

**PRESS RELEASE**

FOR IMMEDIATE RELEASE

**JU WOOL LEADS GROUNDBREAKING PROTOTYPING PROJECT TO TRANSFORM  
QUEBEC'S WOOL INDUSTRY**

QUÉBEC – May 30, 2025, J. Underhill Wool Inc. (JU WOOL) is proud to announce its leadership role in a pioneering initiative set to reshape the wool industry in Quebec. As a key partner in securing a historic subsidy, JU WOOL is helping to unite six Quebec-based enterprises specializing in commercial-scale wool processing into a powerful regional ecosystem.

In collaboration with TechniTextile, Filature Lemieux, and others, the project has been awarded over \$700,000 in funding from the Ministère de l'Économie, de l'Innovation et de l'Énergie du Québec. The initiative will prototype semi-finished and finished wool products and conduct scientific testing of sheep's wool sourced from Quebec farms.

**WHY THIS MATTERS**

This project champions a regional manufacturing model—a proven approach that reduces costs, shortens lead times, and minimizes environmental impact. By concentrating wool processing within a 2.5-hour radius in Quebec, the consortium is laying the foundation for a Canadian wool epicentre.

Regional processing supports rural economies, revitalizes traditional skills, and ensures that more of the wool's value remains in Canada—creating meaningful careers and a more sustainable supply chain.

**QUOTE FROM JANE UNDERHILL, FOUNDER AND PRESIDENT OF JU WOOL:**

“As leaders in the wool industry, we are excited to spearhead this transformative project that will not only enhance the wool sector in Quebec but also set a new benchmark for sustainable and efficient wool manufacturing across Canada. The vision of a synergistic wool ecosystem is becoming a reality, and we are committed to driving positive change for our communities and the environment.”

# J.UNDERHILL

CANADIAN WOOL AGENCY

## **ABOUT J. UNDERHILL WOOL INC.**

Headquartered in Quebec City, JU WOOL was founded in response to a growing demand for expertise in Canadian sheep's wool. The company offers bespoke B2B services in product manufacturing, research and development, and wool marketing, along with consulting services for entrepreneurs working with Canadian wool.

## **READ THE ANNOUNCEMENT FROM TECHNI TEXTILE AND THE MINISTRY OF ECONOMY, INNOVATION AND ENERGY ATTACHED**

### **MEDIA CONTACT**

Jane Underhill

[jane@juwool.com](mailto:jane@juwool.com)

514-606-6797

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