



Trade and Brand Partnership Press Pack





British-Made Yarns for Retail, Fashion and Design

Premium Pure Wool British Yarn. Trusted Expertise. Sustainable Solutions.

For over two decades, Blacker Yarns has championed the beauty, versatility and sustainability of British wool. From our roots in Cornwall, we have built a reputation for creating exceptional yarns that celebrate Britain's rich textile heritage while meeting the needs of modern makers and retailers.

We work with some of the finest British fibres, producing beautifully spun yarns that highlight the unique characteristics of native and rare sheep breeds. Every yarn collection reflects our commitment to quality, traceability, sustainability and responsible sourcing.

Today, The Natural Fibre Company (the name of our own mill and sister company) and Blacker Yarns supports a diverse range of partners from independent yarn stores and lifestyle retailers to international knitwear designers, fashion houses and garment manufacturers seeking premium British wool products.

Whether you are looking to expand your retail offering, develop your own branded collection or source ready-to-market yarns, we provide flexible solutions backed by decades of technical knowledge and fibre expertise.





What We Offer

- Premium British yarns
- Wholesale/trade collections
- White label yarn
- Private label opportunities
- British breed-specific yarns
- Sustainable fibre sourcing
- Product development partnerships





Why Choose Blacker Yarns?

Every yarn cone, skein and ball begins with our search for exceptional fibre, expert spinning and our passion for producing the finest British wool yarns.

Our British brand is dedicated to championing breed-specific, pure wool yarns. Every one of our yarns is spun in our own mill in Cornwall, where we craft a wide range of bases in beautiful, contemporary colour palettes. From everyday favourites to rare and luxurious fibres, all our yarns are made from traceable 100% British wool. Our collections span multiple weights from Lace and 4-ply/fingering, DK to Aran.

- Loved by customers in 26 countries
- British wool specialists
- Expert fibre knowledge
- Heritage craftsmanship
- Sustainable production on heritage machinery
- Flexible manufacturing approach
- Trusted retail partner





Become a Blacker Yarns Stockist

Premium Products Your Customers Will Love

Today's consumers are increasingly seeking authentic, sustainable products with genuine provenance. We offer retailers a distinctive collection of premium British yarns that combine outstanding performance with a compelling story. Our thoughtfully designed collections appeal to knitters, crafters and makers worldwide, who appreciate quality, craftsmanship and traceable natural fibres.

Why Retailers Choose Blacker Yarns.

Our British-breed yarns help retailers stand apart by offering:

- Authentic British provenance
- Premium natural fibres
- Exceptional knitting and crochet performance
- Distinctive breed-specific collections
- Sustainable credentials
- Strong customer loyalty

Examples of Classic Yarn Ranges Available (off the shelf)

- Blacker Swan DK and 4-ply, a Merino, Blue Faced-Leicester and Shetland blend.
- Pure Romney Guernsey 5-ply, a single breed worsted spun yarn suitable for knitting traditional gansey and guernsey sweaters.
- Tamar Lustre DK and 4-ply, a semi-worsted lustre yarn spun from the fleeces of British rare breeds including Teeswater, Wensleydale, Leicester Longwool.
- Gotland DK, a woollen spun yarn made from fibre with a soft halo and delicate shine, lending stitch patterns a wonderfully rustic appearance.

Limited Edition and Seasonal Collections Available (off the shelf)

- Bam-boozle 4-ply, a lightweight yarn made of Romney, Blue Faced Leicester and ethically sourced bamboo (a natural alternative to nylon/synthetics)
- Samite Silk Blend DK and 4-ply, Blue-Faced Leicester, with the bouncy froth of Shetland and recycled silk.



Retail Partnership Benefits

We believe successful partnerships are built on service, expertise and creating beautiful products that customers return for time and again.

As a Blacker Yarns stockist, you will benefit from:

- Flexible wholesale ordering
- Priority notification of new product launches and restocks
- Pre-ordering options
- High-quality product photography
- Marketing and promotional assets
- Marketing support
- Product knowledge support
- Responsive customer service



Contact us today to find out more and receive our terms and conditions.



White Label Partnerships

British Wool Solutions for Designers and Brands

The Natural Fibre Company and Blacker Yarns work with fashion designers, premium knitwear brands and textile businesses looking to incorporate premium British wool into their collections. Our experience in fibre sourcing and yarn development allows us to provide flexible manufacturing solutions for businesses of all sizes.

White Label Yarn

Our ready-produced collections can be supplied under your own brand, offering an efficient route to market while maintaining the exceptional quality associated with British wool. Ideal for:

- Fashion brands
- Knitwear labels
- Lifestyle brands
- Subscription boxes
- Interior textile companies

Private Label Development

For brands seeking something distinctive, we can collaborate on bespoke yarn solutions including:

- Exclusive colour palettes
- Fibre selection
- Breed-specific yarns
- Custom labels
- Packaging options
- Collection development



Why British Wool?

British wool offers exceptional quality, durability, character, provenance and sustainability while providing a powerful story for today's environmentally conscious consumer.

By choosing Blacker Yarns, brands gain access to:

- Traceable British fibre
- Premium quality products
- Responsible sourcing
- Heritage craftsmanship
- Technical spinning expertise
- Flexible production capabilities

Whether you are planning to stock a selection of our breed-specific yarns in your own store, launching your own limited-edition collection or developing a long-term pure wool range, we can help transform your ideas into premium, market-ready products.





Partner With NFC/Blacker Yarns

More Than a Supplier

We believe the best partnerships are collaborative. We work closely with retailers, designers and brands to deliver products that reflect quality, authenticity and lasting value. Our expertise spans every stage of the yarn journey from fibre selection and spinning to branding, merchandising and retail support.

We Partner With:

- Independent yarn retailers
- Fashion houses
- Knitwear designers
- Textile manufacturers
- Universities
- Design studios
- Heritage organisations
- Fibre producers, British farmers and smallholders

Why Partner with Us?

- ✓ Over two decades of British wool expertise
- ✓ Specialist knowledge of native sheep breeds
- ✓ Premium, sustainable products
- ✓ Flexible wholesale solutions
- ✓ White label opportunities
- ✓ Private label development
- ✓ Dedicated trade support
- ✓ Trusted industry reputation

Let's Create Something Exceptional! Whether you are looking to become a stockist, develop your own branded yarn collection or source premium British wool products, we would be delighted to discuss how Blacker Yarns and The Natural Fibre Company can support your business.



Contact Us

We welcome:

- Trade Enquiries
- Wholesale Partnerships
- White Label Collections
- Private Label Development
- Media and Press

🕒 **Office Hours** - Monday to Thursday: 8:00am – 4:30pm

✉ **Email** - info@blackeryarns.co.uk

☎ **Telephone**

UK: +44 (0)1566 777 635

International: +44 1566 777 635

💻 **Virtual Meetings** - We'd be delighted to meet with you online and we can arrange a Microsoft Teams or Zoom meeting at a time that's convenient for you.

You can also find out more by visiting our websites:

www.blackeryarns.co.uk and www.thenaturalfibre.co.uk

