

## THE BENEFITS OF NATURAL WOOL

- Wool is recyclable and biodegradable.
- Wool is a natural, renewable resource, produced using environmentally friendly, energy efficient, and safe methods.
- Wool is a non-allergenic fiber that produces low emissions and has air purifying properties.
- Wool is naturally soil resistant and cleanable.
- Wool is resistant to compression due to the physical nature of the fiber's "natural crimp."
- Wool has superior long term appearance retention due to the fibers natural resilience.
- Wool is naturally flame retardant and is specified for those installations with the most stringent flammability regulations.
- Wool has excellent dyeing characteristics.
- Wool is the best fiber value available, and is more cost effective, long term, than any other carpet fiber.

### LOOK FOR THESE MARKS OF QUALITY



### Wool ...The Natural Choice

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 do synthetics, comes from its complex fiber structure, totally unlike synthetic/plastic carpet fibers.

### For safety:

Wool is the only carpet fiber that is naturally flame resistant. Wool meets flammability and low smoke emission standards that prove difficult for synthetic carpets to match.

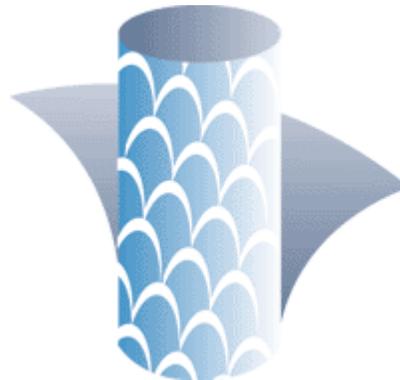
### For appearance retention:

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 "graying" 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.

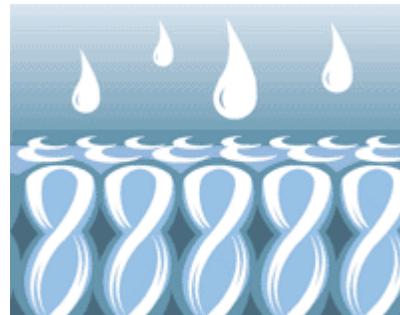
## Naturally Stain Resistant

Wool protects sheep from nature's elements. And the qualities that keep flocks warm and dry also protect your carpet from life's little accidents, spots and spills.

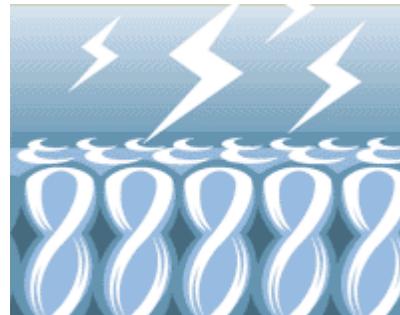
The surface of a wool fiber is covered by a thin protective membrane which gives wool its ability to shed water.



This membrane prevents water from readily penetrating the individual wool fibers. Since more than 80% of carpet stains are water-based, you can appreciate how much natural protection is built into a wool carpet.



Nature indeed created wool to be a miracle fiber. The membrane that is so waterproof still allows the fiber to absorb moisture in vapor form. Due to this absorbency, wool carpets tend to resist static electricity and that's the not-so-shocking truth!



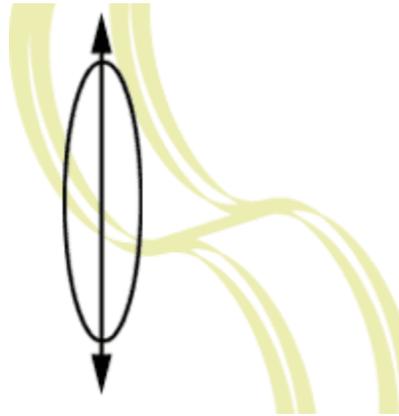
## Naturally Resilient

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.

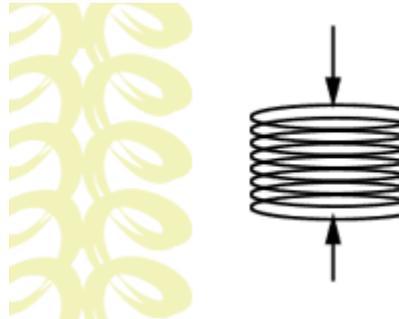
Each wool fiber has a three-dimensional spiraling crimp that gives it natural elasticity.



