

Superior Processing Performance of SRS® Merino



SRS® is simply superior to any other Merino currently available and is the only premium fibre that is truly natural, ethical and sustainable. It is naturally comfortable for wearing against the skin and is lustrous and luxurious.

The unique SRS® type of Merino sheep has been developed over the last 20 years as part of an intensive R&D program. The outcome is a plain-bodied Merino with minimal wrinkle that does not require mulesing and has exceptionally high levels of fibre density and length. This results in more efficient processing and exceptional end product quality. Around 1200 family-owned farms make up the SRS® Group, each with their own unique story.

SRS® fibre-based designs have won the Australian DesignMark Award and product is held in the Art Institute of Chicago permanent collection. Presentations of apparel have been made to the Crown Princess Victoria of Sweden and the Danish Royals.

Fibre Properties

The SRS® Merino fleece consists of fine fibres that are highly aligned and long. The fibres are very uniform in diameter and length to each other, and are remarkable in having low variation in diameter along the length of the fibres. The fibres also have high crimp amplitude ("deep crimp") and low crimp frequency ("bold crimp") and are notable for high tensile strength and elasticity. The surfaces of the fibres are smooth and very soft, being formed by long cuticular scales of low scale height. The fleeces grow so rapidly that many SRS® Merino sheep are shorn twice a year, reaching a combing length of 80 to 90 millimetres in six months.

Fabrics made with SRS® Merino:

- Have a natural ability to stretch not seen in traditional wool fabrics;
- Are silky soft and are comfortable against the skin;
- Have a gentle lustre;
- Crease less and have excellent draping qualities;
- Have a deep, rich appearance after dyeing, particularly with the pastel colours; and
- Feel more like cashmere than a traditional wool fabric.

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Figure 1: SRS® Merino fleeces have a distinctively 'deep crimp'

Softness of wool is very important for next-to-skin comfort of people wearing woollen garments. Softness of raw wool is measured by resistance to compression with the lower the measurement, the softer the wool. Cashmere is regarded as the world's softest fibre with a resistance to compression of about 5.8 kilopascals. SRS® Merino wools have tested recently at a softness level of 3.5 kilopascals, well below the softness of cashmere. Traditionally bred Merino wool is not nearly as soft, testing at 10 to 12 kilopascals.

Superior Processing Performance

Processing trials undertaken in six global markets by a large vertically integrated Japanese processor have consistently shown major efficiencies of using SRS® fibre as shown below.

Mill	Number of trials	Hauteur	Short fiber content	Noil
ITALY (17.3-17.9 microns)	4	+11%	-12% to -25%	-7% to -13%
JAPAN (18.7-20.7 microns)	6	+4% to 9%	-21% to -35%	0% to -25%
AUSTRALIA (18.2-18.7 microns)	4	+14%	-58%	-39%

The company described the fabric produced as soft and silky with very good natural strength and elasticity. They found hauteur was improved, short fibre and noil decreased significantly, and yarn breakages during spinning dropped by 20% to 30%.

Guaranteed Ethical and Sustainable

Members of the SRS® Group are bound by a stringent certification system and processing chain of custody. This approach provides manufacturers and retailers with access to Australian Merino that is certified non-mulesed, has high quality integrity, special attributes and trace-back from farm to fabric. This gives end users ultimate confidence in terms of:

- Ethical Treatment: e.g. non-mulesed, low stress, ease of handling.
- Sustainability: e.g. sustainable production, minimal chemical use, low carbon footprint and regenerative agriculture.

Our People

The Australian Merino industry is steeped in history and it remains one of the only industries not to have been corporatized. Many of the SRS® farms have been in the same family for 3-4 generations and the people that work them maintain a deep love of the land and the animals that they raise.

The story of SRS® is really the story of its members – their farms, their families and the outback communities they support. To read more about our people go to srsgenetics.com.au

