



WOOLMARK
INTERIORS

LIVING WITH WOOL



A HEALTHY, COMFORTABLE AND SAFE ENVIRONMENT

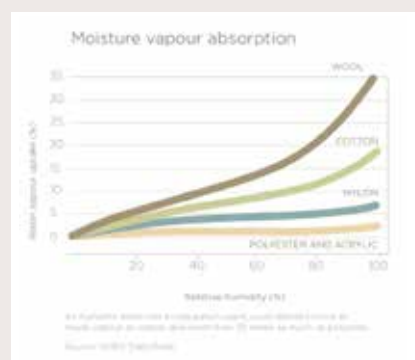
Wool – innovative, versatile and resilient. The perfect mix of natural performance, strength and comfort, wool is the ideal choice for the interior of people’s homes, offices, hotels, hospitals and other public places.

Wool fabric will stand up to years of everyday wear and tear, making it the perfect choice for interior products including upholstery, carpets, floor coverings, curtains as well as sleepwear, blankets, cushions and throws.

WHY WOOL WINS

Wool is 100 per cent natural, biodegradable and renewable. It is made from the simple combination of a sheep, sunlight, water and grass. The fibre is extremely resilient, yet when disposed of, it is biodegradable. It is also a planet-friendly renewable fibre.

Grown on sheep, it can be shorn annually without causing harm to the animal. For today’s consumers, increasingly sensitive to the environmental properties of a product, wool is the essence of responsible consumption.



CARPET:

Human anatomy is created to walk on yielding grounds. Each wool fibre has a three dimensional spiralling α -helix that gives it natural elasticity, meaning a wool fibre can stretch up to 30 per cent more than its original length and bounce back. For that reason wool carpets will increase the comfort of walking and will also allow marks made by furniture to restore on their own.

BEDDING:

Wool is naturally breathable making it a very efficient temperature regulator and resistant to clamminess. Its natural elasticity means it stretches when worn, before springing back gently to its natural shape. Because of this, a good night’s sleep can be easily achieved while sleeping on or under wool.

INSULATION:

Reverberation of sound can be a significant issue affecting the habitability and long-term healthiness of interior spaces. Sound-absorbing surfaces, such as carpets, curtains, and wall coverings can diminish the problem significantly. In addition, wool interior textile and insulation products offer inherent flame resistance, and unique moisture-management capacity.

THE
WOOLMARK
COMPANY 



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BENEFITS

- 1. Luxury & comfort:** Wool naturally provides the perfect mix of strength and softness that allows us to feel safe, secure and comfortable.

An advanced fibre, wool keeps you warm when you're cold and cool when you're hot.
- 2. Appearance retention:** Woollen interiors maintain an 'as new' look for a longer period of time, thanks to the strength and resilience of the fibre. Wool-rich upholsteries and carpets have the ability to bounce back from the most rigorous wear, and its anti-static properties mean it is less likely to attract dust or dirt particles.
- 3. Moisture absorption:** In buildings there can be large quantities of vapour. High humidity offers bacteria, fungi and dust mites perfect living conditions. Wool has the highest regain of the popular textiles with an ability to absorb 33 per cent of its own dry weight in moisture, without feeling clammy.
- 4. Safe:** Wool's inherent chemical structure makes wool naturally flame resistant. Wool is less likely to burn than most textiles. Whilst cotton catches alight at 255°C, the temperature must reach 570-600°C before wool will ignite. If wool does catch alight, it tends to self-extinguish, because of its high level of nitrogen – an element commonly used as a fire retardant. While polyester melts at 252-292°C and nylon succumbs at an even lower 160-260°C, wool never melts so it can't stick to the skin like many common synthetics, sparing burn victims from significant medical complications.
- 5. Healthy:** Improves ambient air. Investigations at DWI (Deutsches Wollforschungsinstitut) in Germany indicate that molecules from pollutants, such as formaldehyde, ozone, nitrogen oxides and sulfur dioxide are chemically bound by wool. This also goes for odour.
- 6. Insulation:** Wool is a fine and crimped fibre; it contains a lot of air spaces, and hence provides greater insulation. Rooms decorated with woollen materials reduce costs of heating, making wool insulation natural and safe.
- 7. Acoustic:** Wool is one of the most effective acoustic building materials possible. Its natural crimp traps air which provides optimal sound insulation. Wool carpets for example avoid walking sounds and reduce up to 80 per cent sound emission from other noise sources.
- 8. Easy Care:** Wool fibres have a natural stain resistance, thanks to a very thin, waxy coat, bonded to the surface. This bonded layer cannot be easily removed by washing or processing. It allows time for liquid spills to be wiped from a wool fabric before they can cause permanent staining.