



THE
WOOL
BOOK

Celebrating the World's Most
Versatile Natural Fibre

A Design and Resource Guide
for Interiors

WITH INTRODUCTION BY
HRH THE PRINCE OF WALES
PATRON OF THE CAMPAIGN FOR WOOL



Welcome to the Wool Book

HRH The Prince of Wales, Patron of the Campaign for Wool

The wonderful thing about wool is that it offers so many solutions to our lives today and it grows naturally. Sheep grazing peacefully provide us with a renewable, fully sustainable source of fibre and all without creating problems by plundering our planet of its finite resources.

When I launched the Campaign for Wool in 2010, I felt that if everybody understood the remarkable capacity of this natural fibre to meet the needs of the modern world that the major reduction of the sheep population across the world could be halted and perhaps, may even help to restore sheep numbers.

Without sheep and their wool the compounded effect on global landscapes and our textile industry would gradually cause immense problems. Our landscapes would change and so would the complex eco-systems. Of course the loss of this amazingly beautiful fibre which has been the lifeblood of an international textile industry for centuries would leave us without the products that look and last far better than anything manmade.

There is, I believe, a need to understand the performance of wool and why it works so well and this is at the core of our efforts. By shining the spotlight on wool in fashion, carpets, upholstery, beds, bedding, insulation and so much more, we can show how it is the best choice for the modern lifestyle we live today, that our families will live tomorrow and importantly, we can take care of our planet at the same time.

I hope you enjoy this Wool Book and encourage you to support our campaign and choose wool.

T H E W O O L B O O K

- 2** | The Prince of Wools and His Campaign for Wool
- 4** | The Wonder of Wool
The Inside Story
A Fibre for the Future We Want and Need
Putting Safety First
Choose Improved Air Quality
Keeping Up Appearances
Comfort Comes First
The Importance of Peace and Quiet
- 20** | Wool Through the Ages
Sheep that Changed the World.
- 20** | Wool Around the World
Wool-producing countries and regions.
- 24** | Woolpower
Which Wool Works for Carpets and Rugs.
- 32** | Wool Champion
In conversation with... Tom Vecchione of Gensler.
- 34** | Dyed in the Wool
From fleece to finished product — shearing, scouring, spinning, dyeing, and manufacturing.
- 36** | The Refining of Wool
Cleaning wool — where it all begins.
- 42** | Weaving Wool's Spell
Carpet construction explained — styles, colors, patterns, textures and a glossary of terms.
- 52** | A Commercial Decision
Commercial wool carpet.
- 56** | Wool Where You Live
Wool carpet and fabrics in the home.
- 65** | Designer Wool
In Conversation with... Mark Brunetz, Celebrity Designer.
- 70** | Designer Wool... from Wales
Melin Tregwynt's unique story of Welsh doublecloth.
- 72** | Enjoy Quality Sleep with Wool
The wool bed — duvets, pillows, sheets and blankets.
- 76** | What to ask, how to choose — the 'must knows' of buying and owning wool carpet
Buyers' and owners' guide to wool flooring.
- 80** | Where to Find Wool
A directory resource.

CREDITS

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THE CAMPAIGN FOR WOOL
FROM THE PRINCE OF WALES

The Prince of Wools and His Campaign for Wool

THE CAMPAIGN FOR WOOL is the amazing brain-child of His Royal Highness The Prince of Wales (Prince Charles). The Prince — a sheep farmer too — discovered that sheep farmers generally received what he considered to be a low payment for the wool from their sheep flocks and began to ask questions about the reasons why this was the case.

Ultimately, the answer was more complicated than just the rise of synthetic fibres, but it was perhaps understandable that the Prince would focus on this first. As a long-standing and staunch environmentalist, he could not understand why wool — which he said was the perfect natural fibre for sustainability — did not have the profile it deserved.

Bringing together a team of industry experts, fashion designers, carpet manufacturers, architects and interior designers, he launched his grand plan to get the whole industry to work together to make wool fashionable again.

“The key to the success of the Campaign is that we have a Patron who is passionate about the wool business from sheep farm through the long stages of manufacturing and right on to the shop floor,” said John Thorley, chair-

man of the Campaign for Wool. “He is genuinely behind this amazing movement to make wool better understood and ensure we keep our global sheep flock on the land.”

John is a man with plenty of experience in the sheep world and also a long standing connection with the Prince. He ran the National Sheep Association in the United Kingdom, dealing with sheep farmers from across the UK and with members in 37 countries across the world. At the Prince’s behest, he helped create a movement for mutton and put it back on the menu in top London restaurants such as The Ritz. This helped many sheep farmers and also redeemed one of the Prince’s favourite meats from disappearing entirely.

The success John and his team created there is clearly why the Prince reached out to him again with his challenge to harness the right people to put wool back in the spotlight.

“I am a sheep man with a firm believer in the way that everything works together to keep a sense of balance and harmony,” John said. “Our international sheep flock is critical to a much bigger picture regarding the way our land and the ecosystem it supports work. Take the sheep away and not only would our landscapes change dra-



HRH Charles, Prince of Wales.



Wool Week at the Design Centre, London.



The Prince visits the industry.



“The key to the success of the Campaign is that we have a Patron who is passionate about the wool business from sheep farm through the long stages of manufacturing and right on to the shop floor.”

JOHN THORLEY, CHAIRMAN OF THE CAMPAIGN FOR WOOL

matically, but so would so much more — to the detriment of us all.”

The launch of a major wool campaign had an inauspicious start but an appropriate one, in a barn — albeit a very beautiful one!

The textile industry — caught off guard — gathered in the draughty space and waited to meet the Prince, who slipped in wearing a wool coat and a big smile — “I bet you all wish you had worn wool now!” He said to the rapt audience.

However, his keynote speech — to a gathering that included some of the world’s best-known users of wool — left no one cold. Here was their Prince — the future King of Great Britain — and he wanted to build a campaign . . . one that any business or consumer anywhere in the world could participate in. This was the beginning — a wool revolution had been born and a Prince had started it.

Three years down the line, it has impressively spread across continents, gaining support and gathering pace.

Sheep have since graced many a venue as the retailer sees the benefit of having the origin of the story in prime position. Savile Row — the universally acknowl-

edged home of elegance in suit tailoring — stopped the traffic in central London, rolled out the turf and brought in two flocks of sheep with their tweed-clad shepherds for a day. This set the trend, and sheep have appeared all over the place since.

There have been yellow sheep and psychedelic sheep, sheep with knitted scarves and occasionally there was just a fluffy white sheep. But the windows of stores across the retail world have taken this humble countryside creature and made it a star.

The Prince’s ambition is realised in many events — wool fashion exhibitions, wool street art, wool cars and wool schools, too! Small events rub alongside some very major promotions — it all works because this is truly a campaign for the people!

The Campaign is like a movement because it works on a simple philosophy of encouraging involvement and support from all levels of the wool industry — retailers, colleges, architects, designers and fashion people galore. This cumulative activity will spread its simple message to choose wool. And in doing so, ensure that the sheep can always graze peacefully across the world providing us all with their wonderful wool. ☺



The Campaign’s launch at Wimpole Hall Farm.



John Thorley, Chairman, Campaign for Wool.



The Prince meets the industry.

The Wonder of Wool

Why wool—why not?

Wool is a naturally ‘SMART’ fibre which works quietly, conscientiously and continuously throughout each stage of its remarkable lifecycle — although many people may never know it!

The reality is that real wool — which is grown and not manmade — has a highly complex cell structure that gives it many unique and amazing properties. This means that it can meet multiple challenging demands and offer a high level of performance in its many uses and applications. From coat to carpet and, indeed, for an incredible range of uses, wool is the perfect choice.

Choose wool... for all the right reasons and because Wool works

The many and varied benefits of wool can seem like a laundry list to even those who know the fibre well! It is naturally a very capable ingredient and it is tempting to throw all of this in to the melting pot of wool-ability.

But defining the right key attributes is mainly about the product — different reasons rise to the fore in, for instance, a carpet for the bedroom and one for a casino. Similarly, a wool mattress and soft furnishings will also optimize certain benefits over others. The use of it in sport apparel, high fashion or at the other end of the spectrum — insulation for the home — shows why wool with all its multiple strengths has so many mixed messages. But the most important one is that ‘Wool works’ — because that is precisely why wool can offer so much more. It is a highly technical working component in every single product.



Wool is natural — grown on sheep that graze freely on the countryside.

Wool is sustainable — wool is an annually renewable fibre and therefore is a resource that is naturally replenished.

The right wool for the right reason

It is a common mistruth that all wool is the same. In fact, wool can vary considerably, and the variances depend on the type of sheep breed, the country it is from, even the weather. There are many different types and it is important that the right wool is used for the right reasons.

Different wools and blends will be created for different products. This blending will often use a combination of different origin wools and other fibres, too, and will be done to achieve the very best for design, comfort and practicalities such as good appearance over time and wear.

Wool can be very soft and fine — as in Merino wool — or it can be strong as in British Wool and New Zealand Wool. In between there are many other wools from across the world, and these are all measured according to the fibre's micron — its diameter and length. Finer microns are almost always for clothing and cloth, while stronger types may go to carpet and rugs. The blending of wools to, say, achieve softness or texture with performance is the key that gives wool endless potential. And why when you choose wool, it will perform perfectly every day. ∞



Welsh Mountain sheep.



The Inside Story

Wool...under the microscope

Each strand of wool is a miracle of natural science; a microscope will show the complexity of its structure. It offers incredible added value which has never been replicated by any manmade alternative.

Wrapped in a protective layer of overlapping scales, wool has a porous surface; beneath is the fatty acid layer which helps wool to resist staining and water. The cortex is the middle layer which helps it to insulate and soundproof. Beyond its outer layers and into the cell membrane, colour retention and durability are optimised. Then deep inside the fibre there is a truly amazing set of technical properties that offer a host of hidden benefits — fire resistance, water absorption, wrinkle recovery and antistatic attributes. Coiled right at its centre is the elastic strength that gives wool its ability to perform continuously under constant pressure.

Wool is simply the most efficient and effective working fibre, with many technical abilities all wrapped up inside a simple strand. ∞

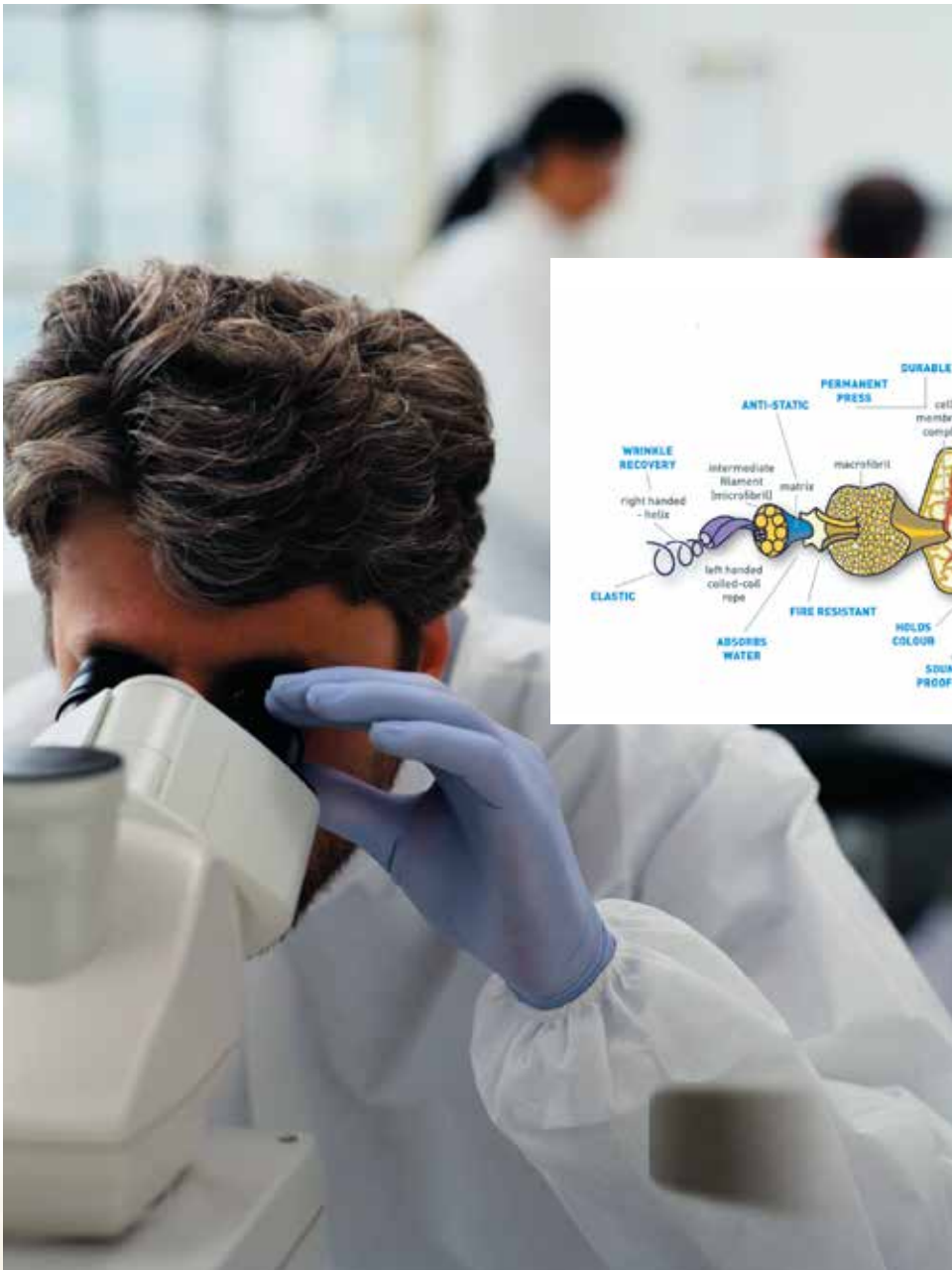


Sheep are free range animals and will graze in open countryside.

