



<sup>TM</sup>  
**wools**  
OF NEW ZEALAND

**Carpets for life**

The benefits of wool at home



## A CARPET COMPANY, 100% OWNED BY NEW ZEALAND FARMERS

Wools of New Zealand is 40 years old. When it comes to wool carpet, we are the experts.

Our farms have the earned reputation of growing the best carpet wool on the planet with the highest standards in sustainable land management and animal welfare. All our carpets come with the Wools of New Zealand certification as standard.

We have drawn on our strengths to create the world's only flooring brand that grows its own wool. With the support of our wool growers and our international brand partners we have developed carpets for the Kiwi lifestyle.

We are Wools of New Zealand, and we make **carpets for life.**





Experience the natural  
attributes of wool:  
a fibre that's good for your health,  
the planet, and built to endure

For a more comfortable home  
For healthier living space  
For the earth and ocean  
For the style lovers  
For a safer home

For life







## WHATEVER YOUR STYLE, WE'VE GOT YOU COVERED

Our carpets come in a range of textures and colours designed to enhance the New Zealand lifestyle. Our design team work with brands around the world ensuring our products are in step with the latest trends while also ensuring a solid offering of classic styles and colours suitable to form the backdrop for any interior.



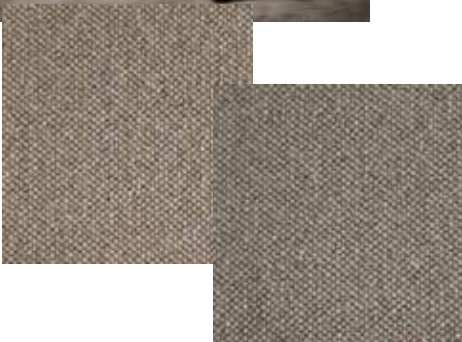


## WOOL IS WARMER

Wool in our homes saves significant precious energy, reducing the impact on our planet as well as making us more comfortable.

Wool not only helps us keep warm and comfortable in winter, it contributes to energy savings as less heating (or cooling in summer) is required to maintain a comfortable indoor environment all year round.

Body warmth is affected by foot warmth. When our feet are in direct contact with the floor, heat from our body will dissipate through conduction into the floor surface.



# CREATE A FIRE SAFE HOME

Wool is one of the most reliable materials when it comes to fire safety.

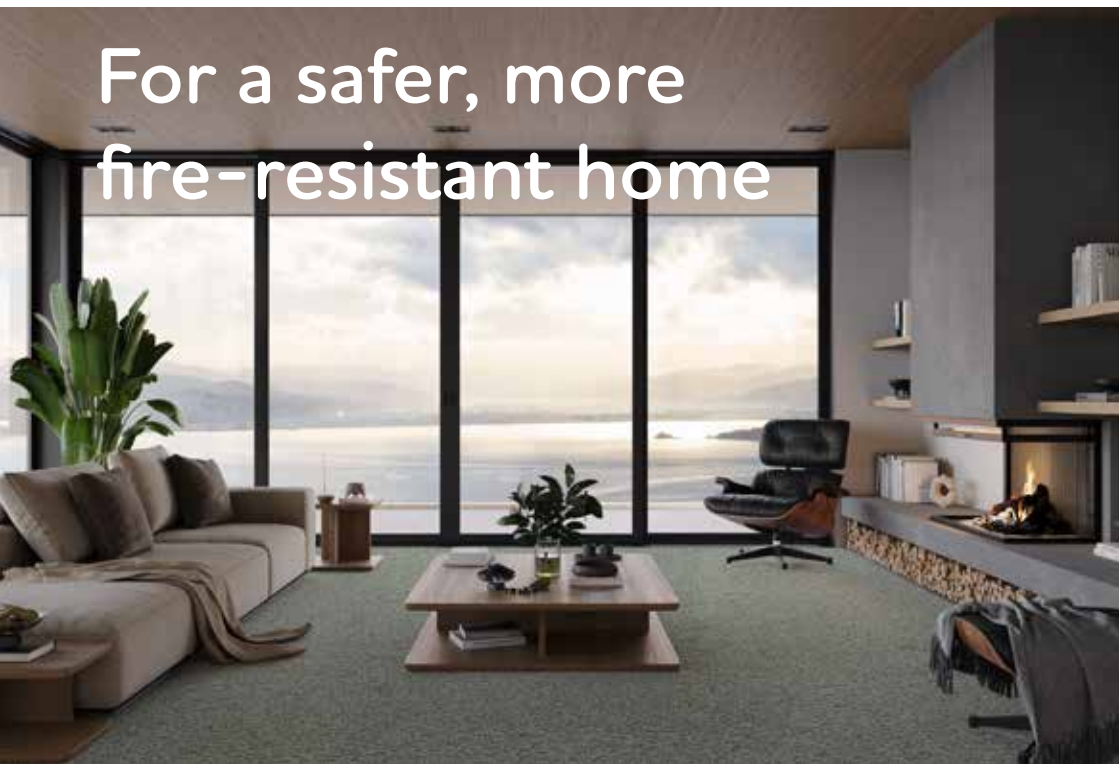
With wool there is less chance of ignition, less likelihood of flames spreading and less smoke (compared to synthetic fibre) which makes wool one of the safest materials for any living environment.

