

Personal Protection Blanket

Fact Sheet

About:

Over years of tireless research in conjunction with the Victorian Country Fire Authority, Creswick Woollen Mills has developed a world-class safety product – The DC5 Personal Protection blanket. The unique 800gsm fabric blends high quality Australian Wool with Aramid, a specialised synthetic fibre with exceptional strength and heat resistance properties. The DC5 blanket exceeds the AS4824 standard, recognised by Australian Fire Authorities.

Aramid – What is it?

Aramid fibres are a class of high-density synthetic fibres. Aramid handles similarly to normal textile fibres and is characterised by excellent resistance to heat. It is also extremely strong, with a higher tensile strength than spun steel. Aramid is used extensively in Aerospace and Military applications, and can be found in flame resistant and heat protective clothing, ballistic rated body armour, ropes and cables, as well as thermal and electrical insulation

Aramid demonstrates:

- No melting point – degradation starts at 500 degrees celsius
- Low flammability
- High tenacity
- Good resistance to abrasion
- Good resistance to organic solvents
- Non conductive



Personal Protection Blanket meets CFA specification 2010

If you are caught on the roads you can increase your protection by:

- Parking behind a solid structure to block as much heat as you can. If this is not possible, then pull over to the side of the road into a clear area, well away from debris that may ignite
- Winding up your car windows, closing the vents, put on your hazard and headlights and leaving the engine running and air conditioning on recirculate
- Getting down as low as possible below window level
- **Covering up with a woollen blanket** until the fire front passes. If you have water, drink it
- Getting out of the car once the fire has passed

The Personal Protection Blanket is available online, via a hotline, in person at their Creswick and Hawthorn locations or at RACV outlets for RRP \$275 (incl GST) plus freight.

www.creswickwool.com.au / (03) 9818 5066

www.cfa.vic.gov.au

www.racv.com.au

For further information or to set up an interview please contact Jessica Pattison at mkt.jessica@mktcommunications.com.au (03) 9533 2699

Strength in numbers this fire season

Key bodies join forces to deliver critical vehicle fire safety messages

Creswick Woollen Mills, a well-known Australian manufacturer of wool products and blankets, has joined forces with the Country Fire Authority (CFA) and Victoria's RACV to deliver important vehicle fire safety messages this bushfire season.

Creswick Woollen Mills have been the sole producer of the CFA's Personal Protection Blanket for the last 20 years and this year have launched a campaign to actively support the CFA in educating Australians in fire prone areas about safety in vehicles.

The Creswick Personal Protection Blanket is a state-of-the-art fire blanket made from Australian wool and Aramid fibres and tested to withstand temperatures of up to 230C. Due to demand, this year for the first time, Creswick are making these blankets along with key vehicle safety tips available to the public not just the CFA Fire Brigades.

"Its really important that people are well informed and understand the necessary steps in protecting themselves and their families, and the message is to be prepared and leave early" said Boaz Herszfeld, Executive Director of Creswick Woollen Mills

"Last year we received many requests not only for general blanket donations but also for people wanting to buy the official Personal Protection Blanket specified by fire authorities. This year we have not only extended our manufacturing capabilities to fulfill the need for donations but also to make them available for sale." he said.

Creswick will be donating blankets to local communities and they will be for sale online, via their hotline, in person at their Creswick and Hawthorn locations or at RACV outlets. For every blanket sold directly through Creswick a generous \$25 donation will be made to the CFA. A summary of vehicle safety guidelines has also been printed on the swing tag of every Personal Protection Blanket to reinforce key safety messages.

"We're aiming to raise over \$100,000 alone this year and have an on-going strategy to support the CFA and fire prone areas across Australia" said Boaz

The blankets are also supplied by Creswick to other state fire authorities including Metropolitan Fire Brigade (MFB), Department of Sustainability (DSE), State Emergency Service (SES), Rural Fire Service (RFS), SA Country Fire Service (CFS), QLD Fire and Rescue Service (RFS) and ACT Fire Service. The campaign will be extended to support all states via the key safety messaging, blanket donations and website information downloads.

www.creswickwool.com.au

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About Creswick Woollen Mills

Media Backgrounder

Creswick Woollen Mills History

Creswick Woollen Mills was founded in 1947 and is now the only coloured woollen spinning mill of its type in Australia.

The mill is located in Creswick, a small township approximately 120km from Melbourne, between Ballarat and Daylesford.

Over 50 Australian mills of this type have closed in the face of competition from cheap imports, but Creswick remains, employing people directly from the community and indirectly through its contractors and suppliers.

The privately owned company remains buoyant, in part, due to the development of a luxury consumer product range with a natural fibre focus. The Creswick mill has mastered the spinning and weaving of alpaca and woollen fibres. This range is complemented by an imported range of cashmere, cotton and merino.