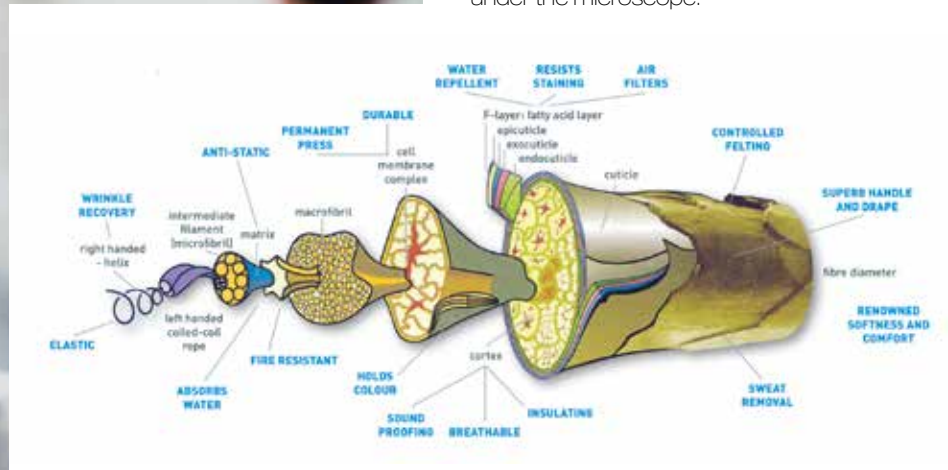


Wool is warm — wool is the original fibre for warmth, it has insulating properties and can keep you warm and cosy in the coldest conditions.

Wool is cool — wool is also a fibre that stays cool — it breathes and will adapt to suit its environment or its wearer. So that you do not feel any discomfort.



Wool has a complex composition that is based on a unique cell structure, enabling it to perform many technical functions, as is shown in the diagram below. Image courtesy of the International Wool Textile Organization (IWTO). At bottom: a single wool fibre shown under the microscope.



A Fibre for the Future We Want and Need


Natural and sustainable

The world needs to be more aware of products and their origin so that our planet is protected for future generations. As governments put strict agendas in place to force a focus on preventative care and damage limitation, we should take time to consider the way our lifestyle impacts the big picture and how wise decisions can foster better lifestyles for today and tomorrow.

Grown...

Wool is grown on sheep and is a natural fibre which is rapidly renewable and will regrow every year, providing a fresh supply to the global textile industry. It is also 100 percent biodegradable in its pure form, and will degrade without causing harm to the Earth or the environment. Wool products can be produced with lower levels of energy than manmade fibres, which helps keep carbon dioxide emissions low in order to minimise greenhouse gases in the atmosphere.

A longer-life fibre...

Wool is able to endure wear and tear better than most fibres and subsequently is able to last for many years without replacement. On a practical level it is robust enough to last, and on an aesthetic level it can retain good appearance over many years. So choosing wool means that you have invested in a product that will not need to be discarded and replaced — preventing unnecessary waste from accumulating and limiting the serious issues caused by that wastefulness. 



Wool is comfortable — the flexible, tactile nature of wool makes it very comfortable to wear or to feel underfoot.

Wool is technical — the complex cell structure makes wool a working fibre, the key attributes of the fleece that protect the sheep continue to perform even after it has been shorn.

Did you know...?

A single sheep will offer approximately 9 pounds of wool, which can make up to 11 yards of fabric — enough to cover a large sofa or 15 chairs ...and next year that sheep's wool will be there all over again!



Above: shearing a sheep; below: grading wool by hand; left: Dartmoor Greyface sheep.



Putting Safety First

Personal safety and the safety of loved ones or the general public is all about choosing wisely. We live in a world where there are more risks — many of which are not visible to the eye — and less time to deal with them. Making safety a priority has always been important, and wool has an exemplary record of safety. Here's why...

Flame resistant

The high nitrogen and water content of wool means that it is able to resist flame — it does not ignite easily and will often self-extinguish as there is not enough oxygen in the air to allow it to burn. Additionally, wool does not emit the noxious fumes that can be so lethal in a fire and neither does it melt or drip, which can damage the skin. This natural safety is the reason wool is chosen by the hospitality and contract sector to use in public buildings and endorsed by fire protection services across the world. ∞



Choose Fire Safety with Wool

- ∞ Inherent flame retardancy
- ∞ Low flame spread
- ∞ Low heat release
- ∞ Low heat of combustion
- ∞ Does not melt or drip
- ∞ Forms an insulating charred layer and is self-extinguishing
- ∞ Produces less toxic gases than synthetic fibres



Wool is versatile — the endless suitability of wool for many applications from fashion to floors to insulation show that wool is capable of adapting to its use.

Wool is naturally fire-retardant — as a result of its high water and nitrogen content, wool will naturally resist fire and does not melt, drip or emit noxious fumes, which are key causes of fatality in fire situations.



Did You Know...?

Wool is much safer and less dangerous in a fire situation, according to Sir Ken Knight, Her Majesty's Chief Inspector of Fire Services and the Chief Fire and Rescue Officer in the UK. "I would rather send my fire officers in to a building with wool than in to one furnished with synthetic fibres because they have a better chance of rescue, survival and success," he says.

Brintons Allium from the RHS Collection, image courtesy of Brintons.

Choose Improved Air Quality

Safer, cleaner, better...

The air we breathe is like the food we eat — it needs to be as good as we can make it. Increasingly, we need to be aware of our surroundings and how they affect the quality of our lives and the health of our bodies. The level of invisible contaminants in the internal environment is often the culprit behind breathing issues and ill health. But wool is a fibre that can make internal air a lot cleaner and help create a healthier, safer place to live.

Cleaner internal air

Wool can help with allergy to dust as it traps the particles in its minute scales and holds them until vacuumed. This means that air inside the wool-carpeted or -furnished room will carry fewer floating dust particles and offer a better quality of air for breathing. This does not cause the fibre to become soiled; wool can resist and conceal soiling, and the dust will be released on being cleaned or vacuumed.



Abbotsford Plaid
from Brintons.
Image courtesy
of Brintons.



Elements
Organza
Chateau by
Ulster Carpets,
Image cour-
tesy of Ulster
Carpets.



Wool is bio-degradable — the natural ability of pure wool to biodegrade is an asset to the world as the eco agenda grows.

Wool is durable — unique resilience ensures that it can withstand wear and tear over a long period.

Non-allergenic

Additionally, wool does not promote the growth of bacteria or dust mites. The fibres are too long and coarse to be inhaled and so will not irritate the respiratory system or trigger an allergic response.

Preventing damage by air contaminants

The way wool purifies the internal atmosphere can be vital and is due to the acid-combining potential of wool. It absorbs and holds onto volatile organic compounds (VOCs). These are invisible chemical pollutants which linger in the air. Wool does not emit VOCs and even absorbs certain harmful VOCs, holding them within its core permanently.

This is the case for formaldehyde, nitrogen dioxide and sulphur dioxide, which wool can remove from the air by absorption and will not release even when heated. Wool can purify indoor air for up to 30 years, thus preventing the potential of serious contamination. ∞

Did you know...?

Following the installation of wool in five buildings that had formaldehyde concentrations above the World Health Organisation's recommended level of 0.05ppm, German researchers recorded that the level in all five had dropped below that level within 24 hours.



Woolcraft Refined from Karastan.

Keeping Up Appearances

Durable and robust

Choosing for appearance is fine, but maintenance over the years in any product is defined by the quality of its constituent parts. Good materials like good ingredients and good healthy genes always create better results. Wool has a long record of quality, and this has been achieved by the tough process of assessment. It has performed in a variety of different products, in many testing and rigorous situations, over many years and, indeed, centuries. Wool has exceptional ability to maintain appearance and functionality, which is why it is regarded so well by all the best textile manufacturers.

Long lasting

Wool is a strong fibre that can, due to its inherent structure, refresh itself over and over again. In a carpet, rug or cloth this means that the natural crimp and elasticity will endure constant wear and compression. Wool carpet pile is very resilient on the floor, and the natural bulk of the fibre helps to resist tracking and flattening, providing a better-looking carpet for many years. At commercial quality for hotels and airports, wool carpet will also readily recover from wheeled traffic — suitcases, wheelchairs and trolleys, providing long, effective service.

Resists soiling

Wool contains natural oils which protect the individual fibre from becoming easily soiled. This means that the wool product is able to maintain a better appearance and will not suffer from dirt clinging to the fibre, which damages the look very quickly.



Wool has long-lasting appearance — appearance retention is a key attribute of wool so that it will look beautiful for many years.

Wool has natural bounce-back — on the floor, wool has the ability to resist flattening and in a garment it will resist creases. This is due to its natural spring-like character.

Maintains pattern and colour definition

Wool is known to dye well and hold colour well; this will be important for the patterned rug, carpet or cloth. Equally, the strength of the quality yarn combined with good manufacturing can prevent any distortion of pattern to ensure that the design is maintained over the years and will withstand wear and pile crushing in often extreme use. ∞

Did You Know...?

Wool carpets and rugs have been made for centuries, and many antique carpets remain in historic buildings in the United Kingdom. They continue to look just as good as they ever did, despite having been used for many years, before being set aside to admire.



Leila Rose from the Renaissance Classics Collection, image courtesy of Brintons; left: The 6th Duke's Dining Room in the historic 18th century Chatsworth House, North Derbyshire, UK.

Comfort Comes First

Comfort and luxury

Hotel guests have long since made comfort the ultimate test of luxury. Looking beautiful is not enough. And yet, the standards we set for comfort are measured only by the individual — there is no official universal scale. But if there were, wool would be at the top! Real comfort, of course, is multifaceted; it is a highly physical experience with some indefinable aspects which may not be visible to the eye. A good mattress, a quality carpet, a good chair... by choosing wool... comfort comes first.

Body and form...

Wool carpet will always make you feel better because it feels so good underfoot. The comfort factor is not only due to the softness or the texture but also the way that wool in a carpet, mattress or cloth can support itself and re-form and bounce back. There is a cushioning effect which reduces the impact on the body as the foot hits the wool-carpeted floor. There is no instant flattening or loss of shape, but rather one of support in a carpet or bed or crease resistance in cloth. Wool will provide a truly pleasant tactile experience, which also does not suffer from static due to the high water content.

Warm and cool too...

Wool is the fibre that is chosen for warmth on cold days. Hard floors covered with wool are instantly transformed, and it is well known to keep a room cosy. While manmade fibres are passive in that they do not respond or adapt, wool is active and is highly in tune with and adaptable to the local climate. Room and body temperatures adjust and so does wool, providing a comfortable space in which to work and live.



Wool has quality and style — the enduring quality and style of wool is still seen by the world's fashion and interior's champions as being superior to other fibres.

Wool is safe and slip free — wool is the perfect flooring for the home — young children or the elderly can be protected from accidents with a soft flooring.

Humidity control...

The way wool can absorb humidity and remove or wick moisture from the immediate environment means that wool works perfectly in modern living and work space. Buildings that are unventilated will build up moisture from human breath, perspiration, plants, cooking and washing. This all will accumulate into condensation problems such as growth of mildew or mould. Excess humidity can promote dust mites and poor health. Wool furnishings can exert a significant buffering effect against changes in the humidity of indoor air by reducing condensation. It will absorb the excess moisture within the fibre and release it as the conditions change to restore balance. ☺

Did you know...?

