

# Italian fashion made with sustainable Kiwi wool

The REDA Group is an Italian company that specialises in manufacturing fine fabrics. REDA manages the entire production chain from fleece to fabric creating a wide range of sustainable, high-quality textiles and products.

In New Zealand, REDA owns three farms with around 30,000 hectares of land and 40,000 sheep.

This enables the company to ensure the quality of raw materials and the transparency of the production process and allows them to offer excellent pure Merino wool fabrics, while respecting the environment and animal well-being.

REDA was the first Italian textile company designated as sustainable through the B-Corp certification process.



Francesco Botto Poala

**“NEW ZEALAND WOOL IS EXTREMELY IMPORTANT FOR OUR COMPANY. INDEED, THE BASIS OF OUR FABRIC IS WOOL. NEW ZEALAND WOOL IS IMPORTANT BECAUSE BEHIND IT LIE ALL THE VALUES THAT DETERMINE SUSTAINABILITY.”**

**- Francesco Botto Poala, Chief Operating Officer**

---

## Partnerships across cultural and geographical divides

Chief Operating Office Francesco Botto Poala enjoys doing business with New Zealand companies and individuals. “Our experience with New Zealand has continued to grow over time. The mentality, the values and the connection that we established have always stayed with us.

“We speak with the same values related to family, business, and the environment. For this reason, we found ourselves in an environment that was home for us even if it was exactly at the opposite of Italy.”



## **Innovative products for the world market**

Mr Botto Poala is proud of the innovations his company has brought to the wool manufacturing industry. “Over the years we have developed incredible businesses.

“We actively contribute to selling a product that traces both New Zealand’s sustainability coupled with our own sustainable practices.

“We invented the AllBirds shoe. AllBirds fabric was invented in the Mosso Valley by REDA using New Zealand merino wool. Today it is one of the fastest growing companies in the world.”

**“THIS IS A WIN-WIN SITUATION. NOT ONLY DO WE CONTRIBUTE TO THE SUCCESS OF NEW ZEALAND BUSINESS, BUT NEW ZEALAND ALSO CONTRIBUTES TO OUR SUCCESS.”**

## **EU/NZ: STRONGER TOGETHER**

New Zealand’s relationship with the EU is significant. The EU is an important partner for New Zealand; we share values, perspectives and interests that make us closer than geography would suggest.

**LEARN MORE ABOUT REDA AND NEW ZEALAND’S PARTNERSHIP WITH THE EU**

**[www.mfat.govt.nz/closetoEU](http://www.mfat.govt.nz/closetoEU)**



**#EUNZSTRONGERTOGETHER**

**#NZCLOSETOEU**

**@NZINEU**