers are willing to pay matches the expectations of the individual Service Provider.

With Home Options at least, this seems to be the case, so we look forward to working closely with them in the future and hope our members will take advantage of the opportunity to share in the £70,000,000 flooring claims market.

To read more about this and register with Home Options go to page 8 and follow the instructions.

Also, in the early stages of discussion, but gaining traction fast, are proposals to connect with one of the largest carpet manufacturing and distribution groups in the country to provide a carpet care support programme for wool carpets that it is hoped will arrest the migration away from wool towards polypropylene fibre.

The programme will help to educate retailers and consumers of the many advantages of wool and the ease with which it can be maintained if done with the correct products, advice and professional cleaning by trained experts.

Another exciting development is the successful launch of the award winning WoolSafe Carpet Stain Cleaning Guide App. The App is consumer-facing and therefore not aimed at WoolSafe Service Providers. However, it is free to download from the AppStore and lists all WoolSafe Approved Products and Service Providers free of charge.

We hope it will prove successful in channelling carpet owners with cleaning issues directly to WoolSafe Approved products and Service Providers. Please download the App and share it with your friends and customers.

The App also won a prestigious award recently! To find out more turn to page 7
Goings On

The WoolSafe Organisation has great pleasure introducing James Yip as the first appointed WoolSafe Asia Director.

James is based in Singapore and runs a successful commercial carpet cleaning business there.

He is a highly qualified WSQ Certified Trainer with over 17 years in the industry. He has trained all over the world including in the UK, Australia and the USA.

In the past he has worked with Milliken and DuPont Flooring Systems as their cleaning service provider and currently is an associate trainer with NTUC Learning Hub and CBLD, two of the largest of Singapore’s service providers for environmental cleaning.

We are thrilled to be working with James to promote the WoolSafe brand and through WoolSafe Academy Asia develop better understanding of the correct care and maintenance of wool carpet and rugs.

James’ Training & Qualifications

Milliken Post sales service training in La Grange, Georgia, USA;
BICSc - General cleaning, hotel kitchen and hospital cleaning in Singapore;
DuPont Flooring System training in Singapore;
WoolSafe Fibre Care Specialist training in Sydney, Australia;
ColorGlo leather & vinyl redyeing and repair training in Colorado Springs, USA.
IICRC training in carpet cleaning, repair and re-installation, odour control, spot carpet colour repair, water damage restoration. USA
AmIAQC indoor air quality training in Phoenix, Arizona USA.
LeatherMaster training in Singapore.
VQA certificate 2 & 3, asset maintenance in carpet cleaning in Melbourne Australia
Attained IICRC Master Textile Cleaner.
The WoolSafe Organisation has been approached by Jake Houston of MF oils who has proposed that members join together to save up to 12 pence per litre on diesel!

MF oils are fuel consultants on behalf of the major fuel brands in the UK. They offer commercial rates and discounts on diesel for the business sector. Each week you will receive a fixed price on your diesel saving up to 12ppl dependent on where you are filling that week. You can choose from any of the brands and have as many or as little of them as you like, tailored around your individual needs. The card branding is as follows, BP is on one card, Shell is on another card, Esso have their own card and Texaco & UK Fuels (which includes Morrisons and Tesco) are together on a card.

Working alongside The WoolSafe Organisation they are offering all members a group discount on diesel as part of their membership. You will benefit from completely free set-up, no admin charges and zero monthly fees, so quite simply you will only ever pay for the fuel that you use, there will be no additional fees such as card fees for you to worry about.

Every time a new member signs up the accumulative volume and usage of diesel will be added together across the membership to receive cheaper rates for you all individually. Better still, WoolSafe is joining forces with the NCCA and by pooling our collective member usage we will all benefit from reduced prices at the pump!

MF oils gives you 24/7 control over your account through their online management tool giving you access to stop, order or replace your cards. You can run reports on everything from location of site, amount spent to registration of vehicle filled or even an accurate MPG report for your vehicles or drivers.

As part of your membership of the WoolSafe Organisation you will get Jake as your dedicated account manager with direct contact lines, you will never wait in a queue or deal with a call centre...ever. To discuss your fuel arrangements and get a tailored solution today contact Jake on the following; 01202 339 197, jake@mfoils.co.uk
WoolSafe App Wins Innovation Award

We were all thrilled that the WoolSafe Carpet Stain Cleaning Guide App won an Innovation Award at the Cleaning Show in the Birmingham NEC last month.