Wool is hygroscopic and can absorb up to 30% of its own weight in moisture without feeling wet. People will lose nearly two pints of water on a typical day through perspiration and transpiration.



Veranda II in Sandstone from Godfrey Hirst.

The Importance of Peace and Quiet

The acoustic advantage

Let's take a moment to consider the way noise impacts our lives — the draining feeling of exhaustion by the excessive sounds of traffic, people and movement. We live in a noisy world where the buffering of harsh sound is highly important but undervalued. Wool offers levels of insulation from noise that are prized in many industries — even those where noise is fundamental to its existence; one example is music, which will use wool in pianos and speaker systems.

Absorbing noise

Absorbing escaping noise and vibration and dulling the intrusion of everyday background 'white' noise is not just a practicality but a sensory necessity. A building insulated with wool benefits from the complex cortex of the fibre, which dulls sound, limiting its transfer through the floor, doors and the walls.

Noticeably, a hard floor will not absorb sound, but enhance it. However, wool carpets and furnishings will absorb it — instantly transforming the personal experience within the space. Wool carpet has a higher pile density and weight than synthetics, and it will dissipate sound waves more effectively.

A hotel or a home will benefit from less room-to room-intrusion, and an apartment block will gain from the prevention of floor-to-floor noise. Even open-plan offices can use wool room dividers to create two sound-friendly spaces out of one.

Did You Know...?

Wool carpet is used in aircraft, cinemas, office buildings, casinos, cruise liners and hotels because of its acoustical properties — in particular the ability to reduce airborne sound and isolate impact sound



Wool is carbon efficient — an effective insulator, wool will reduce the need for heating and protect against heat loss making it highly carbon efficient.

Wool is non allergenic — able to trap dust within its microscopic scales, wool prevents floating dust in the home so that it can be vacuumed later. This keeps the air cleaner for breathing.

Easy care, easy wear

PRACTICAL...

Practical performance — that is the option needed for interior furnishings and flooring. Wool is often misconstrued as being sensitive; this is wrong. Wool is tough and serviceable and will take the harsh life it endures because of its unique structure. Dust and dirt do not penetrate the fibre, but are trapped in the scales on the surface until suction vacuumed.

CLEAN EASY

Naturally, as in everything we use, wool will benefit from cleaning. Vacuuming — the refreshing of the pile in a carpet or rug — is the best way to do this. In cloth, cleaning instructions should always be followed.

Even spillages are not instantly absorbed by wool — its scaly surface and waxy film will initially repel liquid spills. A spill will sit on the surface, which allows it to be dealt with. As in all things, prompt action for all occurrences of this kind is always best. ☺

Did You Know...?

Research shows that wool's overall stain resistance is significantly better than that of cotton, acrylic and polyester fabrics.

10 Things to keep in mind if a spill occurs

- 1. Deal with the spill immediately.**
- 2. Use clean white paper towels or terry towels.**
- 3. Absorb as much of the spill as possible using plenty of dry towels.**
- 4. Dilute spill with clean, cold water if necessary.**
- 5. Work from the edge towards the middle of the spill.**
- 6. Continue to dab and blot.**
- 7. Use enough pressure to absorb the spill fully.**
- 8. Repeat number four if necessary.**
- 9. Dry the wet area as much as possible.**
- 10. Restore the pile gently.**



Wool Through the Ages

Sheep that Changed the World

Long before there was anything else to clothe ourselves in, there was — you guessed it — wool. It is a story that takes us across the centuries; a resource that has travelled continents and inspired trade embargoes and wars. Did the placid sheep really change the world...?



At top: An ancient Egyptian frieze showing a shepherd and his flock; above: a fragment of Roman wall painting depicting shepherds and sheep. Wool production was a major industry in the Roman Empire.

What was the most important step in civilization? Well, it has been said that it was when we began capturing wild sheep, domesticating them and breeding them.

Sheep were also the mainstay of many ancient cultures, by far the most important of the domesticated animals. Able to survive almost anywhere, over-wintering successfully, they provided not just milk, meat and skin, but warm clothing. This is why so many of the earliest gods and their myths are sheep related, from the Egyptian Ra (ram) to the later Christian Lamb of God.

But sheep have not only sustained us for thousands of years; sheep farming also underpinned the growth of European nation states, international trade and modern economies.

Sheep and wool spread to Europe between 3000 BC and 1000 BC through ancient Greece. During the next thousand years, Greeks, Romans and Persians contributed to improvements in sheep breeds. The Romans were responsible for the spread of sheep to North Africa and Europe.

The Merino, the sheep producing the finest diameter wool fibre, is said to have descended from a strain developed during the reign of the Emperor Claudius, 41 to 54 AD. The Merino breed resulted from a crossing of the Tarentine sheep of Rome with the Laodician sheep of Asia Minor by breeders in the province of Hispania Terraconensis in Spain.

In the 12th Century, when the Merino sheep arrived in Spain, the line was cultivated and refined — and it thrived. It became a prized royal flock whose wool was widely used in soldiers' uniforms and as a mark of wealth and privilege in luxury clothing.

By the 18th century, Merino wool was a precious commodity, coveted throughout Europe in much the same way as gold. For more than 400 years, the Spanish govern-



Shepherd and flock of Cheviot sheep in the 18th century English countryside.



Wool weight with the Royal Arms of England, ca. 1550–1600; cast bronze. By the middle of the 16th century, England was a major European producer of woollen cloth, considered by many to be the finest available. Special decorative weights were used to weigh it. Wool weights were hung on a beam and counter-balanced with an equivalent weight of wool. Wool weights were made as 7, 14 and 28 lb weights. Shield shaped wool weights survive from the reign of Henry VII (1485–1509) onwards. Photo by David Jackson, as part of Britain Loves Wikipedia.

ment had prevented the export of their sheep to protect their dominance in the wool and meat market.

In 1765, King Carlos III of Spain presented a select flock of his rare sheep to the German Elector of Saxony, thus beginning the spread of Merino throughout the world.

At the turn of the 19th century, Merino sheep were introduced to North America and Australia. Now, Australia has the largest flock of Merino sheep in the world.

By the 1850s, Merino fibre had also become the mainstay of New Zealand's agricultural industry; the Merino population in New Zealand peaked around the turn of the 20th century, and now more than half of the sheep in New Zealand are Romneys derived from the British breed.

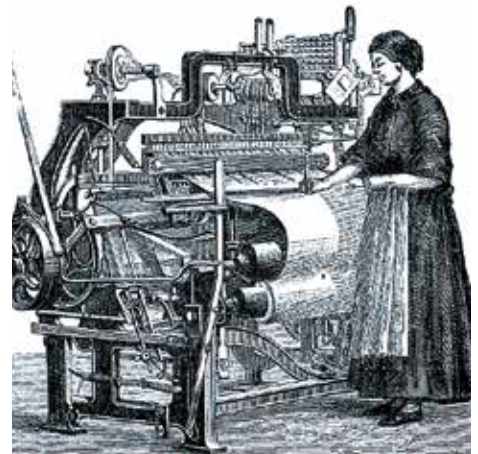
Research suggests that the first domestic sheep were introduced into Britain by Neolithic settlers around 4000 BC, and that these were probably horned brown sheep, similar to a breed called the Soay.

In the UK there are now more than 60 different pure breeds of sheep and many cross-, half- and rare breeds, more than any other country in the world.

England's wool industry dates back more than 2000 years; woollen cloth has been a prized export since Roman times. During the 12th century, wool became England's greatest natural asset as a major source of revenue through exports of both woven cloth and raw wool.

England's textile industry and the manufacturing of wool products grew during the 15th century, and it was the demands of this that both drove development and financed the Industrial Revolution, eventually leading to massive changes in manufacturing across the world. It was the dawn of a new dynamic age of prosperity ... and it all started with wool. ∞

At right center: Wool textiles were still hand woven on wooden looms in the mid-18th century, engraving by William Hogarth. At right: Beginning in the late 18th century, production of wool textiles in both Europe and America became increasingly industrialized, and by the late 19th century virtually all woollen textiles were woven on mechanized power looms, such as this model from the 1880s.



1. United States

Wool is grown in all 50 states on 81,000 sheep farms and ranches. West of the Mississippi River is where most of the larger sheep ranches reside. The eastern U.S. supports many smaller, pasture-based operations. American wool is versatile and is known for its “loftiness.” In addition to its well-known uses in woven apparel, sweaters, hosiery and upholstery, American wool is also used to make insulation, hand-made rugs, tennis balls, bedding products and clean-up pads for oil spills.

2. Norway

The unique sheep breeds of Norway have evolved over the centuries, adapting to the varying conditions in the Norwegian environment. Sorted into 16 different classifications, the wool is ideally suited for a multiplicity of different and important end uses. Luxury yarns have been developed for the fashion industry as well as the more traditional sectors.

3. South America

The production of wool and other specialty fibres is concentrated in the southern zone — Argentina, Uruguay, Chile and Brazil. Argentina and Uruguay are the largest producers and the wool from different breeds ranges from the finer types of Merino sheep through to the Corriedale breed producing mid-micron wools. Merino wools are mainly used in the apparel sector, while mid-micron wools are used mainly for interiors and hand knitting yarns. South American wools are largely exported to many different countries across the world.



WOOL AROUND

4. United Kingdom

There are more breeds of sheep in the UK than anywhere in the world — more than 60 different types — and this diversity provides great choice from creams through browns, greys and blacks. The greater majority of British wool is strong wool which has exceptional durability and resilience and is used in the manufacture of carpets and rugs. It is also used in beds, bedding and upholstery cloth. A small proportion is finer wool and is used in knitting yarns and apparel.



8. Other wool growing countries

Sheep are found in many countries across the world including China, India, the Middle East and many European countries. The type of wool varies primarily because of the type of sheep. Over the years sheep have adapted, and the wool is influenced by the cross breeding, the climate and the geography of the land.

7. Australia

Australia's fine wool is shorn from the Merino breed of sheep and is the world's finest sheep's wool. It is a uniquely soft fibre which looks beautiful and is used extensively in the making of knitwear and fine-quality cloth. There are approximately 70 million sheep in Australia, which is the world's leading producer of fine apparel wool, producing about 90 percent of the world's supply of wool that is less than 19.5 microns.

6. New Zealand

New Zealand is the world's largest producer of strong, cross-bred wool from sheep breeds like the Romney. The wool is highly valued for its whiteness, uniformity and relative freedom from dark fibres. These qualities translate into carpets, interior textiles, bedding and apparel products. New Zealand Fine merino wool is used in a range of market segments from active outdoor wear to designer fashion.

THE WORLD

5. South Africa

South Africa is the second largest fine wool producer in the world, after Australia. Different types of Merino sheep were developed for different regions in South Africa, and the country offers wool that varies from mid-micron wool — 25 micron — to the finest wool — 16 micron. The average micron of the clip is about 20.5 micron. South African Merino is regarded as soft and lustrous, well-known for being well-classed and of very even length. It is used in apparel, knitwear and interiors.

Wool Power




Textile flooring remains one of the most popular ways to cover our floors, and quality wool carpets and rugs offer beautiful, soft and luxurious texture to the floor. Wool is highly practical due to the way it performs to optimum levels over many years; the home and its busy floors can only benefit from the strength and natural resilience of wool.

Industry experts agree that choosing wool from carpet ranges that are made using good-quality wool blends is extremely important. The best carpet yarn for flooring is made from what is commonly called “strong” wool because, as the term says, it is strong and will resist extreme pressure over many years.

Which Wool Works for Carpet and Rugs?

Wool from New Zealand and Great Britain are both highly suitable for the floor, and much of the wool grown there will go into this sector. The expertise and quality of the industry using the wool from these two countries further perfect the natural attributes of the fibre.

Perhaps to fully understand the performance potency of strong wool, it is important to remember that each wool fibre is powered in the same way as a tightly coiled spring, and so will constantly resist the pressure by springing back to its original form. Imagine the carpet populated by millions of individual strands of yarn that have this remarkable quality and you can understand why wool works so well in carpets.

Aesthetically, a good wool carpet or rug will transform the living area into a beautiful and comfortable space, and despite continuous use over key routes in the home, it will look beautiful for many, many years ... and that is wool power. 



Left: the Welsh Halfbred breed grows a creamy white wool used in carpet blends. (Image courtesy of British Wool); above: Rochetto Mocha from the Brintons Renaissance Collection, image courtesy of Brintons.

Drama in the dining room with Elements Organza Amethyst by Ulster Carpets, image courtesy of Ulster Carpets.



Black Tie Collection from J. Mish Signature Wool, in Wall Street.