Wool fibres are naturally resistant to burning due to their high keratin protein and moisture content.

As well as being more difficult to ignite, there is also a much lower risk of a fire spreading across wool carpet as it burns only weakly, forming a char which tends to extinguish flames.

Many synthetic polymers contain nitrogen or halogens, resulting in the release of hydrogen cyanide and inorganic acids in fire smoke as additional toxic threats. Although wool does contain nitrogen, because of its low level of fire involvement prior to flash-over, considerably lower and non-lethal levels of hydrogen cyanide are produced.

## For a safer, more fire-resistant home







# For healthier asthma-friendly living space

## BREATHE EASY

Wools of New Zealand are a proud gold sponsor of the Asthma and Respiratory Foundation of New Zealand, which acknowledges that wool carpets have an innate ability to create a warmer, dryer interior with cleaner more breathable air. Along with other measures, wool carpets play a part in creating healthier homes.

Wool carpets effectively trap dust and allergens preventing them from irritating the respiratory system by keeping them out of the breathing zone. Especially beneficial for allergy sufferers, wool fibres are too large to be inhaled so are unlikely to cause sneezing and other unpleasant allergic reactions.





# For the earth and ocean with zero plastic

## RENEWABLE AND BIODEGRADABLE

We only use wool in the pile of our carpets, which is a natural and rapidly renewable material.

Wool is naturally biodegradable in soil, adding nutrients back to the earth that helps grow the grass that feed our sheep.

Microplastic pollution is increasingly recognised as one of the most critical global challenges facing humanity. It is estimated that 12.2 million tonnes of plastic enters the global marine environment each year.

Wool also degrades in the ocean, therefore Wools of New Zealand fibre does not contribute to microfibre and plastic pollution.







# For a greener planet

Our farms home several thousands of sheep each. Together they produce 30 million kilograms of wool. On average our farms store 4.5 thousand tonnes of carbon each, in woody vegetation, in the grass and in the wool itself.

Our climate, our selected sheep breeds and our scientific methodology mean we can grow wool far more efficiently than traditional farms in other parts of the world.

It is estimated that only 0.34 kg of carbon dioxide equivalent greenhouse gas is attributable to growing New Zealand wool per kilo. Wool stores 510 grams of carbon per kg (51%) in its structure, making wool carbon neutral if not carbon negative at the farm gate.





## WOOL IS TRULY AMAZING:

Wool is a complex fibre. Its structure gives it many benefits that cannot be replicated by artificial plastic fibres.

This diagram shows the incredible structure of an individual wool fibre.

It is the chemistry and structure of wool that allows it to bend 20,000 times without breaking, and its natural coil making it exceptionally resilient and enduring.

It's also what makes wool fire safe, makes wool soil resistant, and makes it breathe giving wool carpets the ability to act as an air-conditioner for your home.

Wool even controls sound better than other materials. The wide range of microns and crimps, as well as the air-pockets within the pile allow wool carpets to absorb a wide range of sound frequencies.





## TALK TO AN EXPERT

Wools of New Zealand carpets are available through our network of approved Premier Partner retail outlets. Find the one nearest you on our website.

[www.woolsnz.co.nz](http://www.woolsnz.co.nz)



Sources available on request.





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