The Merino Country Story

Australian Made for Australian Conditions!

We specialise in Australian Merino fabrics and garments and have developed our own easy-care, Merino jersey designed specifically for comfort, durability, safety and performance in extreme conditions.



From Shearing Shed to Sewing Shed

"Adversity is the Mother of invention" and Merino Country was born in 1993 as a result of drought, low wool prices and the inability to find Australian wool products in the shops.

The government of the day was helping rural communities help themselves and initiated a program called Future Search and out of this a group of passionate wool growers based around Richmond in North West Old formed the group Matilda Merino. Members instigated a number of projects including investigating new markets and value adding, with a number of making different wool products including Wool Doonas, Sheepskin seatbelt & motorbike seat covers and promoting wool products made by others.

Kerrie found a wool t-shirt made from fabric developed by CSIRO and started selling them which is how Merino Country started. A textile chemist in Melbourne, Dougal Pleasance, then mentored her and helped navigate the complex world of processing wool through to fabric and combined with the indepth knowledge of the raw product, Merino Country's own lightweight, easy-care 100% Merino Jersey for everyday wear was developed which is what sets the quality of our products apart even today!

From Party Line to On-Line

We didn't have internet, mobile phones or social media... we were still on a party line with 5 other properties and when we got Radio Digital Satellite towers it really changed things... we got a fax machine!! In the early years we did all the local Field Days and Agricultural shows which eventually led to bigger things including co-ordinating the Qld Festival of Wool, Wool Parades at Brisbane & Melbourne Royal Shows and opening a Wool Shop in Paddington Brisbane – hence the saying "From Paddock to Paddington"!

From Single Items to Bulk Deliveries...

Malcolm & Kerrie have created a balanced business model selling direct to retail customers through our website and some wholesale to other shops, complimented by government contracts supplying Merino thermals to the Victoria Police, the Department of Defence, Border Control and the Australian Antarctic Division and manufacturing niche products for other local companies. In 2003 we won our first government contract supplying Merino Thermals to the Victoria Police and in 2009 we expanded again after winning a contract with the Australian Defence Force.



We have supplied nearly 250,000 Australian Made Merino thermals in Government contacts and around 500,000 garments direct to our wonderful customers around the world... not bad for a small business that started on a sheep & cattle station in outback Queensland - 1800km from a major city!

Sheep to Shop! Wundies to the World...

We work with Australian woolgrowers, processors and manufacturers and are a licensed user of the Australian Made trademark with all fabric processed in Australia and garments manufactured in Queensland, supporting local jobs, industry & families.



Our Merino range, ideal for wear all year round, includes active & travel wear, thermals, kids gear, and the famous Wundies. Comfortable, durable, totally machine washable, and ideal for work, travel and play in hot and cold climates, there's something for everyone!

From the Café Scene to breathtaking scenes, the bedroom to the boardroom, the Ski Slopes to the shearing sheds, our 100% Australian Merino products will take you anywhere in comfort and style.

Sustainable, Ethical & Really, Really Comfy... Naturally!



A trin down memory lane

A trip down memory lane Sewir and											
 1993 Wool Prices & Demand for Wool Low. Establish local woolgrower group Matilda Merino. Wool Wares Australia is born based in the shearers quarters at the family sheep & cattle station, "Clareborough". Image: Clareborough (Clareborough) Image: Clareborough (Clareborough (Clareborough)) Image: Clareborough (Clareborough (Clareborou	ewe two. in Pa Brisb Clare Static	 *Sheep Dream Wool Parades Ekka & Melbo Show. Sydney Adelaide Roya Shows. New Label, Bare Belly Joe Wool for Kids, is born! ************************************	at urne v & al bal ce, ce, ce, ce, ce, ce, ce, ce, ce, ce,	2003 Win Contract to supply thermals to Victoria Police. Move to 3rd Shop in Latrobe Tce Paddington.	Tim Cope, Adventurer, wears our	2009 Move to a small factory between Brisbane & the Gold Coast. Win a BIG contract to supply Merino thermals to the Department of Defence. Purchase new machines & learn alot very quickly!	learning curve & very busy making shirts for Defence! Natural disasters cause the price of wool to rise by 60%.	and contract Buy for PPE Defence to s thermals. W contract with Develop ran & launch Ba Dragons Abr	contract for ce Thermals t t to QLD Local f . Order from N supply cotton F in another F Defence. M ge of Wundies a Bras at the reast Festival.	er Champio Adelaide Karoonda Days Go the Vanc Pragon E Festival P receives at the Warc	ragon Boat onship, & a Field to ouver Boat Kerrie award omen in s Awards

From Sheep to Shop

THANK YOU

Your support since 1993 has got us this far. We have met so many people from all over the world whether it be face to face at events, shows & field days or over the phone or internet, it's like connecting with old friends. From South Africa to Buckingham Palace to Lankawi Island, Mongolia to Dubai, or Hobart to Darwin; the adventures we've shared have been truly amazing.

We don't just make clothes - we produce Australian Merino products that make people's lives more comfortable. It is very gratifying to not only employ local people but to help customers who have skin conditions; are having chemo or radium treatment; or to travel comfortably, work safely or just to feel good everyday... Naturally!

Everyone has a story & we are very privileged to be a part of those stories – so thankyou for

> wearing our products and supporting our business. It's been a great journey and we look forward to sharing more adventures with you...



Sewn and Grown in Australia since 1993

Fashion k with 30 gns on atwalk. ract with ustralian rctic sion. Guest aker for WN at ane City

2019

Trip to Europe to see our suppliers. Working on new eco friendly wool processing. Guest Speaking on supply chain. New Naturals undyed Wundies range

2021

Kerrie was part of the QLD government QueenslandHER campaign. Kerrie joins Cath Wallis' team for the Simpson Desert Ultra and the team stars in short film 'Normal People Would Drive'

2023

Celebrating 30 vears in Business - 30 years of Sheep to shop and made in Australia! Kerrie and Mal take a trip to Europe to research for machinery to value add to wool and close the loop!

2018

Celebrate 25 Years in business. Wore Merino in Mongolia. Supported Running for Bums & Cure Brain Cancer. Dragons Abreast.

2020

Working with ANFF-Q & Dr John Fraser - our amazing team were the first to make Merino Masks. New machines to meet demand. Featured in ABC's Landline "Reviving Australia's wool processing industry".

2022

More staff join the Merino Country team to help keep up with production and demand. Marathon runner Nick Bamford thanks his Merino Country Thermals for helping him win the 231km Larapinta Trail run.