Simplicity Paphos in Whisper Grey, image courtesy of Axminster.



Above: Stunning but subtle — Rococo from the Laurence Llewellyn-Bowen Collection by Brintons, image courtesy of Brintons.



Above: Merino Embrace in Regal Gold from Godfrey Hirst.

natural, beautiful, sustainable

NEW ZEALAND WOOL

Te Whangai, Hawkes Bay, New Zealand

Ask anyone what New Zealand is famous for and they will tell you playing rugby and farming sheep. We pride ourselves on doing both extremely well, but we are especially proud of New Zealand wool, which is renowned worldwide for not only its outstanding beauty but also its durability and natural health benefits.

New Zealand wool is sought after internationally because of its resilience and exceptional whiteness, which makes it particularly receptive to dye, a critical factor for its use in high-end carpet and fabrics for both interior design and apparel fashion houses.

The quality New Zealand wool is a result of very careful farm management practices by New Zealand growers.

Sheep graze free-range in the natural environment to produce high-quality wool fiber, which is ideal for making carpet.

Wool is a renewable resource, with sheep all over New Zealand entering the shearing shed to be shorn many times throughout their lives.

They quickly become familiar with this routine and are shorn every 9 to 12 months. Shearing is a skilled task and has progressed to being an elite sporting pursuit thanks to New Zealand sheep shearers Godfrey and Ivan Bowen, who in the late 1950s developed the “Bowen Shearing Technique.” This innovative method involving rhythmic strokes of the shears and positioning of the sheep correctly is now considered the optimal method of shearing and is used worldwide.

The Bowen technique not only efficiently removes the fleece from the sheep without double cutting the wool fiber, giving the best fleece for production, it also keeps the animal calm and free of injury.

Wool is beautiful with no artificial additives or chemicals needed because of its natural, inherent properties. It is fire resistant and a great insulator against the heat and the cold. It has the ability to absorb and release moisture, creating an exceptionally safe and healthy indoor environment. Its natural insulating properties result from wool’s unique fiber structure, reducing heat loss, condensation and noise levels to create a welcoming, relaxing and comfortable ambience in any home.

Wool is also non-allergenic and does not support the growth of dust mites or bacteria. Its natural ability to spring back into shape after crushing and compression ensures woolen carpets are long lasting and will enhance any room setting.

New Zealand wool is naturally the very best choice you can make for your family when selecting a beautiful carpet for your home.

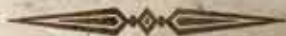


**JUST
SHORN**
NEW ZEALAND WOOL



NATURAL, SUSTAINABLE, BEAUTIFUL.

**OUR ENVIRONMENTAL PRACTICES
BEHIND OUR CARPETS ARE GREEN.**



**BUT WE SUPPOSE
THAT'S A BIT OBVIOUS.**

It's only natural that the lush, beautiful countryside of New Zealand is home to the world's finest strong wool which is the foundation for our collection of luxurious and uniquely designed Just Shorn™ carpets. Our farmers respect their land as a renewable resource, so that the premier source for the world's finest and all natural wool will be available for generations to come.

Just Shorn™ wool carpets are natural, sustainable and beautiful.

to learn more & locate your nearest dealer go to www.justshorn.com

Karastan

Combining the best manufacturing techniques with pure New Zealand wool to bring you exceptional carpets and rugs.

Founded in 1928, Karastan is one of the flooring industry's oldest and most prestigious carpet and rug brands. Known for superior craftsmanship, premium quality and statement-making design, Karastan's exclusive offerings are beyond compare. Each Karastan carpet and rug is destined to set the tone for the consumer's unique space with its high-fashion and functionality. Additionally, only Karastan combines the best manufacturing techniques with the purest, whitest wool in the world. As the largest processor of wool carpets and rugs in America, Karastan enjoys a premier partnership with Wools of New Zealand. New Zealand wool offers many advantages, including excellent dyeing characteristics that create long-lasting colors. It is one of the world's most environmentally friendly fibers, raised with little impact on the natural landscape. Karastan is a division of Mohawk® Industries, the world's largest flooring manufacturer and a leading supplier of flooring for both residential and commercial applications. ∞



At top: Pointelle Room Scene; above: Bixby.

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British Wool

British Wool...From wild landscapes to wonderful, strong wool

A hilltop, a cold North wind, perhaps even a little too much rain... these are the perfect growing conditions for the world's strongest wool for carpet, and they are found in Great Britain. Sheep graze freely all over this small country famed for its changeable weather, and as the land alters from lowland to mountainside, so do the sheep. You will barely walk a mile without seeing a different breed.

There are actually more than 60 sheep breeds, making Britain unique in its diverse offering of wool. The UK's 40,000 sheep farmers will usually run the same breeds for generations — a legacy that will go from father to son over the course of time.



Top right: Welsh Mountain sheep; above: Blackface ewe with lambs.

Natural Choice
Chenille Fawn,
image courtesy
of Ulster Carpets.



The British Wool Marketing Board

www.britishwool.org.uk

Tel: +44 (0)1274 688666

British Wool is recognised by the textile industry as a superior carpet fibre. The wool, having resisted the weather to keep the sheep warm and dry, retains a natural, robust quality giving it inherent added spring that will force consistent bounce-back despite continuous compression. Soft and luxurious, British Wool will hold colour and structure exceptionally well, ensuring that pattern is undisturbed and weave maintained. It is acknowledged as the premier choice for commercial locations due to its exceptional performance and ability to maintain good appearance in heavy footfall locations. You will find British Wool in hotels, cruise liners, casinos, airports and palaces all over the world.

Shades of Nature...Stunning Style

British Wool also offers more choice in naturally coloured wools — creamy whites and chocolates through charcoal greys to almost black wool all form part of the stunning natural palette and can be used without dyes...an appealing option as the green age grows. ♻️



Left: Simply Natural Stripe, image courtesy of Axminster Carpets.
Above: Bar Four in the Hard Day's Night Hotel in Liverpool, image courtesy of Ulster Carpets.

Wool Champion

In conversation with... Tom Vecchione of Gensler



Tom Vecchione studied urban planning at the Institute of Architecture and Urban Studies in New York City and architecture at Cornell University's School of Architecture. He holds a bachelor of architecture degree from the New York Institute of Technology.

Tom is a principal and design director at Gensler, the world's largest architecture, design and planning firm. He is part of the leadership team focused on workplace strategy, headquarters planning and corporate real estate portfolio work. As a leader in the design industry, Gensler is an important specifier of wool products. Tom, in partnership with his colleagues, has developed a premier international client base working in Europe, the Middle East and Asia.

Tom has lectured at the Columbia Real Estate School, the University of Greensboro – North Carolina and New York Institute of Technology's School of Architecture, as well as other academic institutions.

As a leading advocate of design education, Tom has dedicated his time to the PENCIL "Principal for a Day" program — the Smithsonian's Cooper Hewitt National Design Museum's education program, and was vice chair of the School to Work Alliance. He was also a founder of the New York City Department of Education's New Design High School and is nominating chair of the board of trustees at the New York City Landmarks Foundation.

This year, Tom has been a leading light in bringing the first American event for The Campaign for Wool to New York. We sat down with Tom to find out about his support for The Prince's Campaign.



New York City's
Bryant Park.



You have become an ambassador for The Campaign for Wool; tell us about that...

About two years ago I was asked to join a group of British designers as the American liaison to learn more about the Campaign for Wool. The interior design community is one of the largest stakeholders in wool products because wall coverings, carpets, textiles, furniture and insulation account for a vast portion of the wool portfolio. Ever since my trip to Wimpole Farm in 2010; where The Prince spoke about wool and its sustainable properties, I've become an international advocate for the campaign. I've become extremely passionate about the simplicity yet durability of the fiber.

Do you think creating a fashion trend for wool is enough or do you think education is more important?

I love education. "Unseen beauty" is the ability to understand the attributes of a material beyond its aesthetics. The more programs we launch and festivals we create the more people will share their knowledge. That's what communities do today — they share ideas and learnings. I'm part of the wool community and I would like to see it grow.

Wool is a sustainable resource. Is sustainability seen as an important issue in design today?

Sustainability is incredibly important today. We consume so many resources in the design industry. My clients are asking for ecological design solutions, they're concerned about the lifecycle of materials. Design Culture is transforming to a culture of stewardship. To be a good designer, understanding the impact of your work is pivotal.

The Prince is not just thinking about wool but the bigger picture such as how sheep grazing keeps the landscape balanced. If you were to make a "big picture" decision that would influence others to preserve our environment, what would it be?

Many of us live in cities; in fact, for the first time in history, 51 percent of the world's population lives in cities. Our lives are urban; we forget about the importance of the countryside, the land — the ecosystems at work. I love the idea of urban farming, of the open air markets and artisan crafts. We have to make room for them and acknowledge their importance as the world's cities race toward the future. That's why I'm passionate about The Campaign for Wool's New York launch — it's a day of teaching and learning that allows us to step back and reflect.

You have been involved in designing the event for The Campaign in New York. Please tell us more.

The Campaign for Wool will be a spectacular day in New York City. The setting is one of New York's most beautiful urban parks, Bryant Park, known as "New York's living room." Here sheep will graze in the backyard of the historic public library amidst the tallest skyscrapers in the world. Park chairs will be covered in wool slips and the paths and steps will be layered in rich wool carpets and textiles. Artists, weavers and craftsman will be presenting the wool story throughout the day — live. A rural moment in urban New York! ☺

Dyed in the Wool

The wool textile industry is an intrinsically linked chain of highly skilled, technical businesses with people who will have spent many years learning their craft and are passionate about their product.

A HUMBLE BEGINNING...

Our global flocks grow a naturally sustainable fibre that neither drains our precious planet of its resources nor unleashes any long-term damage. Unlike so much in our world today, wool is not a fast fibre: it will, by necessity, follow a well-worn industry path moving through several stages before it arrives in the shops or in our homes.

It is a journey that will see the wool crafted into something useful and desirable, something that will last. The final result is a true testament to the people who choose to work with wool; their passion, commitment, skill and creativity are part of the amazing power of wool.



Sheep returning to pasture after the wool has been harvested. Sheep are not harmed in the harvesting of wool.

FROM FIELD TO FINISHED PRODUCT

Shearing — Once — in some areas, twice — a year, usually in the warmer months, sheep are gathered for shearing. A professionally trained shearer is a skilled and careful practitioner; many are able to shear one sheep in less than two minutes — 250 sheep in one day. Shearing does not hurt or harm the sheep and is essential to the animal's health and welfare.

Scouring — or washing of the wool is always necessary as raw wool, straight from the sheep, will contain grease. Commercial scouring will wash the wool clean of grease and remove any soiling as well.



Spools of wool yarn on the loom.



Wool goes through many processing stages before it is turned into product.

Carding — Opening fibres into a thin web and removing much of the vegetable matter and turning the wool into what is known as a sliver by separating the fibres.

Combing — The straightening of long fibres and removal of the shorter coiled fibres (noils) to produce what is known as Tops — long-fibred wool which has been machine combed but not twisted, so that all the fibres are smooth and aligned.


Spinning — where the fibre is pulled out and twisted to make a continuous strong thread — is a key part of the process as it transforms the wool from loose fibre to strong yarn. Commercial spinners are able to make yarn for many different uses. The key types of yarn produced by spinners are:

Woollen Yarn — Yarn made by twisting wool whose fibres lie in different directions. Yarn produced by the woollen system of spinning will have its textural finish completed in the spinning process.

Worsted Yarn — Yarn made from long, combed wool where the fibres lie parallel, can produce a very different finish; smoother and finer finishes will be produced by this process. Also, the texture of worsted yarn, which is mostly used in cloth, can be altered by a variety of finishing processes; these can be wet or dry.

Knitted fabric — Fabric made from a single continuous yarn knitted in interlocking loops.

Woven fabric — Cloth created from yarn. One set of threads is interlaced with another set which are lying in the opposite direction.

Carpet manufacturing — will use either a tufted process, where yarn is pushed through a pre-fabricated backing, or a woven process, where the surface of the carpet is made at the same time as the backing. 

WOOL PROCESSES AND TERMINOLOGY

Felt: Wool cloth made by intermingling wool fibres and using water and pressure to form them into a sheet.

Finishing: Woven cloth is stabilised by wet and dry processes to set it.

Fulling: The thickening and cleaning of newly woven cloth in woollen processing.

Mending: Woven cloth may have faults. These have to be repaired.

Teasels: Used to raise the surface of woven cloth.

Tentering: Stretching woven fabric to dry during finishing.

Warp: Yarn used as the basis for weaving cloth. This is laid down the length of the fabric.

Weft: Yarn interwoven across the warp threads to make solid fabric.