Creswick's continued success is attributed to ongoing research and innovation, as well as dedication to quality and an understanding that the Australian market appreciates exclusive designs and high quality.

Family Dynasty

When Polish migrant Paul Ryzowy wound wool around his first spool in 1947, he could not envisage the longevity of his coloured spinning mill.

Paul worked in the business until last year when he passed away at the age of 96. His grandchildren Boaz and Sharon Herszfeld are now at the helm of the company after learning the ropes under the watchful eye of their grandfather.

It is Paul's tenacity which made an impression on all Creswick staff and is the lasting legacy of the Creswick brand.

The mill began its operation producing an array of blankets in the 1940's, and then adapted to electric blanket fabric in the 1950's. During the 1960's it branched into fabric design for fashion items such as skirts and blazers and dressing gowns.

Embracing the reality of globalisation, Paul and his Grandchildren concentrated on streamlining and diversifying their operation by developing new products to compete with international imports while maintaining a commitment to Australian made.

Drawing on the wealth of knowledge from Paul, the energetic Creswick team bring fresh, new, creative ideas to the business driving the dynamic company forward into a new era in the textile industry.

Creswick Woollen Mills Product Range

Creswick Woollen Mills is dedicated to bringing luxurious natural fibres to households across Australia and the rest of the world.

From the high street retailers in London to exclusive gift programs in Shanghai, Creswick is also the largest supplier of cashmere, alpaca, merino, lambswool and cotton blankets and throws to retailing giant David Jones.

Sourcing luxury fibres from Australia and around the world, Creswick Woollen Mills leads the way in creating unique designs in beautiful contemporary colours.

Whether it's the superior softness of alpaca throws, scarves and blankets woven into sophisticated modern designs or the lighter alpaca blankets designed for comfort in the warmer months, Creswick's products have been rigorously tested for quality and desirability.

The range also includes the original and the best in contemporary cashmere and wool blend blankets and throws – the ultimate in opulence.

One of the jewels in the Creswick crown is the redesign of the old tough wool blanket into a soft tactile blanket for comfort and warmth. Lighter in weight than its competitors, it has been enhanced to provide superior insulation without the heavy weight.

Stockist details: Call 03 9818 5055.

Creswick and the Community

Creswick Woollen Mills is dedicated to working with the Creswick local community which has a population of 3000 people. The company currently employs more than 30 people within the operation.

Creswick Woollen Mills has supplied blankets to the CFA for more than 20 years. Intense testing of the fire-retardant protective blanket was part of the rigorous development of the safety product. Designed with a blend of wool and a high-density nylon fibre called 'Aramid' (which Kevlar is made of), the blankets are able to withstand temperatures of 230 degrees celsius. During the recent Victorian bushfire disaster CFA members survived flashover events under Creswick blankets and attribute in part their preservation to the blankets.

This safety product currently carried on all CFA fire trucks is now available to the public via the Creswick Woollen Mills website.

Creswick Woollen Mills purchase fibre from local growers, supporting local economy.

Annual Creswick Blanket Drive

The Creswick Woollen Mills annual blanket drive was created by founder Paul Ryzowy and his grandson, Boaz Herszfeld.

Each year, Creswick Woollen Mills calls on corporate Australia and the community in general to support its annual blanket drive. Now in it's fourth year, the blanket drive aims to facilitate the distribution of 5,000 blankets (retail value \$200,000) to help people in need during the winter months.

For every monetary donation of \$16.50, Creswick Woollen Mills will supply one quality unused blanket, they will also accept donations of unused packaged blankets. Creswick then distribute the blankets to a number of Victorian-based charities that assist the homeless and disadvantaged. Blanket or dollar donations can be made at anytime during the year.

Visit www.creswickwool.com.au or call 03 9818 5055 for more information.

About natural fibres: Bringing luxurious natural fibres to Australian homes

Did you know 2009 is the United Nations International Year of Natural Fibres?

Many Australians are not aware of the differences and benefits of different natural fibres. Due to the vast range of weather conditions in Australia, Creswick Woollen Mills produce a variety of products to suit conditions all year round. The following is a short introduction into the difference in natural fibres:

Alpaca

Alpaca fleece is known as 'fibre of the gods' and offers superior softness due to its fibre size. While offering a similar warmth to wool it is much lighter in weight. Its hollow fibre structure and unique thermal properties enable it to release heat in warm conditions and trap warmth when it is cooler.

Cashmere

Cashmere is luxurious and exclusive fibre found only on the neck of kid cashmere goats. It is a very rare fibre produced predominantly in Mongolia. The softest fibre, cashmere offers the ultimate in handle, feel and opulence. The finer yarn count and lighter weight creates a product suitable for all conditions.

Merino

Merino wool is made from the finest grades of wool from Merino sheep, grades of 23 micron or finer. It is prized for being very soft and comfortable against the skin. Extra fine merino wool is often used in men's suiting as it is considered the highest quality of knitting wool.

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