



British Wool

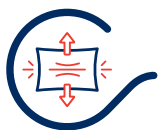
... in Upholstery



Durable

British wool fibres are incredibly resilient thanks to their natural crimp, robustness and elasticity. Wool upholstery can last

for years when taken care of properly. Wool can endure wear and compression, and its natural bulk allows resistance to crushing and matting providing better appearance retention and resulting in less frequent replacement and waste.



Resilience

Wool's microscopic spring-like structure allows the wool to spring back into

shape easily even after perpetual wear and tear, giving it resilience against become hard and flat. The superior strength and resilience of British wool means interior upholstery fabrics are able to maintain their appearance over many years, if not decades.



Naturally fire retardant

Wool is naturally fire retardant and has an extremely slow ignition rate due to its high moisture and nitrogen content. As such, wool fabric interiors are

an incredibly safe material to use in the home or in a commercial setting. Should a fire break out, the fire will be very slow to burn and self-extinguish to form a char rather than spreading or fuelling the fire.



Excellent dye uptake

Wool absorbs and retains dyestuffs very well due to its ionised amino acid groups which create bonds with the dye molecules. Cutting edge, technological innovations means wool can now be coloured and treated in a plethora of highly technical finishes to achieve a multitude of colours, textures and properties.



Natural, renewable and sustainable

British wool is 100% natural, renewable, biodegradable. Sheep in the UK grow between 1 and 3 kg of raw wool annually that must be sheared for the health of the animal. Wool does not contribute to micro-pollution in the ocean or on the land. The advantages of buying local products are numerous – it helps us reduce our carbon footprint, boosts agriculture and supports our local economy.

To find out more visit britishwool.org.uk