Yarn Count: The means of defining the density of a yarn.

The Refining of Wool

Although wool begins its life on a sheep on a farm, it becomes a raw material as soon as it is shorn and goes on to be sold and traded across the world as any other commodity would do. Naturally, it has to be refined before it can be turned in to product, and this is how it starts...

Wool is bought and sold commercially, and it is a major industry, which requires extensive understanding of the fibre and the processing stages of raw wool and the requirements of finished textile products.

Merchants buying wool at auctions need a comprehensive analysis of the wool so that they can judge if the wool is suitable for their customers. This is provided in a series of independently tested scientific results and will detail the length, strength, colour and, most important, fibre diameter — the micron.

On purchase, the wool will go on to the scouring — this is the washing of the wool.

WHY WOOL HAS TO BE WASHED...

Sheep grow wool that is rich in natural oils, and before the wool can be turned into yarn or product, this has to be removed so it is thoroughly clean or scoured as the industry calls it. The industry calls pre-scoured wool greasy or often “wool in the grease,” and once the oils are removed, it is known as scoured wool or clean wool.

The key wool-growing countries of New Zealand and the United Kingdom will have scouring facilities to service their wool business. These are huge industrial and computer controlled operations that deal with millions of tons of wool in a year.

The development in this industry in recent years has made huge technical advances that have positioned the environmental considerations at the top of the list. They are energy efficient, recovering heat, recycling water, recycling waste residue — wool lanolin is used in many beauty products — and composting other materials.

The process of washing wool is done in hot water with detergent and will move through a series of bowls with wool being cleaned and then rinsed. This helps remove the non-wool contaminants as well as the wool grease and ends with the drying of the wool. At the end of this process, the weight of the wool will be 30 per cent less than at the beginning, and the wool will be clean and ready for the next stage of the textile industry.



Right: Bales of wool arriving at the wool scourer; far right: The wool is washed repeatedly in specialized machinery.



WOOL BEAUTIFUL...

Prized by the beauty industry, lanolin, which is derived from wool grease removed during the scouring process and then extracted, will find its way into many cosmetic products such as soaps, moisturizers and hand creams. Millions of people use lanolin products on a daily basis.

RIISING TO THE ENVIRONMENTAL CHALLENGE

The Wool Scouring business has risen to the challenge of a modern world and has driven the industry toward a cleaner, leaner and, most significant, environmentally efficient operation. Wool Scourers are quite literally aiming for squeaky clean on every front...

WATCHING OVER WOOL NEW ZEALAND STYLE

“Our plant is so advanced that every single part of the factory is monitored by the minute on a series of cameras which generate web-based informa-

tion. I can watch and control the operations in New Zealand in real time whilst I sit in the USA,” says Nigel Hales, chief executive officer of Cavalier Woolscourers Ltd.

“We work 24 hours a day, seven days a week and we will wash about 150,000 greasy kilograms per day at each plant with a minimum lot size of 165 kilograms.”

PUTTING THE ENVIRONMENT FIRST...

“Investment in technology ensures that we are environmentally as friendly as possible, and Enco, the global wool testing and consultancy company, has acknowledged that care of the environment has been a priority with our team and for the wool industry we service,” says David Gisbourne, managing director of Haworth Scouring Company, where much of the British Wool clip is processed along with wool from Norway, other areas of Europe, the Middle East and Africa. ∞



A handful of clean wool.



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Roger Oates' 100% Wool Flatweave for Floors

The designers Roger and Fay Oates have reinvented the tradition of Flatweave rugs and runners for the 21st century. In the same way that British designers Paul Smith, Jasper Conran and Margaret Howell have turned traditional styles into a look that is strikingly modern, the couple have made decorative Flatweave relevant to today's living. So while a centuries-old weaving process gives the rugs and runners their unique texture, the patterns and carefully edited colour palette create a timeless look that is ideal for both classic and contemporary interiors.

Flatweave is a style of flooring that was popular in Britain in the early 19th century, before the rise of pile carpets. Most flooring was once made in this way. Some of the best-known styles were Scotch, Durham and Kidderminster carpets — a woven cloth construction which is best described as a precursor to loom-made pile carpets. These narrow-width Flatweave runners were frequently used in the past to protect the better-quality carpets in smart country houses. Today they are used as decorative floor coverings in their own right; perfect for stairs and hallways, the runners can be joined to create rugs and wall-to-wall fitted carpets.

Wool Flatweave has a robust, durable construction and subtle woven texture that provides a stylish alternative to pile carpet. But, unlike pile carpet that has an even, uniform feel like a manicured bowling green, Flatweave has a texture that lends a unique character and personality to a floor.

The hallmark of any great design is that it is completely timeless. Using distinctive colours and graphic designs, Roger and Fay Oates have succeeded in breathing new life into a traditional style of flooring to create a look that is as comfortable in an 18th-century English farmhouse as it is in a cutting-edge Manhattan apartment. ☺



Above: Swanson Celadon joined as a rug; below: Elgin Heather stair runner, from Roger Oates.



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Looking for a Wool Solution... choose Axminster Carpets

Axminster Carpets, represented by Wool Solutions, is based in the small town of Axminster in the United Kingdom. The company bears the name of the historic weaving process that has been the gold standard in carpet manufacturing for many generations.

It has a spinning and dye facility in-house, and its experienced design team has worked on historic reproduction and highly modern bespoke installations.

The company was recently awarded the Royal Warrant for the supply of goods and services to Her Majesty Queen Elizabeth II, reinforcing its status as one of Britain's best carpet manufacturers.

Design and Style...

Producing quality wool ranges for the residential market, Axminster has put modern style at the centre of its new product ranges.

The Royal Borough Collection, crafted in 100 percent wool, has drawn inspiration from the prestigious areas of London such as Windsor, Chelsea and Kensington, and brings timeless British elegance to the American market.

Offering eleven styles in a choice of colourways, this dynamic new collection has more than 40 options to choose from and uses weave, colour, pattern and texture to show the dynamic skills of Axminster Carpets.



Above: Simply Natural Ribgrass in Straw-Walnut;
below: Wilton Chelsea from the Royal Borough Collection.



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In conversation with ... Philip Byrne of Wool Solutions

Background

Philip Byrne owns the wool flooring consultancy Wool Solutions covering the entire USA. A Lancashire man, he has a natural affinity with wool, having spent his 30-year career in the carpet industry. In 1998 he moved from the UK to the USA to lead the British company Axminster Carpets in New York, specializing in high-end retail, designer decorator and hospitality sectors. Philip launched Wool Solutions in 2008 and now exclusively represents Axminster Carpets and other quality overseas wool brands in the American residential and hospitality markets. We spent time talking to Philip about wool...



Wool Solutions is about resolving flooring projects. What is your starting point with clients?

That depends very much on the client or the market sector that we are discussing; commercial, hospitality or residential. We deal with a wide range of high quality companies; so we have the capability to provide a natural wool carpet solution for almost everyone. Of course, budgeting considerations have become more important in recent years but wool offers many options and so we can usually deliver.

As someone who has worked in the industry a long time, do you think the consumer understands wool and its performance abilities?

I am from a generation influenced by my grandparents' era; where there were not many options apart from wool. Today, I feel the real versatility and benefits of wool do slip by many consumers. In the USA, where there is no particular tradition or heritage of wool use in floor covering, we have to advise and educate the consumer on its many properties, but once they have experienced wool they do see why it is so good and they tend to stay with it.

How important is keeping carpet design fresh and geographically relevant to the market?

We are in the fashion for floors business — so keeping the design fresh is incredibly important, and — along with color — probably the strongest motivating factor in the purchasing process. But we have seen how technology has helped create a more global consensus as to color and design trends. That being said, each market has its own quirks, but wool carpet can handle that.

Casinos, airports, cruise liners all use a lot of wool, tell us about the dream carpet contract and why wool works for it...

Honestly, there have been lots, but one of my first projects when I came to the USA does stand out. We did the Von Trapp family Lodge in Stowe, Vermont. I did not know the Sound of Music was real until then. My wife, Janice, made me visit the project twice as she is a big fan, but I have to admit, it was really stunning. More recently, we did an upstate location in Axminster and it was voted one of the top 10 resorts in the USA recently. It is always good to see how good the carpet looks.

You represent one of most historic names in the carpet industry, do you think wool is a fibre of the future?

Personally, I do — probably more than ever. Trends in sustainability and influences of LEED and the USGBC have made it a fibre of the future. After all, it has been utilized effectively as floor covering over the past 500 years — it has proved itself. So yes, I feel wool has an amazing future. ☺



Wool Solutions, Inc.

57 Cranbury Road, Norwalk, CT 06851

Telephone: 203 845 0921 sales@woolsolutionsinc.com

Weaving Wool's Spell

Why Wool?

Although we continue to develop manmade alternatives, we still return to natural materials when we want the very best. In addition to the uniquely natural benefits listed below, wool carpets provide soft and luxurious underfoot comfort that just can't be beaten.

Holds its great looks: Wool's natural resilience and long-lasting appearance mean that your carpet will continue to look good for many years, even in high-traffic areas. Its natural oils and complex structure also shield against dirt.

Perfectly comfortable: Keeps warm and stays cool... have you ever seen an overheated or shivering sheep? Wool has great insulating properties and thus reduces heat loss, but did you know it also reduces condensation, perfectly balancing your room's environment?

Breathe easy: Wool fibres naturally trap dust, which improves the air quality in a carpeted room. Wool is also one of the best non-allergenic materials.

Tread softly: Once you've experienced the softness of a wool carpet underfoot, you'll never look back. Wool is a great noise insulator, so enjoy the luxurious tranquillity a wool carpet brings.

Safer choice: Due to its high water and nitrogen content, wool inherently resists fire and does not melt, drip or emit noxious fumes, all of which contribute to fatalities in fire situations.

Naturally sustainable: You're doing your bit for the environment; wool is an annually renewable fibre and is biodegradable.

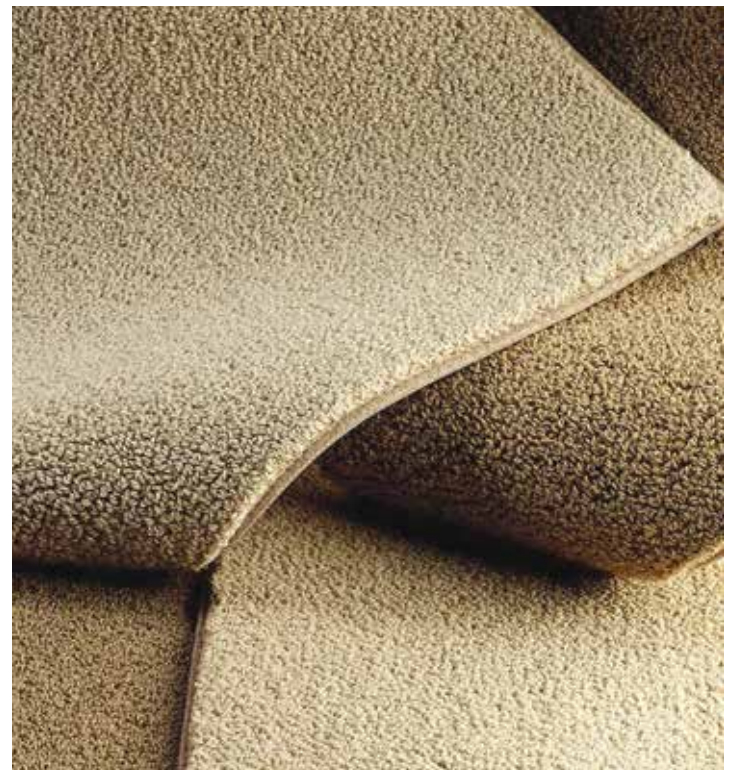
Which carpet?

So now that you have decided on a natural wool carpet, how do you choose one right for you? Here are the main types of carpet constructions explained...

Carpet constructions explained

TUFTED

Probably the most popular carpet construction around. Pile yarn is punched through a primary backing material to form loops or tufts. It can be left as a loop pile or cut to produce velvet or twist finish. An adhesive coating is applied to hold the tufts in place. Tufting is faster than weaving, so finished carpets are less costly.



Tufted (Hibernia)

WOVEN

A Wilton construction uses continuous yarn that comes to the surface in loops; these can be cut for a velvet or twist finish, uncut for a loop pile or have a combination of both to create textured designs. In an Axminster construction, each tuft of carpet is cut and woven into the backing material a row at a time, which gives the opportunity to create intricate designs using multiple colours.



Woven (Brintons)

FLATWEAVE

This type of carpet looks more like a heavy-weight textile fabric. Flatweaves have no secondary backing, so in theory are reversible. Flatweave is often used to make runners in striking stripes, or textural neutral carpets.



