

## Prominent New Resource Now at Concept III Textiles Merino State from Charles Parsons Now Available in U.S., Canada and UK

**Red Bank, NJ – June 28, 2010** “Charles Parsons is known for being a visionary in fabric ideas geared specifically for apparel and are also known for their excellent service. Those two qualities are what we require of our partner mills and also what sets Merino State apart from other suppliers,” says Chris Parkes, Concept III’s national sales manager.

**Outdoor business launch** Privately owned Charles Parsons has been developing and manufacturing specialized textile solutions for fashion apparel brands throughout Australia, New Zealand and the Asia-Pacific region since 1915. Now, working through Concept III’s network, Parson’s and Concept III are looking to develop a following for its Merino State fine micron premium textile collection in the U.S., Canada and U.K. outdoor markets.

**Quality, ethical and environmental awareness** In addition to adhering to strict quality assurance by its own internal labs, SGS and Qualspec, every product in the Merino State collection is also tested according to stringent ‘Woolmark’ and ‘Merino Perform’ specifications.

Keenly aware of ethical responsibility and environmental concerns of the outdoor apparel market, Merino State wool is only sourced from independently audited, certified non-museled farms in Australia and New Zealand. Farms must comply with regulations governed by the RSPCA and the New Zealand Animal Welfare Act. Except for seasonal shearing these sheep even graze in a free-range environment.



Merino State 1x1 Merino rib

**Vertical services** Parsons has textile-manufacturing facilities in both Australia and China. It has over 25 years experience in garment production and has manufacturing partners in China, Fiji, and Singapore. The company offers in-house design, sample and pattern making services, all geared for speed to market.

Merino State Collection, made with naturally sustainable, renewable and biodegradable Merino also includes blends with other environmentally favorable fibers like bamboo, milk, hemp and organic cotton.

A complete range of Merino State textiles as well as apparel samples will be available at the Concept III ORSM 10 booth #39051 in Salt Lake City, UT August 3-6. Concept III can be contacted at (732) 530-1976 or [info@conceptiii.com](mailto:info@conceptiii.com).

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**Concept III Textiles International** is an inclusive resource for the development, sourcing, and production of fabric-based finished products worldwide for the active sports and outdoor markets. Headquartered in Red Bank, NJ in the U.S., it also has offices in five cities worldwide. For more information go to <http://www.conceptiii.com>

**Merino State** is a collection of premium quality Merino and Merino blend textiles by Charles Parsons of Australia and New Zealand. For more information go to: <http://www.charlesparsons.com.au/home>