



wools
OF NEW ZEALAND

ASTHMA & ALLERGY SAFE

You can breathe easy thanks to wools natural air filtering capabilities, trapping allergens like dust and pollen.

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.

Wools of New Zealand is a proud gold sponsor of the Asthma and Respiratory Foundation NZ, 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 can play a part in creating healthier homes.

- Traps dust and allergens
- Does not sustain dust mites
- No harmful emissions
- Fibres are too long to be inhaled
- Will not irritate respiratory system
- Absorbs contaminants
- Ability to purify air for up to 30 years





THE SWEDISH EXPERIMENT

Childhood Asthma increased by 300% when carpets were removed from Swedish homes and schools. Previously, there was considerable debate in Sweden, with claims that carpet was the source of harmful contaminants that were resulting in allergic reactions. As a result, Swedish consumers and public building officials severely reduced their use of carpet. However, in 1996, Professors Shishoo and Börjesson, of the Swedish Institute for Fibre Polymer Research, pointed out that while carpet had dropped from a market share of 40% in the mid 1970s to only 2% in 1992, the occurrence of allergic reactions and other environmental sensitivity in the general Swedish population had actually been steadily increasing. Of particular note, since carpet was not recommended for schools, was the fact that the prevalence of childhood asthma had trebled over the same period.

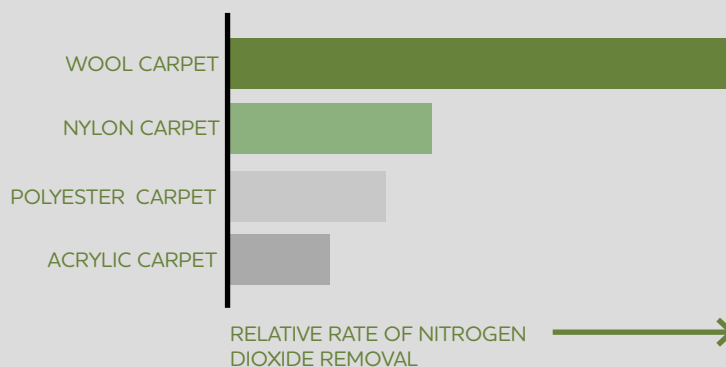
WOOL REMOVES INDOOR AIR CONTAMINANTS

Polluted indoor air can lead to discomfort, reduced efficiency and even ill health amongst employees and residents. Wool carpet has been shown to rapidly neutralise formaldehyde, nitrogen dioxide and sulphur dioxide, common contaminants in today's indoor environment.

Not only does wool neutralise these contaminants more quickly and completely than synthetic carpet fibres, it does not re-emit them, even when heated.

Wool carpet may continue purifying the air for up to 30 years.

COMPARATIVE RATE OF NITROGEN DIOXIDE REMOVED BY FIBRE TYPES



SOURCE: US Gas Research Institute Survey
Studies by the US Gas Research Institute comparing building materials show that wool carpets have one of the highest removal rates of nitrogen dioxide. The removal by synthetic carpet was less than half.