



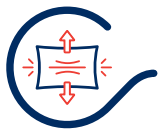
British Wool

...in Carpets



Durable

Carpets made from British wool are particularly good for areas of heavy traffic because of its ability to maintain its appearance with minimum care and upkeep. Appearance retention is a critical requirement of any carpet and it is an area where British wool excels over other wools and particularly in relation to synthetic fibre carpets.



Resilience

British wool's natural crimp, robustness and elasticity means it can offer superior 'bounce-back'. As such, pile compression, tracking marks and shading are significantly reduced. This is also why wool carpets are able to maintain such a good appearance over many years, even decades.



Easy Clean

Wool is naturally resistant to mould, mildew and dust mites. It quickly absorbs and releases moisture, and thus doesn't allow damp conditions for bacteria and fungus to thrive, meaning wool is a great choice for anyone suffering from allergies or

breathing difficulties. Due to its overlapping micro-structure, like roof shingles, British wool can help repel dirt, dust and even spilled liquids. The wool's scales effectively shield the inner fibre and gives you a better chance of effective spot removal of coloured stains like coffee and red wine.



Natural fire retardant

Wool is naturally fire resistant and has an extremely slow ignition rate due to its high moisture and nitrogen content. Therefore, British wool carpets are an incredibly safe material to use for carpeting in the home or in a commercial setting. Should a fire break out, the wool will be very slow to burn and will self-extinguish to form a char rather than spreading or fuelling the fire.



Improves air quality

Wool not only naturally absorbs humidity and moisture within the home but also common airborne pollutants such as formaldehyde, sulphur dioxide and nitrogen oxides (known as VOCs). Wool rapidly neutralises these contaminants unlike synthetic carpet fibres and wool does not re-emit them, even when heated. A wool carpet will continue purifying the air for up to 30 years.

To find out more visit britishwool.org.uk