



British Wool – retailer support 2018/19

British Wool Beauty & style, naturally.

FLOORING | FURNISHINGS | APPAREL



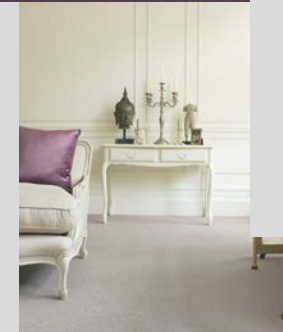
Here to support you

- New approach to marketing – focus on consumers
- Strategy informed by market research – Harrogate Flooring Show & Grand Designs
- Support to help you sell more British wool carpets
- Ongoing support throughout the trial - dedicated contact at British Wool



Overview

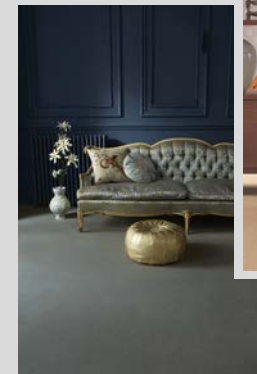
- 5 Benefits of a British wool carpet
 1. Fire resistant
 2. Hard-wearing
 3. Easy to clean
 4. Hypoallergenic
 5. Sustainable
- Identifying a British wool carpet





Selling a British wool carpet

- There are many benefits of a British wool carpet
- Focus on 5 key benefits - ensure consumers are not confused by too much information
- All of these benefits are unique to wool - a perfect way to upsell from an entry level carpet to a British wool carpet





Benefit 1 – Fire resistant

Wool is considered one of the safest fibres as it naturally resists fire:

- Difficult to ignite due to high water and nitrogen content – 600°C ignition point
- Does not melt, drip or emit noxious fumes
- Low flame spread
- Self-extinguishes





Benefit 2 – Hard-Wearing

- British wool is the best wool in the world for use in carpets.
- It will retain its shape and maintain its appearance for longer.
- It is highly resilient and durable, and will withstand footfall and flattening for longer.



The inner layers of wool are called the **Cortex** – this has million of spongy cells which adds bulk, volume and bounce-back to carpets.

Wool fibres have an internal coil which reacts to and recovers from use.

Wool fibres can bend 20,000 times without breaking.



Benefit 3 – Easy Clean

Wool is easy to maintain and offers natural resistance to stains and spills.

- Let mud dry, then vacuum away.
- Deal with spills promptly.
- Blot (don't rub) with a clean cloth until all moisture is removed and the fibre is mostly dry.
- If necessary, apply clean water with weak detergent to remove any remaining stain.





Benefit 4 – Sustainable

- Wool is a natural and sustainable fibre.
- As long as there is grass to eat, sheep will produce wool.
- Wool is 100% biodegradable and will fully decompose at the end of its life.
- During composting, wool releases valuable nutrients (fertiliser) back into the soil.





Benefit 5 – Hypoallergenic

- Wool improves indoor air quality.
- It contributes to a healthier indoor environment by helping to remove pollutants (VOC's) and allergens from the air.
- It has a natural ability to regulate the humidity of an interior space because it 'breathes'.
- The perfect choice if a family suffers from allergies or asthma.





Identifying a British wool carpet

- Look for the Crook mark
- New logos starting Summer 2018
- Minimum 50% British wool content