Not only was it great that this new and unique App got some industry recognition but the award also carries with it a prize of £1000 to spend on promotional activities.

This of course means more exposure, more downloads and therefore more traffic funneled towards the WoolSafe Approved products and Service Providers.

Just go to the AppStore and download it for free. Please also share the app on Facebook, Twitter and LinkedIn, it really does work best shared online, I notice large spikes in download numbers when shared in this way.

If you are downloading on to an iPad you need to search for WoolSafe in the iPhone Apps (it won’t show if you search iPad apps).

HOW IT WORKS

The brand new Carpet Stain Cleaning App is an easy-to-use guide to remove common spots and spills from all types of carpet and rugs. This unique App for carpet owners, carpet retailers, housekeepers and facilities managers is designed as a one-stop advice centre providing clear and expert advice.

- Step-by-step solutions to common carpet stain problems
- Select from dozens of stains
- Swipe side-to-side to follow simple advice steps
- Full listing of all cleaning products certified for use on synthetic and wool carpets and rugs
- ‘Buy Now’ button for safe and effective WoolSafe-Approved cleaning products
- Map of WoolSafe Approved Service Provider locations nearest to app user
- Lists one-touch contact details of WoolSafe Approved Service Providers

For more information, visit www.woolsafe.org/app/info telephone 01943 850 817 or email office@woolsafe.org
Flooring Assessors Needed

Our organisation has been servicing the insurance industry for 20 years and manage claims for the UK’s leading insurers including Aviva, AXA and RBS insurance (now the Direct Line Group). During this period we have not only established ourselves as market leaders, but also as true innovators, pushing the boundaries and developing revolutionary settlement techniques across a wide range of categories.

The flooring and furniture market has long been dominated by the same players who are not offering new approaches or fresh innovation. This is where Home Options is making a difference.

We are applying our expertise to an insurance category desperately in need of innovation and fresh thinking. Following on from our successful implementation of Home Options (our flooring replacement and repair service in Ireland) we have responded to the requests from our existing clients and new clients alike, to replicate the scheme in the UK.

A key part of any insurance claim is the accurate assessment of the item in question taking into account the claim circumstances, the original construction of the damaged product and the current market value of a replacement across a range of suppliers.

To this end, we are creating a network of flooring professionals who will be able to act on our behalf in the assessment of all types of carpet claims. If you feel that this opportunity is of interest, please respond to info@homeoptionsdirect.co.uk conveying your location, post codes that you may cover and your contact details. We would then suggest that a phone call to discuss the scheme in greater detail would be an appropriate next step to provide you with a clearer understanding of the prospects going forward.

We hope to hear from you in due course.

HOME OPTIONS LTD, TECHNOLOGY BUSINESS PARK
EASTBOURNE, EAST SUSSEX, BN22 8LD
info@homeoptionsdirect.co.uk
In late April WoolSafe UK Managing Director, Agnes Zsednai and WoolSafe North America Director, Ruth Travis travelled to Clearwater, Florida to attend “The Experience” Conference and Trade Show. They staffed the WoolSafe booth for three days answering questions regarding the WoolSafe programme. One of the highlights of the trade show was the launch of the new WoolSafe App. In addition, Dr. Zsednai made a one hour presentation to more than 50 conference attendees outlining the WoolSafe Programme both past and present. Many in attendance were North American WoolSafe Service Providers. Ruth celebrated her birthday while there and was surprised by her fiancé Neil with a “WoolSafe-Approved” birthday cake.

On April 30th, Ruth flew to North Carolina to attend the “Rug Summit 6” meeting hosted by Tom Monahan. The meeting was held at Pettyjohn’s Carpet Cleaning and Restoration Services in Wake Forest, North Carolina. It was an extraordinary day of learning and networking with professional rug cleaners from around the country.

The event was followed by the three day Association of Rug Cleaning Specialists (ARCS) conference in Raleigh, North Carolina. The first day was spent at the Karastan Rug Mill in Eden, NC where the attendees were “treated” with an extensive tour of the facility starting with yarn production and ending in the shipping department. Started in 1928, Karastan is the largest maker of wool rugs in America, and the only one that consistently uses worsted wool from New Zealand and the UK.

On May 12th, Ruth will fly “across the pond” to attend the WoolSafe Educational Conference 2013 and teach a Rug Cleaning Technician Course.

Ruth Travis, North America Director
America’s biggest convention for carpet cleaners and restorers, the long running Connections, got into financial troubles last autumn and had to cease. It has been reborn under new management as The Experience convention, “the all-new cleaning and restoration conference and expo”. It kept the successful framework of combining the exhibition with lectures and seminars but places a lot more emphasis on hands on learning.

