



WOOLMARK PERFORMANCE
CHALLENGE

PUSHING
THE BOUNDARIES
OF PRODUCT
INNOVATION

THE WOOLMARK COMPANY,
ON AND SALEWA INVITE
YOU TO PARTICIPATE IN THE
WOOLMARK PERFORMANCE
CHALLENGE 2021.



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 paid internship with 2021 partner On Running



Recognition on a global stage



A three-month paid internship with 2021 partner SALEWA



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

HOW DO YOU ENTER?

STEP 1

Register at [woolmarkchallenge.com](https://www.woolmarkchallenge.com) from November 1st 2020 onwards.

STEP 2

Read through the briefs, submission requirements, and judging criteria within the resource hub; choose a category brief.

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](https://www.woolmarkchallenge.com)) between April 2nd 2021 – May 17th 2021.

WOOLMARKCHALLENGE.COM

IN PARTNERSHIP WITH



**THE WOOLMARK COMPANY,
ON AND SALEWA INVITE
YOU TO PARTICIPATE IN THE
WOOLMARK PERFORMANCE
CHALLENGE 2021.**

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 paid internship with 2021 partner On Running



Recognition on a global stage



A three-month paid internship with 2021 partner SALEWA



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

HOW DO YOU ENTER?

STEP 1

Register at woolmarkchallenge.com from November 1st 2020 onwards.

STEP 2

Read through the briefs, submission requirements, and judging criteria within the resource hub; choose a category brief.

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 2nd 2021 – May 17th 2021.



WOOLMARK PERFORMANCE
CHALLENGE

PUSHING
THE BOUNDARIES
OF PRODUCT
INNOVATION

**THE WOOLMARK COMPANY,
ON AND SALEWA INVITE
YOU TO PARTICIPATE IN THE
WOOLMARK PERFORMANCE
CHALLENGE 2021.**

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



Recognition on a global stage



A three-month paid internship with 2021 partner On Running



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



A three-month paid internship with 2021 partner SALEWA



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

HOW DO YOU ENTER?

STEP 1

Register at **woolmarkchallenge.com** from November 1st 2020 onwards.

STEP 2

Read through the briefs, submission requirements, and judging criteria within the resource hub; choose a category brief.

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 2nd 2021 – May 17th 2021.

WOOLMARKCHALLENGE.COM

IN PARTNERSHIP WITH



**THE WOOLMARK COMPANY,
ON AND SALEWA INVITE
YOU TO PARTICIPATE IN THE
WOOLMARK PERFORMANCE
CHALLENGE 2021.**



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



Recognition on a global stage



A three-month paid internship with 2021 partner On Running



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



A three-month paid internship with 2021 partner SALEWA



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

HOW DO YOU ENTER?

STEP 1

Register at **woolmarkchallenge.com** from November 1st 2020 onwards.

STEP 2

Read through the briefs, submission requirements, and judging criteria within the resource hub; choose a category brief.

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 2nd 2021 – May 17th 2021.