

## KIWI MAGNETIC UNDERLAY BREAKS INTO EUROPEAN MARKET

Magnets have been benefiting human beings for hundreds of years, with generations using magnetic therapy to relieve pain, enhance sleep and aid a range of ailments.

Today magnetic therapy is becoming a more visible part of the alternative-medicine boom all around the world, even being prescribed alongside more conventional treatments by GP's in the UK.

And now a New Zealand company is poised to lead European magnetic underlay sales. In 2003, Dunedin bedding company Ellis Fibre combined magnetic therapy with New Zealand wool to create the Magniwool Underlay.



"Magniwool was developed to offer drug free pain relief and a restful nights sleep to those suffering from a myriad of afflictions," says Ellis Fibre Managing Director Glenn Alexander. Hugely popular in the Kiwi retail market, Ellis Fibre signed a distribution agreement in 2005 with UK based importer of branded wool bedding products, White Cloud Trading Co (WCTC).

"The WCTC undertook some local market research trials and found European consumers knew little about the advantages of magnetic underlays but would definitely consider purchasing one, especially if the underlay came from New Zealand," says Alexander.

In 2007 the company was awarded the Enterprise Development Grant, allowing them to undertake international market development activity. The result was the Valentines Day 2008 Magniwool event, held at New Zealand House in London last month and attended by guests including UK media The Evening Standard, BBC and Good Housekeeping.

Alexander presented information on the benefits of wool and the development of Magniwool to the crowd, followed by a speech from Roger Coghill, Principal of the British Institute of Magnet Therapy.

"The use of static magnets for therapy and relaxation is an ancient science going back to the Chinese dynasties," says Coghill. "Magniwool have taken advantage of the new and powerful generation of magnets made with neodymium to bring this science into the twenty-first century, and having now had the pleasure of testing one of their products personally I am confident of its efficacy in bringing relief to tired limbs and providing a really sound night's sleep," he says.

"Word of mouth is the most powerful promoter of this product and we are confident this will be the case in UK market, which has a clear need for a product such as Magniwool," says Alexander. "I am confident that the all round benefits of Magniwool will see many thousands of satisfied consumers in the UK, just as we have in New Zealand," he says.

"So people all around Europe can enjoy the benefits of a restful and recharging sleep."

### **About Ellis Fibre:**

Ellis Fibre Ltd has been involved in the manufacture of Bedding products using Wool and Feather and Down for the last forty years. Based in Dunedin the company manufactures a wide range of products for the Bed manufacturing, Filtration and Bedding Industry. In 1999 the company was purchased by Mr. Glenn Alexander who has extensive experience in Manufacturing and Marketing Bedding Products. The company has been hugely successful due to the development and marketing of a range of products using Wool, Aromatherapy, and Magnet therapy promoting healthy sleep. Being situated in Dunedin enables access to some of the .nest wool in the world. As a result Ellis Fibre Ltd has increased manufacture of these products and now exports to Australia, Korea, United Kingdom, and Europe. In 2002 Ellis Fibre purchased Novadown Ltd, a respected goose down duvet and pillow manufacturer based in Auckland, New Zealand.

[www.ellisfibre.com](http://www.ellisfibre.com)

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