



# THE **CAMPAIGN** FOR **WOOL**

PATRON: HRH THE PRINCE OF WALES



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**His Royal Highness** understands the need for natural solutions and recognises wool as the first choice for sustainability, durability and quality.

The campaign for wool is a five year campaign designed to demonstrate wool's natural qualities and supreme versatility.

**HRH The Prince of Wales** has confirmed his patronage of the campaign for its duration in a bid to encourage a more responsible and renewable way of living; selecting wool as the fibre of choice which naturally biodegrades over time and won't end up in landfill.

Wool organisations from around the world have come together with woolgrowers, manufacturers, designers and retailers to show you just how diverse and adaptable wool is.

Wool is an ingredient essential to the manufacture of fine wool apparel and behind every great garment you will find Merino wool, a natural fibre offering an array of natural benefits, softness and comfort. There's no finer feeling than when you're wearing fine Merino wool.



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### Would it surprise you to know that Wool is also:

- **A Safe Solution.** Wool has a naturally high UV protection and is naturally flame retardant due to its high water and nitrogen content. It has a higher ignition threshold than many other fibres and produces less toxic and noxious fumes.
- **Easy Care.** Wool is a very easy fibre to care for; it can be machine washed and tumble dried.
- **Elastic.** The elasticity of the wool fibre means it moves with the wearer and returns to its natural shape.
- **Multi-climatic.** Wool reacts to changes in your body temperature keeping you warm when it's cold and cool when it's hot.
- **Natural.** Sheep live on grass, water, fresh air and sunshine and produce a fibre that has become one of the most effective natural forms of all-weather protection known to man.
- **Natural Insulator.** Wool can insulate the home providing and retaining warmth; reducing energy costs.
- **Renewable.** Every year a sheep produce a new fleece; making wool a renewable fibre source.
- **Biodegradable.** When wool is disposed of it will decompose over time and not end up in landfill.
- **Breathable.** Wool's natural structure allows it to absorb and release water vapour into the atmosphere and regulate body temperature, wool can absorb up to 30% of its own weight in moisture vapour without feeling damp to the touch.
- **Durable.** A wool fibre can be bent 20,000 times without breaking and still have the power to recover, this reduces the need to replace garments and products stay looking good for longer.



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LIVE NATURALLY... CHOOSE WOOL

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