The first ever The Experience convention was held in April in Clearwater, Florida. The organising committee, Meetings and Events LLC was supported by ICRA (International Cleaners and Restorers Association), of which WoolSafe is an associate member. Our North America director, Ruth Travis decided that it was time we had a booth so we could better explain and promote WoolSafe to the visiting professionals. I flew out to support her and took one of our brand new banners depicting the WoolSafe Stain Removal app with me. The banner generated a lot of interest with people downloading the app there and then.

I was also honoured by being given an hour long seminar slot to talk about WoolSafe and how it benefits all stakeholders of the carpet industry. This talk will be repeated at the autumn convention in Las Vegas, where we also will hold a WoolSafe training course as part of ICRA’s training programme.

For me the most interesting seminar was Barry Costa’s hands-on carpet repair, where he demonstrated tricky repairs and introduced the latest tools that can help you achieve outstanding results.

My biggest challenge was to direct the blindfolded Neil Atkinson in the fun carpet cleaning competition organised by SCRT’s Bruce and Joanna DeLoatch. We did very well, considering Neil’s inability to work out instantly which “right” I meant when giving directions. We were not the only team getting it wrong, which meant that a lot of spectators had their feet thoroughly pre-sprayed!

Ágnes Zsednai
A letter from Down Under

We are starting to prepare for the Ausclean trade show in October and WoolSafe will share a mini conference with our friends from the Individual Cleaners Association, who now are the only Australian association that is catering solely to Carpet Cleaners.

We have also had a number of enquiries from that beautiful country across the Tasman; New Zealand, looking at the WoolSafe Fibre Care Specialist and Inspector courses. We are being assisted in our quest to expand our foothold in New Zealand by Oates, which I think is a brilliant move. Oates, after all, have twenty WoolSafe Approved products in their massive range of chemicals, and carpet cleaners in New Zealand are asking ‘what does this WoolSafe logo mean on the bottles?’ Not only have they (NZCC) accepted the WoolSafe approved products, they want to know more about WoolSafe. (I can see another trip to NZ as Pam and I have only just come back from a two week drive holiday on the South Island. What a beautiful country…..put it on your bucket list.)

Recently I set myself a challenge, to do an on-line course. People keep telling me it is good to keep Alzheimer’s at bay. I was going to do something totally different from what I have been doing, but WoolSafe courses kept coming up on my things to do page. I did the Fibre Care Specialist Course last year with Col Nation and enjoyed it, so I took the plunge and enrolled in the Carpet Complaint Investigation course for inspectors. I am actually doing the course in my spare time (Hahahaha what’s spare time). The course is very well presented, easy to understand, and you definitely will learn something new and exciting in each of the fourteen modules. I am of the opinion that every professional carpet cleaner should do this course.

I will also give you a challenge: promote WoolSafe at every opportunity you have. Not only do you belong to a unique network of WoolSafe Service Providers and Registered Inspectors, but you also have the backing of the BEST chemical manufacturers in the world. These Chemical Manufacturers have spent huge amounts of time and money developing safe products for us to use, and have backed up their claims by having their products WoolSafe Approved. To them I say “Thank you”

Patrick Burgess,
WoolSafe Australia Director
Recently Approved Products

The London Oil Refining company, manufacturer of many high quality consumer products for the house and the car, has added a new WoolSafe approved product to their Astonish carpet care range. *Vac Maxx* is a pleasant smelling chemical with great cleaning power designed to be used in any domestic carpet cleaning machine.

The Astonish Cleaning range is manufactured to the highest standard in the UK, supporting local raw material/packaging suppliers. The family run business prides itself on being environmentally friendly and never testing their chemicals on animals.

On the professional market, Dry Fusion UK has launched a new cleaner deodoriser; *ReAct* for use with the *Dry Fusion* machine. Re-Act is both a pre-spray and pad solution for cleaning greasy and heavily soiled carpets. It has excellent stain removal properties and a very pleasant natural orange fragrance.

Despite being effective on heavy soil, it is also suitable for wool carpets.
In America we welcomed a new licensee, Euro-Pro Operating LLC. Euro-Pro is a pioneer in innovative cleaning solutions and small household appliances with the goal of giving today’s busy consumer better and more efficient products that fit their lifestyle. By providing appliances that are not only highly functional but also innovative, Euro-Pro has rapidly carved out a significant market share in the house\wares industry, becoming one of the leading companies in this sector.

