

British Wool Licensee Scheme Criteria 2019



Licensee Product Logos



Licensee Product Logos

These logos can only be used by brands approved by British Wool.

These logos can only be used by brands on product ranges approved by British Wool.

‘Union Flag’ Licensee Product Logos

The ‘Union Flag’ logo has been designed for the international market to give the logo a truly British look and feel. UK licensees can also use these logo variations if they feel it is appropriate.

These logos can only be used by brands approved by British Wool.

These logos can only be used by brands on product ranges approved by British Wool.

Licensee Product Logos

These logos can only be used by approved brands on certified products.

In print – on the certified product, or product page in a leaflet

Online – on the certified product page, on the brand owners website.

These Logos should never be passed on to other companies.

Any artwork produced with these logos must be approved by British Wool’s marketing team – marketing@britishwool.org.uk

Product: Carpets



100% British wool

Criteria

80/20 wool carpet.

Wool content to be 100% British wool.

Purchased through the British Wool scheme.



British wool Blend

Criteria

80/20 wool carpet.

Wool content to be at least 50% British wool.

Purchased through the British Wool scheme.

Product: Knitting Yarn



100% British wool

Criteria

100% of the fibre content is British wool.

Purchased through the British Wool scheme.



British wool Blend

Criteria

At least 50% of the fibre content is British wool.

Purchased through the British Wool scheme.

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Product: Bedding



100% British wool

Criteria

100% of the filling is British wool.

Purchased through the British Wool scheme.



British wool Blend

Criteria

At least 50% of the filling is British wool.

Purchased through the British Wool scheme.

Product: Mattresses



British wool Rich

Criteria

British wool content to be at least 900g/m², per sleep side.

Purchased through the British Wool scheme.



British wool Blend

Criteria

British wool content to be at least 400g/m², per sleep side.

Purchased through the British Wool scheme.

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Product: Apparel Cloth / Knitwear



100% British wool

Criteria

- 100% British wool content.
- Purchased through the British Wool scheme.



British wool Blend

Criteria

- At least 50% British wool content.
- Purchased through the British Wool scheme.

Product: Interiors Cloth / Accessories



100% British wool

Criteria

- 100% British wool content.
- Purchased through the British Wool scheme.



British wool Blend






Criteria

- At least 50% British wool content.
- Purchased through the British Wool scheme.

British Wool

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