natural wool



benefits of natural wool

- Wool is renewable and biodegradable.
- Wool is a natural, renewable resource, produced using environmentally friendly, energy efficient, and safe methods.
- Wool is a hypoallergenic fiber with air purifying properties.
- Wool is naturally soil resistant and easily cleanable.
- Wool is resistant to crushing due to the physical nature of the fiber's "natural crimp."
- Wool is naturally flame retardant and is specified for those installations with the most stringent flammability regulations.

WOOLS OF NEW ZEALAND™

Wool is durable, resilient, affords comfort and safety—and it's a renewable resource! New Zealand wool is the purest, cleanest, whitest wool in the world . And the better the fiber, the better the carpet .

why wool?

for style and beauty

The natural beauty of wool carpet, including its ability to yield clearer colors than synthetics, comes from its complex fiber structure.

for natural stain resistance

Wool protects sheep from nature's elements. The qualities that keep flocks warm and dry also protect your carpet fromlife's little accidents, spots, and spills. The surface of a wool fiber is covered by a thin protective membrane which prevents water from readily penetrating the core of the individual fibers, allowing the outer layers of fiber to retain moisture while appearing dry. Due to this absorbency, wool carpets tend to resist static electricity and that's the not-so-shocking truth!

for natural resiliency

Wool is a real stand-up fiber. And neither foot traffic, nor the weight of furniture will compromise its crush-proof good looks for years to come. Each wool fiber has a three-dimensional spiraling crimp that gives it natural elasticity, which means that a wool can stretch up to 30% more than its original length and then bounceback—like a miniature spring. Wool reacts the same way when it's compressed. This natural resilience enables wool carpet to withstand all the day-to-day traffic in your household.

for safety

Wool is the only carpet fiber that is naturally flame resistant. Wool meets flammability and low smoke emission standards that are difficult for synthetic carpets to match. Besides being extremely safe, wool carpets retain their appearance even after minor burn damage from fireplace embers or cigarettes. Any charring can be easily brushed away.

for resistance to soil and dirt

The kids, the dog, and your new carpet may seem like a disastrous combination. Not if your carpet is wool! Wool can withstand everyday foot (and paw) traffic and still keep its good looks. Under a microscope, you can see wool fiber's structure. It's made up of overlapping scales arranged like roof shingles. These scales keep dust and dirt near the surface of the pile where it can easily be released by vacuuming.

for improved indoor air quality

By their very nature, wool carpets and rugs are good for the Home. That's because wool, unlike synthetic fibers, rapidly absorbs common contaminants in the air. Not only does wool keep the air free of many harmful pollutants, it will not re-emit them, even when heated. In fact, it has been estimated that wool carpets can continually purify indoor air for up to 30 years! So when you consider wool carpet's ability to improve and maintain indoor air quality, you can see how it adds value to each of your installations... value that will be reflected in the improved health and comfort of those in that environment.

for appearance retention

The basic character of wool, admired for centuries, has not changed. Synthetic, or plastic carpets such as olefin, nylon, polyester, etc., need frequent cleaning. It's a fact that soil from industrial emissions and petroleum sources, particularly those in the air, are attracted to the petro-chemical based synthetic fiber carpets. This can cause "greying" or dullness in traffic areas, requiring frequent cleaning. The synthetic carpets that require stain "protectors" seem the most vulnerable to this rapid soiling. Stain resistant finishes are not recommended on wool carpet. The appearance retention qualities of wool have long been known to makers of fine oriental rugs.