They joined WoolSafe in January 2013 with their Shark Low Moisture No Rinse Carpet Shampoo. This biodegradable, lavender scented cleaning chemical is specially designed to be used in their Shark® Sonic Duo carpet cleaning machine. Shark® is one of several house care brands developed by Euro-Pro Operating LLC.

OxiFresh, a fast growing American Franchisor, has added a new product to its range of WoolSafe approved carpet cleaning range. Their new chemical, Oxi Fresh Oxi Rinse is an apple-smelling encapsulation rinse, suitable for upholstery cleaning, urine removal and alkaline residue neutralisation.

For more information about attaining WoolSafe accreditation for carpet care products, please contact Dr Agnes Zsednai agnes@woolsafe.org
New Service Providers

Arizona’s Finest Oriental Rug Cleaning
Norma McCormick
Gilbert AZ  85233
480-814-1657
norma@cleannfreshcleaning.com
www.arizonarugcleaning.com

Billings Carpet & Water Damage Restoration
Andy Pirami
Billings MT
59101
406-259-3333
andy@billingscarpetcleaning.com
www.billingscarpetcleaning.com

Omaha’s Rug Spa
Cameron Mayville
La Vista NE
68128
402-212-1275
omahasrugspa@gmail.com
www.arearugcleaningomaha.com

Environmental Carpet Solutions
Shawn Moon
Concord NC
28027
704-706-9575
shawn@environmentalcarpetsolutions.com
www.environmentalcarpetsolutions.com

White Glove Cleaning Services LLC
Patrick Tai
Brooklyn, NY
11236
718-272-5451
whiteglove.clean@verizon.net
www.whitegloveryeny.com

Hansen Steamway LLC
Randy Hansen
Sevierville, TN
37862
865-453-5624
randy@hansensteamway.com
www.hansensteamway.com

Professional Carpet Systems
Annette Marchion
St. Catharines
Ontario
Canada
L2R 7K8
905-646-6655
annette@pcsniagara.com
www.pcsniagara.com

Coastal Cleaning Services
Mr Daniel Darlow
Paignton, Torquay
Devon TQ4 6LE
Phone: 01803 844 664
Mobile: 07995 836 386
www.ccsdevon.co.uk
ccsdevon@gmail.com

Cotswold Carpet Cleaners
Mr Bruce Swait
Stroud
Gloucester, GL5 3JZ
Phone: 01453 756308
Mobile: 07775 944596
www.cotswoldcarpetcleaners.co.uk
bruce@cotswoldcarpetcleaners.co.uk

Kent Carpet Cleaning Company Ltd
Mr John Willson
East Malling, West Malling
Kent ME19 6BQ
Phone: 01732 872199
Mobile: 07860 100295
www.kingshillkentcarpetclean.co.uk
info@kingshillkentcarpetclean.co.uk

Majestic Cleaning SW
Mr Ross Kitto
Plymouth
Devon PL7 5LF
Phone: 01752 242899 Mobile: 07725 998 818
Website: www.majesticcleaningsw.co.uk
Email: enquiries@majesticcleaningsw.co.uk

Proclene Limited
Mr Craig Haycock
Gloucester
Gloucesstershire GL1 2BZ
Phone: 01452 414 000
Website: www.proclene.com
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Chris Nash
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NSW 2250
chris@alldrycleaning.com.au
Mobile 0428421204
WOOLSAFE NEWS Summer 2013

2 Exclusive Offers For WoolSafe Service Providers

WoolSafe has managed to negotiate a fantastic deal with Oates Laboratories to offer WoolSafe Service Providers an exclusive discount from any of their approved products in the Citrus and Research ranges. All members have to do is register for the discount scheme at Cleaners Warehouse and Hey Presto! You’re making huge annual savings!

Another Great Reason For Being WoolSafe!

Get 20% off Any WoolSafe Approved Products in the Citrus or Research ranges!

WoolSafe members can register at www.cleanerswarehouse.co.uk/discounts

Free* to Members! Host Dry Carpet Cleaning Kit

For those members that haven’t yet tried Host’s excellent WoolSafe Approved products then this is the perfect opportunity to do so.

Host UK have kindly agreed to offer the kits free, but only to WoolSafe Approved Service Providers.

This offer is restricted to one kit per company and is open for a limited time only or until stock on offer limit is reached. *No charge for the Kit however £6.00 is payable for the courier service.

