

KEEP
WARM
WITH
WOOL



Keep Warm with Wool

Wool's most well-known feature is its ability to keep you warm. However, wool also possesses a wide variety of other inherent natural properties.

Choosing wool is an excellent choice for the planet.

Fine wool is gentle against the skin and can even help alleviate the symptoms of eczema and other skin issues.

Wool has odour control properties, regulates temperature, and wicks away moisture, making it perfect for activewear.

Wool is naturally flame-resistant and provides more protection against fires than other fibres, especially synthetics.

Wool offers many advantages when used in interiors, including reducing volatile organic compounds, improving air quality, and reducing noise.

Research shows that you can sleep better with wool bedding because it regulates temperature, keeping you in the thermal comfort zone.

Research shows that knitting and crafting can help you feel calmer and more relaxed.

Wool is the most reused fiber and accounts for 5% of all clothing donated to charity.

Wool is one of the most recycled fabrics and can be transformed into other long-lasting products.

The lifespan of wool garments can be extended through easy repairs.

Farmers adhere to strict animal welfare standards, ensuring an ethical industry.

Farmers constantly innovate to find more sustainable practices, protecting the environment for future generations.

#ChooseWool

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THE CAMPAIGN FOR WOOL