

Wool is one of the most versatile natural products in existence. Wool provides many natural benefits including sound absorption, controls moisture in the atmosphere, and absorbs Volatile Organic Compounds creating a comfortable and safe environment in the home, office, travel or leisure industries. There's a reason why people have been making use of this wonder fibre for more than 4,000 years.

CARPETS/INTERIORS/INSULATION:

NATURALLY BEAUTIFUL FOR LONGER

Wool fibres have a natural coiled spring structure, this means the carpet pile is hard wearing and will bounce back quickly and keep its surface shape for longer than any other carpet. Ideal for busy areas in the home with high floor-traffic and can withstand the toughest demands, providing longevity when compared with man-made fibres.

WOOL CARPET IS NATURALLY SAFE

Wool is not known to cause allergies and does not promote the growth of bacteria. It can even reduce floating dust in the atmosphere as the fibre's microscopic scales are able to trap and hold dust in the top layers until vacuumed away.

WOOL CARPET IS HEALTHY

Wool naturally reduces dust particles, provides thermal insulation allowing the room to remain a comfortable temperature, converts sound energy to heat, therefore dissipating noise, and is comfortable to walk on.

NATURALLY OCEAN-FRIENDLY

Because it is biodegradable, wool has less impact on aquatic life and artificial waste build up in oceans. Instead, wool will organically break down, leaving our oceans and waterways safe and clean.

NATURALLY FLAME RESISTANT

Wool provides peace of mind, because wool won't melt or burn. A lit match will simply smoulder before being extinguished – nature's own safety feature.

NATURALLY EASY TO CLEAN

Wool is shielded from stains like 'water off a sheep's back' due to its protective outer membrane. This natural shield locks out liquid, allowing more time to mop up spills before they go deep into the fibres. Wool carpets natural resistance to spills and stains allows them to be cleaned easily with a natural water solution of mild detergent. Unlike polypropylene carpets which are cleaned with bleach, leaving toxic residues.

For additional carpet information visit
www.woolcarpetsnaturally.org

GOOD FOR AIR QUALITY

When used in interior textiles such as carpets and upholstery, Wool absorbs and locks away pollutants such as volatile organic carbons (VOCs) from the air more rapidly than other fibres.

WOOL IS GOOD FOR NOISE REDUCTION

Wool carpets and interiors have two distinct advantages to significantly improve the acoustic performance of a room, as it acts as a sound absorber and reduces impact noise. Sound absorption is important in both commercial and residential applications because it assists in creating a more pleasant environment in which it is possible to eliminate or reduce unwanted or unpleasant sounds and focus on those which are desired.

NATURAL INSULATION EFFICIENCY

The crimp in a wool fibre provides consistent resilience to ensure insulation efficiency. Used in the home, wool insulation helps to reduce energy costs and prevents the loss of heat energy, thus reducing carbon emissions. As wool contains moisture, it is flame resistant, extinguishing itself when the source of flame is removed. It is also a very effective for airborne and structure borne acoustic insulation, significantly reducing noises that can be heard throughout a building. Wool fibres are breathable, meaning they can absorb and release moisture without reducing thermal performance unlike fibre glass-based products. Wool does not support combustion and will extinguish itself in the event of fire.

SAFE TO TOUCH AND WORK WITH

Wool is perfectly safe to touch and requires no specialised safety clothing or equipment. Wool insulation is easy to install, causes no irritation to the eyes, skin or lungs and wool fibres present no hazard to health.

Find out Why Wool Matters here:



#woolweek
#keepwarmwithwool
#whywoolmatters
#choosewool
@campaignforwoolcanada
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KEEP WARM WITH WOOL



THE CAMPAIGN FOR WOOL

The Campaign for Wool is a global endeavour initiated by its Patron, His Majesty King Charles III, when he was Prince of Wales, in order to raise awareness amongst consumers about the unique, inherent natural, renewable and biodegradable benefits offered by the wool fibre in fashion, furnishings and everyday life. And importantly, that wool not only biodegrades in soil, adding nutrients back to the earth, but it also biodegrades in the ocean and water and therefore wool does not impact the planet with microfibre and plastic pollution. Choosing wool will help to safeguard the planet for future generations.

Wool Week takes place each October to celebrate retailer collaborations, interactive pop-up events and a series of craft workshops across the UK. The Campaign officially began in October 2010 and is a truly collaborative initiative involving farmers, textile manufacturers, carpet makers, fashion & interior designers and artisans from around the world.

[#ChooseWool](#)



THE BENEFITS OF WOOL:

NATURAL

Wool is a protein fibre formed in the skin of sheep and is thus one hundred percent natural, not man-made. Since the Stone Age, it has been appreciated as one of the most effective forms of all-weather protection known to man, and science is yet to produce a fibre which matches its unique properties.

RENEWABLE

As long as there is grass to graze on, every year sheep will produce a new fleece; making wool a renewable fibre source. Woolgrowers actively work to safeguard the environment and improve efficiency, endeavouring to make the wool industry sustainable for future generations.

