

## **TechniTextile Québec looks to revitalize regional wool production in Québec**

**Saint-Hyacinthe, 03 June 2025** - TechniTextile Québec, Québec's technical textile materials cluster, is aiming to revitalize the regional supply, processing and production chain for Québec and Canadian wool, right here in Québec, within the next year.

Spearheaded by Québec companies and experts, this ambitious project brings together the expertise and know-how of [J. Underhill Wool](#), [Lemieux Spinning](#), [Milo & Dexter](#), [Laine Pierre](#), [Duray](#) and [CTT Group](#).

"Wool is part of our history and our heritage," says Dany Charest, General Manager of TechniTextile Québec. "Through this collaborative, multi-stakeholder project, we are aiming to create a structured, competitive regional industry capable of producing sustainable, biodegradable textiles and innovative, high-quality products. Our ambition is to explore new markets and take advantage of growth opportunities. By relying on regional production of natural fibres, we will also be able to reduce our dependence on imports."

"Saint-Hyacinthe has always been a historic pillar of the Québec textile industry, and this new project to revive wool production is perfectly in line with its tradition of excellence and innovation. Thanks to CTT Group, which has cutting-edge expertise in wool characterization in its Saint-Hyacinthe laboratory, our city once again stands out at the heart of this promising sector, a symbol of our industrial heritage in Québec," says Chantal Soucy, MNA for Saint-Hyacinthe.

A technical and economic feasibility study, which will be conducted over the next 12 to 18 months, will receive \$358,000 in funding from the Ministry of Economy, Innovation and Energy (MEIE) through the ACCORD program, as well as an equivalent amount of private investment. The total budget for the study is over \$700,000. This strategic financial support will enable validation tests, prototypes, and a market study.

"This project aims to restore wool to its rightful place in Québec's textile industry while promoting innovation and collaboration among key players in this vital economic sector," says Jane Underhill of J. Underhill Wool. "Wool from sheep raised in Québec and Canada has unique properties, such as softness, suppleness, resilience, and thermal control. It also has intrinsic fire-retardant and self-extinguishing properties. These characteristics make wool an ideal fibre for a wide range of textile products, such as blankets, carpets, socks, and certain types of clothing."

### **Developing a regional, eco-friendly wool industry in Québec**

Québec manufacturers and experts will use the feasibility study to evaluate performance, tolerance, durability, quality, and cost. As part of this process, they will also be asked to test new methods and techniques to optimize the manufacturing process and improve their respective organizations' efficiency and productivity.

Over the next year, more than 6,000 pounds of sheep fleece will be processed into spun, woven, knitted, and braided products. These products will be made using wool from Québec and Canada, as well as imported wool blends, occasionally.

Project manager **Jane Underhill** will play a key role in ensuring a steady supply of this abundant yet underutilized raw material by working with 15 farms that specialize in sheep farming.

"For the first time, we will test Québec and Canadian wool and compare its properties with those of batches from New Zealand and England," says Serge Lemieux, President of Lemieux Spinning. "This exercise will allow us to define a distinctive positioning and a strong brand image, establish a range of products based on the unique characteristics of our wool, and develop a marketing plan. At the end of this process, we plan to introduce a new knitting yarn and increase the proportion of local wool in products manufactured at our Saint-Éphrem-de-Beauce plant."

**Lemieux Spinning** – one of the three remaining commercial spinning mills in Canada – will carry out most of the spinning, analysis and yarn characterization work.

**Duray** has already begun producing high-quality, natural-coloured socks. The family-owned company is known for its authentic Canadian wool socks and has been producing them for three generations. Each year, it produces one million pairs of socks, which are sold across Canada.

**Laine Pierre**, a newcomer to the Québec textile industry, will weave blankets and rugs. Liz Pead's Val-des-Sources workshop combines cutting-edge technology and textile artistry to create remarkable pieces enhanced by handmade or natural vegetable dyes. The workshop stands out for its remarkable agility and ability to work with small and large sheep farmers alike.

"We are delighted to be part of this adventure, which will allow us to reestablish these essential links with sheep farmers and all the players in this great value chain. Wool is part of our DNA, and we want to inspire the younger generation to join this sector with its authentic, sustainable values by passing on our passion to them," says Jobair Jaber, Founder and General Manager of **Milo & Dexter**. His team will test different yarns on their knitting machines to ensure their products meet the needs and expectations of customers.

Thanks to the purchase of new specialized equipment, **CTT Group** is now ready to perform all tests according to the international IWTO and ASTM methodologies. "This expertise will enable us to characterize wool in our Saint-Hyacinthe laboratory," explains Valerio Izquierdo, Vice President of Business Development and Partnerships at CTT Group.

This initiative will foster strategic alliances and collaborations with clusters, industry associations, university technology transfer centres, research centres, and groups such as Les Éleveurs d'ovins du Québec (LEOQ), La Société des éleveurs de moutons de race pure du Québec (SEMRPQ), Le Centre d'expertise en production ovine du Québec (CEPOQ), the Canadian Wool Council, and the International Wool Textile Organisation (IWTO). The feasibility study will also establish connections with industries that can benefit from wool, such as the reinforcement materials and sustainable development sectors.

**About the textile industry**

According to CSMO Textile, Québec's textile industry comprises nearly 400 companies that specialize in manufacturing textiles, textile-based products, and knitted garments. The industry produces nearly 50% of Canada's total textile output and is notable for its wide range of activities. A key sector of the Québec economy for over 150 years, it continues to stand out for its remarkable advances in developing value-added technical materials. The textile industry employs over 10,000 people.

**About [TechniTextile Québec](#)**

TechniTextile Québec is a cluster created in 2017 that brings together all the industrial, technical, scientific, and government stakeholders involved in the technical textile materials sector in Québec. The cluster is an initiative of the Ministry of Economy, Innovation and Energy's ACCORD program and aims to foster the industry's sustainable development.

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