Flatweave (Roger Oates)

LOOP PILE

Loops can be left intact, or cut to create striking textural effects. Equal or level loops give a highly flexible and durable carpet; multi-level loops create a more natural, casual appearance.



Loop pile (Robertex)

HANDMADE RUGS.

There is a real difference between hand knotted and hand tufted rugs.

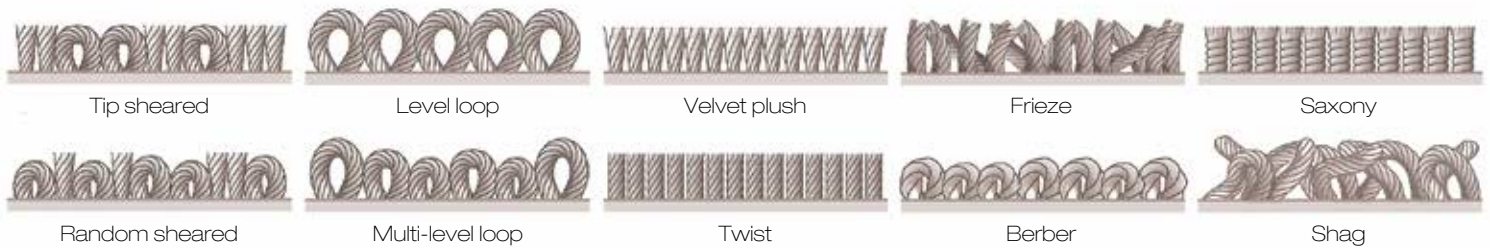
The quality of a hand-knotted carpet is determined by the number of knots per square inch; a higher density means better quality. A complex pattern can require very dense knotting and can take a long time to produce.

A hand-tufted rug is made by punching strands of wool into a canvas which is stretched on a frame. This process is not very time intensive, and does not require the same level of skill that hand-knotting does. Once complete, the rug is removed from the frame and a secondary fabric is glued to the back.



Art house rug in British wool from Rude Rugs.

Whether it is woven, tufted or hand-made, each construction method offers an array of different finishes:



Stylish good looks and pure comfort underfoot — nothing compares to a wool rich carpet or rug.

Stylish good looks and pure comfort underfoot — nothing compares to a wool-rich carpet or rug. With so many styles, patterns, textures and colours to choose from, it's difficult to know where to start. The important thing is to think of your home as a whole rather than a series of rooms; this way, you'll enhance and harmonise your space. Once you start to combine patterns, textures and coordinating colours, the possibilities are endless.

While your floor is a huge part of your room scheme, just remember it has a more subtle presence than the walls in front

of you. This allows you to add interest with pattern and texture, or introduce bolder colours in a much more understated way. Awkward-shaped rooms can be tamed with the right pattern on the floor, and dark corners can be lightened and brightened with subtle and neutral tones.

A runner on the stairs or in a hallway creates a striking focal point. Coordinating plains can create a tranquil sanctuary upstairs, but once downstairs you can make a statement with a patterned carpet or feature rug. ☺



Patterns: From contemporary to traditional, patterns are a great choice for areas of high wear or for creating a statement. (Axminster)



Plains: There's a huge choice of colors and finishes, so think about how the room will be used. Twists are versatile while velvets and saxonies give an added touch of luxury. (Axminster)



Textures: From loops to carved effects, textured carpets are a great way of adding interest in a subtle, understated way. (Brintons)



Rugs: Adaptable and treasured, you can lay them over carpet or hard floors. Rugs can be plain or works of art in their own right, providing the focal point of your scheme. (Karastan)



Runners: Hallways and stairs provide the central cross roads in our homes, so use color and pattern to link the spaces together. (Fleetwood Fox)

Mood Boards: One great tip is to create a mood board, which will help you focus and keep your ideas together. Start with the thing you love most: It may be a beautiful painting, your favourite chair or a fabric you adore. Lay out your samples in the general order of the room — position the carpet at the bottom, soft furnishing samples in the middle, and curtain material near the top of the board. The size of each sample should reflect how much space it will take up in reality. Paint or paper the board in the wall color before you place your samples. This will give you a much clearer idea than sticking samples randomly over the board.



Carpet Explained — A Glossary of Terms

- 80/20:** 80% wool 20% nylon mix; the softness of wool combined with the strength of nylon creates the perfect carpet yarn.
- Axminster:** A way of making woven carpets that offers great pattern definition. Most Axminster carpets are patterned.
- Berber:** Traditionally, Berbers were made from natural-coloured wools, but what we refer to these days as a Berber is a heather with a “homespun” appearance.
- Carpet Cushion:** Also referred to as padding, this is the cushion that lies between the carpet and the floor or foundation. A quality cushion can preserve the carpet and provide it with better protection.
- Carved:** A thick pile carpet usually in a velvet or plush finish which is hand carved to produce a unique pattern to give a border or decorative feature.
- Face Weight:** A measurement in ounces determined by the amount of fibre per square yard. For example, a standard carpet may have a face weight of 35 to 45 ounces.
- Frieze:** Pronounced “free-say,” this tightly twisted yarn gives carpet a rough, nubby appearance.
- Heather:** Carpet yarn made from more than one fibre color, giving a flecked, multicoloured effect.
- Loop Pile:** A carpet style that has a pile surface consisting of uncut loops. May be woven or tufted.
- Pile:** The pile is the bit you stand on, sometimes called “face” or “nap”.
- Plush:** Luxuriously smooth-textured carpet surface in which individual tufts are only minimally visible. Sometimes called “velvet-plush.”
- Textured:** Cut pile carpet with alternating crimp or loops of yarn that results in a two-tone appearance.
- Tufted:** Tufts of yarn are punched through a backing membrane and secured with adhesive. Tufting is a less time-consuming, and therefore less costly, process than weaving.
- Twist:** A type of carpet that uses yarn with a higher twist than usual, to create a textured surface.
- Saxony:** A dense-cut pile where each tuft end has a distinguished appearance. The result is a smooth, velvety look with a luxurious feel. Prone to vacuum trails and footprints.
- Shagpile:** A luxury long pile carpet. Suited to areas of low traffic but commanding a high luxury feel.
- Sculptured:** Any carpet pattern formed from high- and low-pile areas, such as high-low loop or cut-and-loop.
- Velvet:** Straighter than twisted yarn, with the cut ends at the top, giving a soft, plush, velvety surface.
- Wilton:** The oldest method of weaving, this offers less color choice than a woven Axminster, but is ideal for weaving a variety of textures. Also ideal for producing textured plains.
- Woven:** This is a traditional process where the pile and backing yarns are woven together, offering unrivalled strength and stability.

Brintons — making the world a more beautiful place

Brintons has been at the forefront of quality woven floorcoverings for almost 230 years, marrying the latest technologies with the finest wools to create truly beautiful carpets. Brintons is recognized as a powerful creative source stretching the way people think about pattern and color on the floor. The company's ability to combine thoughtful design with experience and technical knowledge allows it to deliver high-performance floor coverings that will take your breath away.



Brintons not only makes carpet for our homes, but the commercial side of the business carpets the world! Always one step ahead of the game, spotting trends and forecasting future fashions, Brintons has grown and adapted to increasingly demanding consumer and corporate markets.

Brintons continuously researches pattern trends so it has the look you want to achieve, whether it be traditional, contemporary or modern. A wool-rich Brintons carpet will create a truly luxurious floorcovering. In a choice of Wilton or Axminster designs, you can create the look you have been dreaming of for your home.

For a brand that's been around for more than two centuries, it's no surprise that sustainability is a key component. Brintons believes that the true meaning of sustainability is that a product meets our needs today without depleting the world's resources for future generations. In that respect, wool-rich carpet is a great choice.

To experience the enduring beauty of a Brintons carpet at home, simply visit www.brintons.net and browse through more than 500 stocked designs, from patterns to plains. Brintons has every style covered. ∞



Left and above: woven Axminster 80% wool 20% nylon from the Llewelyn-Bowen collection by Brintons, images courtesy Brintons.



Below: Leila Rose from the Renaissance Classics Collection.

Brintons

Brintons

1000 Cobb Place Blvd., Bldg 200, Ste 200,
Kennesaw, Georgia, 30144 USA

Tel: +001 678 594 9300 Fax: +001 678 594 9301

Tel: +44 (0)207 351 2288

www.brintons.net



Top left: Pure Living Sandalwood Wave; bottom left: medici ruby runner; above: Rochetto Mocha.

Leaving a gentler footprint with every step

Made in New Zealand, using 100 percent sustainable New Zealand wool, Cavalier Bremworth carpets are unique from top to bottom. With a comprehensive range of both residential and commercial wool carpets, the company recently introduced the world's first carpet backing made using 100 percent recycled wool carpet. Flashbac is helping to divert tonnes of waste carpet away from landfill each year.

Flashbac recycled backing is another innovation from Cavalier Bremworth, which is known for its history of firsts, starting right back in 1964 when it was the first in the world to use the Woolmark seal of quality.

With access to unique felted yarns, all Cavalier Bremworth carpets carry environmental accreditation and are recognised for their durability and distinctive design edge. ♻️



Cavalier Bremworth

www.cavbrem.co.nz email info@cavbrem.co.nz

Phone +64 9 277 6000



Look at you, all grown up.

Henry was found on a wet Sunday in the back of a noted antiques store. He looked lonely, she felt sorry for him, so home Henry came (of course he was still called Horsey at that stage). The carpet covering the floor of his rather comfortable new stable is Galet, a chunky loop pile from our exclusive designer Bremworth Collection; 100% felted New Zealand wool and unbelievably soft. For more information, email info@cavbrem.co.nz or phone +64 9 277 6000. www.cavbrem.co.nz



**CAVALIER
BREMWORTH**

Pure New Zealand wool carpet

America's Wool Carpet Company

Robertex is America's Wool Carpet Company! Wool carpet is what Robertex does, exclusively and superbly. At Robertex, wool is front and center.

Using the finest wool fibers, sourced globally, Robertex manufactures tufted broadloom and rugs at a state-of-the-art plant in Calhoun, Georgia.

Robertex is owned by Bob Rothman, who is carrying on a family legacy in the flooring business dating back to 1917. With investments in equipment and infrastructure, including a dye-house and the purchase of Carousel Carpet two and a half years ago, Robertex is a leader in the wool carpet trade in creativity, flexibility and technology.

Conscious of leaving a light, sustainable footprint, Robertex has installed a system to recapture energy during the yarn-dying process. Of course, the wool used is a sustainable, renewable resource. Robertex has invested in today's technology to ensure top-performing, most-efficient productivity while always keeping a focus on creativity and design.

The Robertex brand represents a full spectrum of colors, textures and patterns. Available at specialty flooring stores, high-end furniture retailers and interior designers, there is a Robertex carpet or rug for every space.

For the discriminating customer, another available choice is custom carpet produced by the company's recent acquisition, Carousel Carpet. When settling on what's available is not an option, by selecting a Carousel carpet, you can create your own individual style.

Carousel uses British and New Zealand wools dyed to order, hand finishing and custom design ... truly carpet artistry in wool. With your imagination as the starting point, Carousel creates a floorcovering solely for you. Carousel's customers include architects and designers, celebrities, private aircraft and yachts, luxury hotels and the most discerning homeowners.

An exclusive option available in the Carousel line is hand-woven area rugs created by artisans. Custom sizes, colors, textures and patterns produced with the finest workmanship place Carousel's hand-woven area rugs in a realm all to itself. ∞

ROBERTEX


Robertex

207 Boling Industrial Way,
Calhoun, GA 30701

800 241 5515 www.robertex.com



C A R O U S E L

Carpet Artistry in Wool

At Carousel we believe in the art of manufacturing your individual masterpiece

We know that your authentic style is the perfection of your point of view. Our goal is to interpret your dreams. The flexibility of our own on-site, state-of-the-art dye house facility allows for the perfect color selection for every project.

When you want to express your individual style, Carousel can work with your design team to create a custom carpet using any of our manufacturing capabilities — from widths up to 40' in broadloom carpeting, to our hand-woven area rugs. All proudly adorned with the "Made in the U.S.A." label .



