



MINIJUMBUK - MEDIA RELEASE MAY 2017

HUMBLE AUSSIE SHEARER GROWS MULTI-MILLION-DOLLAR BUSINESS

It's not often you hear of an Australian company cracking the Chinese textile market while remaining local.

Don Wray, a humble Australian sheep shearer from South Australia celebrated 40 years of his multi-million-dollar business helping people get a good night's sleep.

In a textile industry where 99 per cent of the products are imported from overseas, MiniJumbuk has gone against the grain and continues to manufacture its woollen bedding products from its grassroots in Naracoorte, trading both locally in Australia and exporting to China.

"Keeping business local is very important to us. Our rural location reinforces our authenticity and honesty as we expand into the global market. Our loyal staff handcraft our products using locally grown wool to ensure we all have a good night's sleep," said Darren Turner, Managing Director of MiniJumbuk.

"Being part of a caring community is the culture MiniJumbuk has created within its organisation. People care for each other and make every product as if it was for their best friend or a family member."

To celebrate the 40-year milestone, MiniJumbuk presented its new book, "Love Wool - The history of MiniJumbuk" to Prime Minister, Malcom Turnbull on Tuesday 16 May.

With a foreword written by the AFL great David Parkin, the book celebrates the inspiring story of Don the shearer, who left school at 15, and along with the same management team he's had since the beginning built a business group worth \$30 million.

Four decades on, MiniJumbuk is one of the biggest users of wool in Australia and continues to transform the small country town enterprise into an internationally significant business.

"While we already have strong exports to China, we will continue to push our message to the rest of the world and educate consumers of the health benefits that come from using woollen bedding to promote a restful sleep," said Mr Turner.

"No matter how big we grow, at the heart, MiniJumbuk will forever remain remotely local and continue production in our favourite country town with locally grown wool."

For further info and access to high res photography please contact,

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- FOUR DECADES STRONG
- REAL AUSTRALIANS. REAL WOOL
- MADE BY LOCALS

 MINIJUMBUK®