

## Wool Facts:

- Wool is a non-allergenic fiber which does not promote the growth of bacteria or dust mites, or give off harmful emissions.
- Wool assists in stabilizing the relative humidity by absorbing or releasing moisture during periods of high or low atmospheric humidity.
- Wool is resistant to compression due to the physical nature of the fiber's "natural crimp". Wool has millions of coiled molecules, rather than artificially induced sinoidal waves which exists in man made fibers.
- Wool is an excellent insulator of temperature and sound.
- Wool ages gracefully and does not "ugly out" like man made fibers.
- Wool is naturally soil resistant.
- Wool is naturally flame retardant and is specified for those installations with the most stringent flammability regulations.
- Wool is a natural, renewable resource, produced using environmentally friendly, energy efficient, and safe methods.
- Wool is recyclable and biodegradable.
- Wool has superior long term appearance retention due to the fibers natural resilience.
- Wool has non-slip and non-abrasive characteristics, making it a safe walking platform.
- Wool has excellent dyeing characteristics.
- Wool is more cost effective in the long term.

These are just a few of the many supreme attributes of wool over man made fibers. An investment in wool is an investment

in nature, comfort, resilience, practicality, style and beauty beyond compare.

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## **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.

**Why choose wool?.....Nature did!**