



MARKET RELEASE

30 April 2025

Settlement of court proceedings

Bremworth and Godfrey Hirst have settled court proceedings brought by Godfrey Hirst against Bremworth arising from a past marketing campaign that Bremworth initiated in 2020 when it ceased producing synthetic carpet and moved to manufacturing wool carpets only.

Godfrey Hirst alleged that aspects of that campaign mischaracterised the relative environmental and health impacts of synthetic and wool carpets and breached the Fair Trading Act.

While Bremworth denies breaching the Act, it acknowledges that certain of its past advertising from the 2020 marketing campaign may have misled some consumers, and has been or will be removed and will not be used again.

ENDS

For and on behalf of Bremworth Limited:

Craig Woolford
Chief Executive Officer

Mark Devlin
Director
IMPACT PR