



## ALPACA MONTHLY NEWS

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### EDITORIAL

#### A TEXTILE PRODUCT BORN FROM THE GREAT WAR

Wars are often catalysts for inventions and the First World War was no exception.

Amongst many of the things we use today that were developed and produced during 1914-18, is a textile product used on a large-scale daily basis:

A material called "Cellucotton" had already been invented before war broke out, by what was then a small US firm, Kimberly-Clark.

The company's head of research, Ernst Mahler, and its vice-president, James, C Kimberly, had toured pulp and paper plants in Germany, Austria and Scandinavia in 1914 and spotted a material five times more absorbent than cotton and, when mass-produced, half as expensive.

They took it back to the US and trademarked it. Then, once the US entered the war in 1917, they started producing the wadding for surgical dressing at a rate of 380 to 500 feet per minute.

However, Red Cross nurses on the battlefield soon realised its benefits for their own personal, hygienic needs and it was this unofficial use that ultimately made the company's fortune.

The end of the war in 1918 brought about a temporary suspension of K-C's wadding business because its principal customers - the army and the Red Cross - no longer had a need for the product.

So, it re-purchased the surplus from the military and created a new market.

After two years of intensive study, experimentation and market testing, the K-C team created a sanitary napkin made from "Cellucotton" and fine gauze and, in 1920, in a little wooden shed in Neenah, Wisconsin, female operatives began turning out the product by hand.

This new product was called Kotex (meaning "cotton texture"), and went on sale to the public in October 1920, less than two years after the Armistice was signed.

## CAMELID CLIPS

### AN ALPACA TOUPEE FOR PRINCE WILLIAM ?

The UK's *Daily Telegraph* newspaper reported that, during their Royal Tour to Australia in April, the Duchess of Cambridge got her own back for her husband's jibes about her dress sense - by suggesting he should wear a toupee.

The Duchess was apparently poking fun at him over his rapidly thinning hair when the royal couple visited the prestigious Sydney Royal Easter Show.

As they toured displays of produce, exhibitor Lyn Crejan, 67, showed them a tuft of alpaca hair which was a similar shade of brown to the Duke's.

Ms Crejan, a farmer from the settlement of Glenn Innes in New South Wales, said, "The Prince was interested in the alpaca and, as I showed it to them, the Princess said he should put it on his head."

"She said 'you need it more than me' and pointed to his head and he laughed."

The Duchess, wearing a white dress by the Australi-

an designer Zimmermann, had previously been teased by the Duke for a yellow dress that made her "look like a banana" and a green dress he said was "a bit bright".



*The Duke and Duchess of Cambridge watch a sheep shearing demonstration during the Sydney Royal Easter Show.*



*Roberto Lopez in Corporacion Nativa's design studio*

### GOING NATIVA

Established in 2010 by brothers Leslie and Roberto Lopez, Corporacion Nativa ([www.nativa.pe](http://www.nativa.pe)) is fast becoming a vital source of help and guidance for small alpaca knitting businesses in Arequipa.

Roberto worked for three years with the Instituto Peruano de la Alpaca y Camelidos (IPAC) where he identified the needs of small businesses and individuals for assistance with design and technical issues when developing and producing their products.

"At Nativa we can give a personalized service to allow the natural talents of our customers to grow into commercial products for both their home and international markets", he said. "We also produce our own line of knitwear and alpaca skin products which gives our customers confidence when seeking help from us."

As well as design and technical assistance with camelid fibres the company also gives consultancy help with environmental and social responsibility matters.

## THE UK AND ARGENTINA PRESENT DURING RECENT INTERNATIONAL CONFERENCE DURING PERUMODA 2014



British fashion stylist Jules Wood and Argentinian photographer Sebastian Mun shared their experiences of working in London at PeruMODA 2014 in Lima.

During the recent PeruMODA 2014, an opening event was held by the Peruvian government body, PROMPERU (Peru Export and Tourism Promotion Board) in the form of a conference, "Production for International Fashion Editorials" at its headquarters in Lima.

The event had as its main speakers, British fashion stylist Jules Wood and Argentinian fashion photographer Sebastian Mun who shared their professional experiences in order to promote the development of the Fashion Industry in Peru. The audience included businesspeople from fashion markets, fashion blog-

gers as well as fashion design and photography students.

During the event, both experts highlighted the potential of the Peruvian Fashion Industry and the opportunities that its development can bring in the future.

"I'm really excited to be here and be part of PeruMODA this year," Wood said. "I'm particularly impressed by the local designs and the talent of Peruvian designers knowing for sure that this is an excellent moment for them to be seen under a different light by top global fashion capitals."

Wood and Mun were visiting Peru to take a photo shoot for the British fashion magazine, "Beauty Rebel".

"We are definitely coming back and doing more photo shoots about all this country offers. I believe that Peruvian designers should seek new markets abroad because they have the talent to succeed." Mun added.

The Peruvian fashion market has grown recently. Several international brands like Zara, Warehouse and Gap have opened stores in Peru. In 2012, the Peruvian retail sector grew faster than GDP with increases in sales of 15%.

According to estimates by LatinFocus Consensus, by the end of 2014 the average growth of the retail sector in Latin America will be 2.6%, while in Peru it will reach 5.9%, making it the country with the fastest growing retail sector in the region. This trend is expected to continue at an estimated average of 6% over the next five years.

*Source: British Embassy in Lima's website*



## SALE OF LLAMA DROPPINGS HELPS CITIZENS LIBRARY IN WASHINGTON, PENNSYLVANIA



*Elizabeth Crumrine, incoming President of the Friends of Citizens Library, with "Diamonds" - a llama at Tara Hill Farm.*

As reported in the Pittsburgh Post-Gazette last month, llamas are usually known, in the main, for their fibre but few know about the benefits of llama manure, dubbed "black gold."

Referred to as "llama beans", the droppings resemble coffee beans and break down into some of the best fertiliser Mother Nature ever invented.

A library in Washington County, Pennsylvania is the

beneficiary from llama-produced fertiliser as proceeds from the sale of llama manure from a local farm are being used to aid a Citizens Library there.

So far, the Friends of Citizens Library fundraising group has raised more than US\$ 500.00, which will go toward extra items for the library.

The manure is generated from 34 rescued llamas that live on the 30-acre Tara Hill Farm where it is composted and made into a liquid fertiliser for houseplants and other greens.

The manure is a favourite among organic gardeners because it's high in nitrogen and potassium - nutrients often found in commercial fertilisers.

The owner of Tara Hill Farm, Cynthia Rossi, is a life-long member of the Friends of Citizens Library and a board member of the library. She has been overwhelmed by the success of the fundraising venture. The outgoing President of the Friends of Citizens Library, Dianne Rigby, said it had raised almost US\$ 100,000.00 in the past three years for various items, such as furniture, carpeting, a digital projector and programming aimed at children, teens and adults.

The group also operates CitiBooks, a used bookstore in the lower level of Citizens Library that has raised US\$ 47,000.00.

Pails of the composted llama manure are available for sale at the Washington Farmers' Market



## IAA ALPACA MONTHLY BULLETIN

The IAA Alpaca Monthly Bulletin is aimed at keeping members informed of news from the IAA. We encourage any member to supply articles of interest to update members about developments in the Camelid world. Articles with a human interest angle are particularly welcome.

Please submit to the Editor:  
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