C A R O U S E L
~~~~~

**Carousel**

207 Boling Industrial Way,  
Calhoun, GA 30701  
800 241 5515



# A Commercial Decision...

Choosing wool for a commercial location is a serious business. It is the primary choice in many instances — floor first, always. In most cases, the other elements will be designed to fit around it. This is how the commercial building will begin — with practicalities — and it is the way a designer would recommend everyone start with their floor plans.

There are many considerations that a designer will take into account. Most of these are built around fundamental requirements such as safety, environmental requirements and wear or durability.

Design is often a corporate decision for multi-location businesses or brands. Flooring is a key part of unifying a large space or, indeed, separating it. Large areas will use floor design to build rooms without walls, and clever carpet planning is a major way of signposting people in airports and defining entrances in hotels and casinos. It can create intimate space or expansive space and can change mood and atmosphere.




A grand staircase aboard the ocean liner Queen Mary II (Brintons).

Big space is improved by colour and pattern and, of course, the cushioning of sound is an asset where large numbers of people move around and talk. Here carpet is a preferred option — no other flooring meets this need as well, and wool is a safe and healthy choice with its fire safety attributes and low flammability.

However, probably top of the list is budget, and a commercial specification needs to know that the floor will stand up to the extensive use it will endure over the lifespan it will have prior to refurbishment.

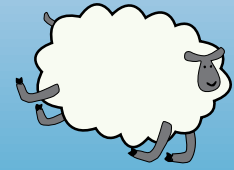
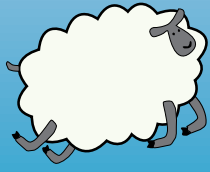
Woven wool carpets are nearly always the preferred choice, as they have the structure to endure and the production to allow multiple colours and patterns. Wool represents an industry standard due to its resilience and superior ability to resist flattening and tracking due to excessive footfall and the pressure of wheeled luggage.

The investment in wool is always worthwhile, as appearance and pattern retention in quality wool is consistent, and the on-going refurbishment can be completed to a high standard.

Commercial locations will have many specific requirements and the commercial wool carpet has plenty to offer. 



A dramatic carved wool rug in an office conference room (Rodeo).



# 5 GREAT REASONS FOR LOVING WOOL

1

SLEEP ON A WOOLLEN MATTRESS OR UNDERLAY AND UNDER WOOLLEN BLANKETS AND DUVETS FOR A SCIENTIFICALLY-PROVEN DEEPER, COSIER NIGHT'S REST.

2

WOOL HAS HYPOALLERGENIC PROPERTIES. THE KINDEST, MOST NATURAL MATERIAL AROUND.

3

SHEEP NUMBERS HAVE HALVED IN 20 YEARS, PARTLY BECAUSE WE'RE ALL USING LESS WOOL. EMBRACE WOOL AND SAVE OUR SHEEP!

4

LOW ALLERGY WOOL DOES NOT HARBOR CHEMICALS, DUST OR MOLD.

5

WOOL EVEN PROVIDES US WITH UV PROTECTION

**JOMA WOOD**  
PURE CRIMPED NEW ZEALAND WOOL

[www.joma.co.nz](http://www.joma.co.nz)



THE CAMPAIGN FOR WOOL  
PATRON: HRH THE PRINCE OF WALES



THE WOOLMARK COMPANY SUPPORTS THE CAMPAIGN FOR WOOL



## Brintons — making the world a more beautiful place

From palaces to hotels, restaurants to public buildings, convention centers to airports, over the years Brintons carpets have contributed to making the world's most beautiful interiors. At Brintons, everyone is driven to create exceptional products to meet the needs of your project, no matter the size, scale or specification. Brintons' dedicated global team of designers, project managers, customer support and account managers work with you to develop inspirational flooring solutions.

Brintons is recognized as a powerful creative source stretching the way people think about pattern and color on the floor. The company's ability to combine thoughtful design with experience and technical knowledge allows it to deliver high-performance floor coverings that will take your breath away.

By choosing to work with Brintons, you will have access to its global network of design studios and talented field designers.

Always one step ahead of the game, spotting trends and forecasting future fashions, Brintons has grown and adapted to increasingly demanding consumer and corporate markets. This includes pushing the boundaries of technical development further than any other carpet manufacturer with its revolutionary 24-color 'High Definition Weave' capability. Designs are woven with photo-realistic definition, allowing interior designers to create floorscapes that have never been achievable before. In addition to design benefits, Brintons' High Definition Weave technology actually reduces the amount of installation waste. Brintons is proud to have the best pattern control in the industry. HD Weave allows large pattern repeats and complex areas to be woven in complete lengths, minimizing waste and reducing installation time.

A Brintons woven Axminster carpet will enhance any interior design scheme, providing comfort underfoot while withstanding the heaviest traffic, reducing noise pollution and improving indoor air quality. Every day millions throughout the world test the enduring beauty of a Brintons carpet, from airports in Hong Kong (where the carpet withstands a footfall




At top: Marriot Hotel Philadelphia, PA; above: NYNY Hotel, Las Vegas, NV



of 25 million passengers a year) to Delhi (which boasts the world's largest carpeted area — 209,000 square yards of Brintons Axminster graces the floor).

So next time you are in an airport, stopping in a luxury hotel, visiting a royal palace or a public building, just look down, as you're most likely be walking on a Brintons carpet.

For more information visit [www.brintons.net](http://www.brintons.net).

People who understand the importance of lasting value choose Brintons. 

# Brintons

## Brintons

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1000 Cobb Place Blvd.,  
Bldg 200, Ste 200,  
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Left: Ritz Carlton Hotel, Phoenix, AZ; top right: Philadelphia Academy of Music; above right: River Boat Casino.



# Wool Where You Live

## Wool we love...a wish list for the perfect wool home

**H**ome is where the heart is... the place that is safe and warm and that we can escape to and be ourselves. Lifestyle choices reflect a set of values — ultimately our home is the biggest statement we will ever make about who we are and what we believe in.

If you work through every room in the house there is a place for wool. From a beautiful runner in the hall to a wool duvet in the bedroom to a tea cosy on the dresser top and a wool coat hanging behind the door.

**The Wool Runner ...** is there anything more enchanting than a wool runner; an open invitation leading you in the direction it wants you to go. Wool runners are stylish and practical. They will lend colour and strong design to stairs, hallways and through rooms.

**The Area Rug ...** a wood floor with a gorgeous rug is a design must-have for most homes, and there is more choice here than in any other type of flooring. Richly coloured patterns, simple but stylish naturals, heavy textured or carved looks and bold, extreme shag. Whatever your fancy, large or small, with a rug you can stamp your style and be a little brave!

Below: Floor and stair runner from Solva Woollen Mill.  
below right: large custom area rug from Carousel.



**The Neutral Wool Backdrop ...** Those designer homes that put one wool carpet throughout in one simple neutral shade always look effortlessly chic. Good wool broadloom carpet can open up the space so that you can play with the furnishings.

**The Wool Blanket ...** The day is over, you are tired, and it's a simple comfort thing but a wool blanket or throw is a great way to put a bit of distance between you and the stresses of the working day. Try it!

**A Wool Bed ...** is the perfect fibre for sleep — a mattress filled with wool will not only support you perfectly but it will breathe with your body, and the next day you will feel refreshed and great. Sweet dreams!



Left: wool duvet from thewoolroom.com; below: an array of neutrals in Lisbon, a low-pile wool carpet from Godfrey Hirst. Bottom left and right: Wool blankets from Melin Tregwynt and bedding accessories from thewoolroom.com.







Living well with wool — the perfect retreat with the New Hampshire range by Cormar Carpets.

**A Wool Corner ...** Every home needs one! The feature chair, tucked in that corner looking just so noticeable because the wool fabric is a little bit special. Take a book and a little table for the hot chocolate, make it your own...peace, quiet...perfection.

**The Wool Cardigan ...** Wrap up, keep warm, but never compromise — with wool you can be truly stylish, too. Real wool is like the official standard of good taste for knitted garments...indulge yourself and you will have it for years. There is nothing like slipping on that favourite woolly!

**Wool on the Go ...** Knitting with wool is a really cool activity now; young people are out there on the trains and subways and pulling their needles out of the bag for a bit of wool therapy. And when that scarf is made...yes, of course, we are so proud! ∞

Cardigan made in wool from the British Sheep Breeds Yarn Collection by Rowan Yarns.







THE WARMTH OF 100% BRITISH WOOL® WEAVES ITSELF INTO THE HOME ENVIRONMENT  
WITH A VARIETY OF NEW BROADLOOM DESIGNS FROM MASLAND CARPETS.

Each design features the natural sustainable beauty of 100% British Wool®, known the world over for its superior durability and performance, yet available at an economical price point. With its natural insulating properties, 100% British Wool® broadloom carpet reduces heat loss, minimizes condensation, and diminishes noise, providing improved air quality and a comfortable home environment.

#### LEADER IN DESIGN AND ORIGINALITY

“Masland Carpets is delighted to debut new designs in 100% British Wool®,” says Dan Phelan, Vice President of Marketing, at The Dixie Group, Masland Carpets’ parent company. “As the styling leader and producer of new original products for the marketplace, Masland Carpets is pleased to offer broadloom designs expressed in a natural sustainable fiber for today’s interiors.”

Masland Carpet’s first selection, Etchings, is a textured loop carpet with a basket weave design that relates well to other textures and surfaces throughout current interior spaces. Its beauty, elegance, and subtle sophistication are captured in six natural colorways.

Heatherpoint is a lush level loop carpet that anchors any current interior with its natural elegance. It is available in six heathered neutral tones. Woven Road is the perfect combination of quality, beauty, and

versatility. A crisply tailored level loop style, it provides an all-natural foundation for an elegant and comfortable home interior, available in six natural colors.

Masland continues to expand its wool offerings with Highland, a beautifully tip-sheared carpet composed of multicolored yarns successfully blended together to achieve an elegant and all-natural look for your home. Created from the renewable resource of 100% British Wool®, Highland is fully recyclable and offered in six natural color variations.

#### ART OF WOOL

Cezanne serves as a pristine canvas upon which rooms are transformed into artistic showpieces. Made of a luxuriously superior fine wool blend, Cezanne is a high performance product that provides beauty and elegance to your home. It is offered in 12 natural color ways, six of which are heathered.

#### HISTORY OF STYLE AND TECHNOLOGY

Founded in Pennsylvania in 1866, Masland Carpets and Rugs is recognized as a leader in carpet manufacturing in the United States. Since its inception, Masland has insisted that its carpets and rugs maintain the highest quality. Its tradition of manufacturing quality products has been practiced for over 140 years and its commitment to its heritage is in force today.

All Masland products exemplify originality, innovative construction and color treatment, and are backed by an outstanding customer service program.



OLD WORLD IMMERSION PROCESS MEETS MODERN COLORWAYS IN  
FABRICA'S NEW PERMASET™ WOOL PROCESS.

A START OF A REVOLUTION IN WOOL

Permaset™ is a revolutionary development in wool production allowing smaller quantities of vat dye while maintaining yarn twist integrity.

VERANDA & VENICE, A NEW GENERATION OF WOOL

The first in the New Zealand wool collection is Veranda, an open weave pattern inspired by a popular textile known as boucle. Like Venetian blinds, this airy fabric design is known for its ability to allow sunlight to transmit through its windowpane light emitting texture. Veranda's versatile open weave texture transforms any décor into a relaxed and elegant environment. Veranda also has similar woven-like elements often seen in sisal. However, unlike sisal, our Permaset™ Wool is much more luxurious under foot.

The second in the collection is Venice, a transitional pattern that will provide a compliment to many other décors, including tropical contemporary settings. The applications we suggest should not limit this timeless lattice-weave design, as Fabrica's trailblazing wool



manufacturing process allows us to offer an extensive range of 48 colors. Our manufacturing and dyeing artisans apply a multitude of closely guarded steps that produce advanced results; such as improved quality, superior consistency and industry leading color flexibility.

A LEGACY OF QUALITY AND INNOVATION

Since the company's founding in 1974, Fabrica's state-of-the-art research and development facilities have consistently produced innovative and diversified products, offered in impeccable color choices. The selection, timeliness, and clarity of color have always been Fabrica's primary hallmark of quality.

Fabrica has been awarded the highest recognition for quality by the American Flooring Association and was named the premier mill in the United States by top retailers.

**FABRICA**  
FINE CARPET & RUGS



# MADE TO ORDER

STARK CARPET

“The British refer to it as bespoke. We call it an everyday event.”



“The British refer to it as bespoke. We call it an everyday event,” say brothers John and Steven Stark, who now preside over the family firm’s eminent domain. Whatever language you choose, Stark Carpet has specialized in custom design and production for more than 60 years. Company founders (and the brothers’ late parents) Arthur and Nadia Stark traveled the globe exploring the art of its intriguing history. The couple used their expertise to establish a line of standard and one-of-a-kind designs with a breadth of styles. They also re-created some of the world’s most lovely handcrafted rugs — treasures of the decorative arts tradition.

Under the aegis of John and Steven Stark, the company carefully tends to its custom carpet legacy, its ever-growing line of decorative floor coverings, and its document library of antique and Oriental designs even as it expands into fabrics, furnishings and wallcoverings across the design spectrum for residential and contract markets.