BIODEGRADABLE

At the end of its useful life, wool can be returned to the soil, where it decomposes, releasing valuable nutrients into the ground, it also biodegrades in the ocean and water and therefore wool does not impact the planet with microfibre and plastic pollution. When a natural wool fibre is disposed of in soil or water, it takes a short time to break down, whereas most synthetics are extremely slow to degrade.

NATURAL INSULATOR

Wool is a hygroscopic fibre. As the humidity of the surrounding air rises and falls, the fibre absorbs and releases water vapour. Heat is generated during the absorption phase, which makes wool a natural insulator. Used in the home, wool insulation helps to reduce energy costs and prevents loss of energy to the external environment, thus reducing carbon emissions.

BREATHABLE

Wool fibres are crimped, and when tightly packed together, form millions of tiny pockets of air. Wool's unique structure allows it to absorb and release moisture – either from the atmosphere or from the wearer's perspiration – without compromising its thermal efficiency. Wool has a large capacity to absorb moisture vapour, up to 30 per cent its own dry weight, which is far higher than the other major apparel fibre types, making wool clothing extremely breathable and less prone to clammy sensations.

DURABLE, RESILIENT & ELASTIC

Wool fibres are naturally elastic and can be extended up to 30 per cent of their length without permanent deformation or weakening. Due to its crimped structure, wool garments have the ability to stretch comfortably with the wearer, but are then able to return to their natural shape, making them resistant to wrinkling and sagging. Wool is also highly absorbent, it dyes richly to the core of the fibre and remains colourfast during its wear and laundering. Wool therefore maintains its appearance in the longer term, adding value to the product and its lifespan.

EASY CARE & STAIN RESISTANT

The protective waxy coating on wool fibres makes wool products resistant to staining and they also pick up less dust as wool is naturally anti-static. Innovations in white goods and wool processing mean that wool items are no longer hand-wash only. Many wool products can now be machine-washed and tumble dried.

UV PROTECTION

As a natural fibre, evolved over millions of years to protect sheep against the elements, wool absorbs UV radiation providing protection from the sun, making it a good choice for a wide range of outdoor activities.

A SAFE SOLUTION

Wool is naturally safe and is not an allergen. Thanks to its high water and nitrogen content, wool naturally resists burning. It is the most flame-resistant of the major fibre types and will generally self-extinguish once the source of heat is removed. Compared to cotton which catches light at 255°C, the temperature must reach 570-600°C before wool will ignite. Unlike many synthetics it will not melt and stick to the skin causing burns. Finally, wool also has a naturally high level of UV protection, much higher than most synthetics and cotton.

WOOL IS GOOD FOR THE SKIN

Recently published research has demonstrated that wearing superfine wool next to the skin is therapeutic for eczema sufferers, challenging misconceptions that all wool is prickly and itchy. Medical professionals from across the world have reviewed research papers published during the past 100 years to critically assess scientific studies claiming wool causes allergy. Debunking the 'Myth of Wool Allergy' the researchers conclude that there is no credible evidence wool is an allergen. It found that if a fabric does cause sensations of itch and prickle on the skin then it is because of the large diameter/coarseness of the fibres and not due to the fibre type being wool.

ODOUR RESISTANT

Wool is far more efficient than other textiles at absorbing sweat and releasing it into the air, before bacteria has a chance to develop and produce unpleasant body odour. Wool even absorbs and locks away the odour molecules from sweat, which are only released upon washing.

MULTI-CLIMATIC/ TRANS-SEASONAL

Thanks to its hygroscopic abilities, wool constantly reacts to changes in body temperature, helping to maintain its wearer's thermophysical comfort in both cold and warm weather.

GOOD FOR SLEEP

It may surprise you to learn that wool could be the solution to a better night's sleep. Wool is a natural sleeping aid, so if you're not sleeping well, switching to wool bedding is one way to improve your sleep quality. The 7 Surprising Sleep Benefits of Wool – It keeps you cool, It keeps you warm, It stops you getting sweaty, Wool defeats dust mites, It defends against fungal spores, naturally safe and is naturally sustainable.

SLOWING DOWN FAST FASHION

To combat the current throw-away culture, research shows that the average life of a wool garment is 2-10 years, compared to 2-3 years, or less, for garments made from other fibres.

WOOL CONTRIBUTES TO A CIRCULAR ECONOMY

Wool fibres are high quality and durable, capable of reuse, repair and recycling, ultimately reducing landfill disposal. Wool is routinely upcycled into woollen-spun knitwear, insulation and geotextiles; all of which contribute to a circular economy.

WOOL FORMS PART OF A NATURAL CARBON CYCLE

Sheep consume organic carbon by eating plants and store this in their fleece. Fifty percent of a fleece's weight is pure organic carbon stored in a durable, wearable form.

To become a Campaign for Wool Supporter please contact info@campaignforwool.org