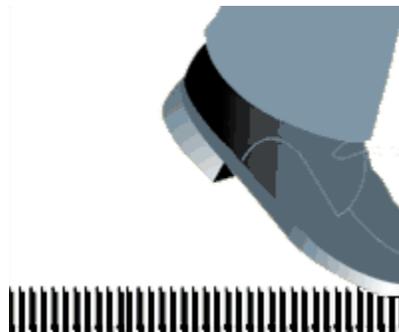
This elasticity means that a wool fiber can stretch up to 30% more than its original length and then bounce back -- like a miniature spring.



Wool reacts the same way when it's compressed. That's because wool is "born" with resilience.



This natural resilience enables wool carpet to withstand all the day-to-day traffic you can give it.



And wool carpets recover easily from the unsightly crushing caused by furniture. The resiliency of each wool fiber contributes greatly to the superior appearance retention of wool carpet.

## Naturally Resistant to Soil and Dirt

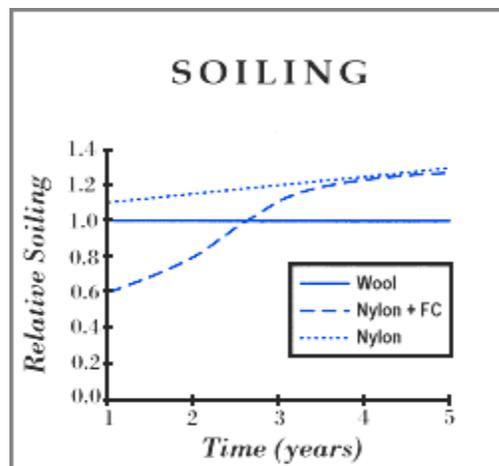
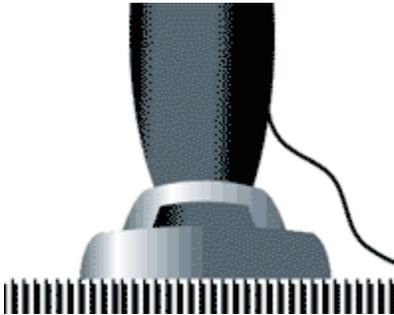
The kids, the dog, and your new carpet may seem like a disastrous combination. But not if your carpet is wool! Wool carpet can withstand everyday foot (and paw) traffic and still keep its good looks.

Under a microscope, you can see wool fiber's structure. It's made up of overlapping scales arranged like roof shingles.



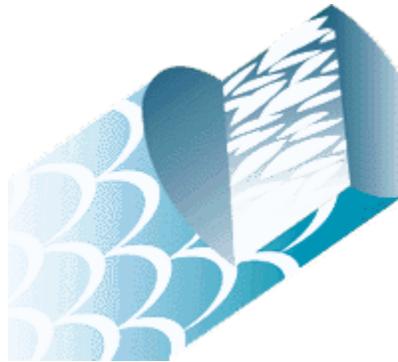
These scales keep dust and dirt near the surface of the pile where it can easily be released by vacuuming.

Fiber abrasion can also cause carpet to soil. But that is minimized with wool carpet because relatively few soil particles actually reach the base of the pile -- yet another factor contributing to the superior appearance retention of wool carpet.



## Naturally Perfect for Dyeing

New Zealand wool is naturally the world's whitest wool. And the whiter the wool, the better it is for dyeing because it allows complete color saturation and continuity.



Wool's chemical structure ensures that color is drawn right into the core of the fiber where it becomes locked in a molecular bond. This means that wool carpet colors have superior fastness.



Wool fibers' natural affinity for dyestuffs makes a myriad of colors and design combinations possible!



## Naturally Flame Retardant

A tipped candle, a dropped cigarette, or even a stray fireplace ember is no match for wool!

The high moisture content of the fiber, along with wool's protein constituents, gives wool carpets excellent natural flame resistance. Wool fiber does not support combustion - it is difficult to ignite and is self-extinguishable.



Charring can be easily brushed away. As well as being extremely safe, wool carpets retain their appearance even after minor burn damage from fireplace embers or cigarettes.



## Breathe Easier with Wool

By their very nature, wool carpets and rugs are good for the indoor environment. That's because wool, unlike synthetic fibers, rapidly absorbs common contaminants in indoor air like formaldehyde, nitrogen dioxide and sulfur dioxide. 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.