To pick up your free* kit look in the Member’s Offers category in the WoolSafe Academy Store and select.
Carrots not Radishes

During a recent WoolSafe Inspectors’ Course I discovered that a fundamental error is being propagated in some training courses. The error relates to the difference between solution dyed nylon (that is nylon coloured before extrusion) and nylon dyed in a dyebath. Apparently, the analogy being used is that in cross-section, solution dyed nylon is dyed throughout (like a carrot) whilst conventionally dyed nylon is ring-dyed (like a radish). This is totally incorrect; nylon has reactive groups throughout its entire structure.

To convince the doubters I contacted the dyehouse manager of a well known carpet manufacturer and asked him if he had any hank dyed 100% nylon. He sent me three small hanks and I used two to prepare fibre cross-sections.

To do this, unless you have the correct kit – such as a Hardy microtome (not cheap) you will need a piece of cardboard and a compass – one for drawing circles, not for finding the North Pole. Instead of a compass, you may want to use a darning needle! This is how you do it.
Cut a fairly thin piece of cardboard to the same size as a microscope slide. In the centre, make a hole of approximately 1.5 mm in diameter (using the point of the compass or the darning needle). You now have to pack the hole tightly with fibres. The way this is done is to pass a loop of sewing thread through the hole in the cardboard, insert the fibres under test into the loop, and then draw them through the hole so that they fit very tightly, protruding above and below the hole.

Take a very sharp razor blade – the out of fashion two-edged variety is ideal except take care not to cut yourself. Slice the protruding fibres off so that you finish with a piece of cardboard with a small hole in the middle that is packed tightly with fibres. If your blade has been sharp enough and the hole tight enough to prevent the fibres being dragged when you cut them you will see the fibres in cross-section when viewed under the microscope.

My own attempt with the hank dyed nylon can be seen in the photograph. It’s not perfect but I didn’t have a microtome – only a piece of cardboard and a compass. You can see quite clearly in both colours that the hank dyed nylon is dyed all the way through – like a carrot and not a radish.
The WoolSafe Organisation would like to thank all the Service Providers, Inspectors, Licensees and industry partners who attended the WoolSafe Educational Conference 2013 and helped to make the event an enjoyable and rewarding experience for all.

This year’s event attracted the very biggest names in the cleaning and inspection industry. Ruth Travis gave a very full and in-depth introduction to oriental rug care, Dr Eric Brown enthralled with his informative anecdotes on his experiences in carpet complaint investigation and Paul Pearce demonstrated the fine art of carpet stain removal. Also during the day, Dr Agnes Zsednai explained the latest WoolSafe research and Steve Bakker talked about recent and future promotional activity.

The evening banquet was a fantastic feast in a relaxed atmosphere. Many thanks to the staff at the Midland Hotel and compliments to the Chef!

WoolSafe Inspector Course Awarded IICRC CECs

We are pleased to announce that trainees taking the WoolSafe Inspector - Carpet Complaint Investigation Course Online will now receive 2 IICRC continuing education credits.

This means that all WoolSafe Academy training courses and events whether classroom based or online receive CECs including the WoolSafe conference and Fleece to Floor Tour.

For more information or to access the online Inspector course visit the WoolSafe Academy website: www.woolsafeacademy.org
Training Dates & Events

Fibre Care Specialist (Wool Maintenance)
8th October 2013 – Bradford, W. Yorkshire
Venue: BWMB, Bradford
Time: 09.30 -16.30 hrs
Tutors: Paul Bakker, WoolSafe Chairman
Dr Ágnes Zsednai, MD
Contact: The WoolSafe Organisation

Carpet Complaint Investigation Course
9/10th October 2013 – Bradford, W. Yorks
Venue: BWMB, Bradford
Time: 09.30 -16.30 hrs
Tutor: Dr Eric Brown
Cleaning Research International

Fibre Care Specialist (Wool Maintenance)
24th October 2013 - High Wycombe, Bucks
Venue: SEBO (UK) Ltd, Merlin Centre
Cressex Business Park
High Wycombe, Buckinghamshire
HP12 3QL
Time: 09.30 -16.30 hr
Tutor: Adam Jankowski MBICSc
WoolSafe Certified Trainer
Contact: The WoolSafe Organisation

Control & Treatment of Textile Insect Pests
Date to be set – Bradford, W. Yorkshire
Venue: BWMB, Bradford
Time: 09.30 -16.30 hrs
Tutor: Julie Roberts, Chemspec Europe
WoolSafe Certified Trainer
Contact: The WoolSafe Organisation

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