

**THE WOOLMARK COMPANY
AND HELLY HANSEN INVITE
YOU TO PARTICIPATE IN THE
WOOLMARK PERFORMANCE
CHALLENGE.**

WHAT IS IT?

The Woolmark Performance Challenge presents an unrivalled opportunity for tertiary students to apply the science and performance benefits of Australian Merino wool to innovative new product applications.

In addition to a wealth of educational resources to download, and a live webinar series delivered by industry experts, you can win:



A cash prize of €10,000



The opportunity to sell the IP associated with your concept to a global brand



A three-month internship with the Woolmark Performance Challenge's 2020 global partner Helly Hansen



Recognition on a global stage



A three-month internship with The Woolmark Company



A two-day workshop with The Woolmark Company and brand partners

HOW DO YOU ENTER?

STEP 1

Register at woolmarkchallenge.com from November 1st 2019 onwards.

STEP 2

Read through the brief, submission requirements, and judging criteria within the resource hub.

STEP 3

Learn about Merino wool through the online resources, join our live webinar series, and begin formulating your innovative idea.

STEP 4

Develop and submit an entry (through woolmarkchallenge.com) between April 1st 2020 – May 15th 2020.