**Stark**

Telephone: 212 752 9000  
www.stark.com

With an archive of thousands of existing patterns in carpet types as varied as Oriental, Wilton, Axminster and hand tufted, Stark is a mecca of inspiration — and of wish fulfillment. Expert at turning visions into realities, it manages each custom project closely from conception through completion. Designers work with the Stark design studio to develop the rug of their needs in quality, coloration, size and pattern. Stark also assigns a sales associate versed in custom production to consult with the designer on all aspects of the project, including installation, anywhere in the world.

Stark prides itself on its talented textile artists, who use state-of-the-art computer aided design (CAD) equipment. Fully trained in illustration, each artist in the Stark design studio can provide, when required, impeccably detailed, hand-painted carpet renderings incorporating hundreds of colors (such as Aubusson and Savonniere designs). All projects start with renderings, then color poms are approved and samples woven, followed by the arrival of the finished carpet.

Stark’s bespoke carpets often become standard “in stock” product, available for designers who need immediate delivery without any changes — furthering the universal accent of great design. ∞

# STARK®

CARPET FABRIC FURNITURE WALLCOVERING PAINT



Available on the  
App Store



Showroom locations & information (212) 752-9000 starkcarpet.com To the trade only  
Carpet: Beatrice / Bay Pearl Design by James Aman & John Meeks

Scan to download STARK Mobile App.





FABULOUS  
**floors**<sup>™</sup>  
A Consumer Magazine

## Building a Better World... Live Naturally. Choose Wool.

FABULOUS FLOORS MAGAZINE presents The Wool Book Digital Edition app, an extension of the printed volume with lots of additional information. Enjoy over 20 minutes of video and interactive features detailing the story of The Campaign for Wool, the benefits of wool to our environment and the versatility of the fiber in a wide array of products. The Wool Book Digital Edition app is available for the iPhone, the iPad and Android smartphones and tablets.

**For more information about The Campaign for Wool and The Wool Book Digital Edition app, scan the QR code at left with your smartphone or go to [FabulousFloorsMagazine.com/TCFW](http://FabulousFloorsMagazine.com/TCFW).**

*Karastan*  
Since 1928

Oakworth Block shown in Adler, 100% wool carpet from Karastan.



## CHOOSE THE RIGHT PATH

Live in an earth-friendly environment with sustainable wool carpet, rich and varied in visual textures and patterns.



*Godfrey Hirst*

### WOOL CARPET

Since 1865, Godfrey Hirst has built a reputation for quality that has enabled our company to evolve into the largest tufted wool carpet manufacturer in the world. Based in Australia with the North American headquarters located in Adairsville, GA, it is a company with a proud history of combining innovation with tradition and skill in crafting its fine wool carpets.

The longevity and success of the company can be attributed to its willingness to embrace change without compromising its standards of quality and service. Our customers can rely on our high standards. Godfrey Hirst has always been at the forefront of the carpet industry and we continue to lead the way through successful strategies of vertical integration. This enables us to supervise every aspect of the manufacturing process.

Our company is firmly committed to the environment and sources only the highest quality wools from both New Zealand and Australia.

This commitment however, goes beyond the use of environmentally friendly raw materials. It also encompasses environmentally responsible manufacturing processes and efficient manufacturing methods.

Godfrey Hirst's vast array of premium wool carpets combines styles created from a large selection of the latest colors, patterns and textures to provide the classic and practical beauty of wool carpet to today's interior environment.

We are firmly focused on the future, investing in research and technology to maintain our reputation for quality and innovation, and to ensure that the Godfrey Hirst name remains the standard by which others are measured. And, as the largest manufacturer of tufted wool carpet in the world, Godfrey Hirst can provide an exceptional selection of value priced carpets.





# Real Shetland Company. Real Heritage. Real Quality

**T**he Real Shetland Company creates high-quality blankets, throws, carpets and scarves made from 100 percent undyed Shetland wool grown exclusively in the Shetland Islands.

The exclusive Real Shetland carpets come in five natural shades and feature a stunning cut-and-loop pile finish. The throws/picnic rugs come in a selection of limited edition designs.

The Real Shetland line has been noted for its green credentials, and the carpets have already been installed in two newly built eco-homes.

Real Shetland wool is a very fine fibre; the distinctive wool and its natural shades were once highly sought, but the emergence of synthetics and the misuse of the Shetland name reduced demand to the point where commercial trade practically ceased to exist. The Real Shetland Company is recapturing the Shetland heritage and is reviving a trade that boasts some of the oldest crofting traditions — dating back to Viking times!

Real Shetland supports more than 800 crofter and farming families on the Shetland Islands. The company is determined to ensure that the heritage of Shetland wool lives on — these crofters tend the sheep much as they have done for centuries.

Each Real Shetland blanket comes with a unique Crofters Card, hand signed by the Shetland crofter who produced the blanket's wool. The Crofters Card has a limited edition number and information about the item.

The Real Shetland Company is proud to supply the magnificent Vi-Spring Shetland Collection bed ranges which are made using Real Shetland wool. Vi-Spring is the only bed-maker in the world to use Shetland wool in its mattresses and divans. We approve. ☺



Left: Blankets and throws; center: Carpet made from Real Shetland two-ply wool yarn. bottom: Chair rug and cushion. All are made from 100 percent undyed Shetland wool.



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### Real Shetland Company



Huby Grange  
No.4 Crag Lane, Huby, Leeds LS17 0BP  
United Kingdom  
Telephone: 0044 (0)1423 734723  
[www.realshetland.com](http://www.realshetland.com)

# Designer Wool

In Conversation with... Mark Brunetz, Celebrity Designer



Visit [www.markbrunetz.com](http://www.markbrunetz.com)

**M**ark Brunetz Designs, the Los Angeles-based interior design company, is renowned for its broad range of styles and sophisticated, yet always comfortable, interiors. As principal designer, Mark's extraordinary attention to detail and commitment to quality have awarded him high-profile clients in the entertainment and political arenas. Specializing in high-end, hillside properties including the ultra-contemporary Beverly Hills estate by award-winning architect Stephen Ehrlich, the company prides itself on bringing luxury and livability to every space.

While viewers know Mark internationally as the Emmy® Award winning designer on Style Network's *Clean House*, Mark is most recognized for his unique, client-driven approach which supports his fundamental belief that great design is a seamless connection between homes and the people who love them. Celebrity designer, author and humanitarian, Mark was recently appointed the National Spokesperson for the International Design Guild Designer Program in the U.S.

We sat down with Mark to learn about his inspiration and how he has used wool in his designs throughout the years.

## How do you find your inspiration?

*My inspiration comes directly from clients; their desires and aspirations. If my creative process ever comes to a standstill on a project, it's because there's something more I need to know about the client. In most cases, it's a matter of careful observation and asking the right questions. Every aspect of my work is derived from knowing the client — sometimes better than they know themselves.*

## In a city like Los Angeles where design is constantly evolving, how do you create a timeless look?

*When it comes to creating timeless interiors, it's all about utilizing classic lines, superior craftsmanship and time-tested materials like wool. It's luxurious, durable and easy to clean. I consider it the workhorse of textiles; steeped in tradition yet with a wide variety of contemporary applications.*

## Tell us about some of your favorite wool pieces you have used in a design?

*On a recent project, I customized felted balls of wool into an area rug in a contemporary bedroom sitting area. The look was incredibly architectural, giving life to an otherwise quiet wood floor. Also, nothing beats the look of wool sateen for ceiling-mounted, ripple fold draperies. With automation, the look is clean, rich and lustrous. I've also surprised many of my West Coast clients with custom bedding made from superfine Merino wool. They love how it breathes in both warmer and cooler months.*

## What advice would you give to young designers?

*Leverage your expertise as a designer in unimaginable ways. Through community programs, charities and organizations that stand for the greater good. As designers, we have the ability to transform spaces and lives. This is the true sign of success. ∞*



### A Passion for Wool

The premise of the Place Textile brand is to create fabrics that are true to their materials. While the company offers a broad range of fiber options, love and respect for natural fibers such as wool are front and center. The company's 2006 introductory collection called *Sense of Place* included icons of the Place collection including Balmory, a sumptuous wool bouclé, and Oban, a worsted that wears like iron.

In 2008 Place introduced the *Bantry Bay Collection*, which paid tribute to the wool fabrics of Scotland and Ireland and brought attention to the disappearing art of spinning wool into fancy yarns such as bouclés. The *Bantry Bay Collection* became a touchstone for re-educating younger designers about the attributes of wool.

Fabrics such as Clare, a wool flannel, and Killarney, another luxurious bouclé, have been well received in residential circles, and at Herman Miller and Geiger, which have renewed their appreciation for and promotion of wool as a versatile, luxurious and durable fiber.



At top: River Aire Collection; above: Bantry Check in all colors.



The Bantry Bay Collection

# A European wool odyssey leads to Place Textiles

*As told by Place Textile founder Kristie Strasen*

The starting point for researching my master's thesis was the southwest of Ireland, where the thriving cottage industry of textiles ultimately changed the course of my career.

Working my way up the spectacular Irish coast, I was drawn to the rich textile tradition of the micro-villages dotting the wild landscape. Sheep were an integral part of that setting, as were all the activities associated with the small-scale processing of wool. I'd see someone sitting in a beam of sunlight picking through a fleece or carding and spinning wool. Steaming dye kettles with mysterious dyestuffs and drying skeins of hand-spun yarn were common sights. Soon, the wood-on-wood clacking of handlooms became a recognizable sound.

The more I traveled those narrow Irish roads the more captivated I became with everything textile. I kept going — to Scotland and up through the Orkney and Shetland Islands, through Eastern Europe, through Greece and across Turkey, Iran and Afghanistan.

All along, I had my eye on textile techniques and the critical role wool played in the production of exquisite textiles. Woven into rugs that adorned humble homes ... Manipulated



Kristie Strasen on the road in Ireland '73

into cozy blankets that were piled for sitting and transformed into beds at night ... Knitted or felted into garments that were worn against the cold. I learned how manipulating wool into fabric was a universal language that people the world over understood.

Eventually I returned from that eight-month journey and went to graduate school — in textiles.

My first position was with Knoll International. At the time, the company had many beautiful wool upholstery fabrics as well as

woolen drapery and casements. Companies like Herman Miller and Steelcase also offered wool upholstery options. Jack Lenor Larsen was producing beautiful wool fabrics and carpets of all types for the home.

In the 1980s, the huge boom in synthetic fibers began and the popularity of wool fiber products diminished. It became difficult to find wool fabrics. As a culture we collectively forgot the amazing attributes of wool — durability, ability to take color, natural luster, and ability to wick moisture.

My textile career eventually brought me to New York City. After twenty years as a textile consultant, designing and developing fabrics of all kinds for the commercial and residential markets, I launched Place Textiles in 2006. ∞



Above: Killarney/Straw; at right: wool boucle used in Killarney



## Place Textiles, LLC

150 Varick, 9th Floor, New York, NY 10013  
Telephone 212 255 7978 | Fax 212 255 9146  
[www.placetextiles.com](http://www.placetextiles.com)



# Designer Wool... from Wales



Eifion Griffiths

Melin Tregwynt is a longstanding family business based in Wales in the United Kingdom. The business, which celebrates its centenary this year, was founded in 1912 by the current owner's, Eifion Griffiths' grandfather; the mill itself has been in continuous production since the 17<sup>th</sup> century.



The mill.

## TWICE THE DESIGN...

Melin Tregwynt specializes in “doublecloth” woven designs once known as “Welsh Tapestry,” which is a traditional weave deeply rooted in Welsh folk history. Every mill had its own special design and one of the most striking effects is that the cloth is reversible, you can use both sides.

The complexity of the designs means that all the warps are tied by hand, which involves any number from 1600 to 2500 knots, every time the colour is changed. The designs need to be set up on looms with 16 shafts or over, which means that it is a specialist weaving skill.



Chair upholstered in Mondo Rose, pillows in St. David's Cross Cassis and Knot Garden Cassis.

Pillows in  
Madison,  
Mondo, and  
Multistripe.



Below: Upholstery in St. David's Cross Cassis, lampshade in Knot Garden Cassis; bottom: Pillow and lampshade in Knot Garden Graphite; on chaise — blanket in Multistripe Natural and pillow in Tote Natural.



## A BRIGHT FUTURE...

In a world seemingly ruled by globalisation, mass production and outsourcing, there is a steady stream of consumers seeking out an authentic product. As a mill hidden in the valleys of Wales, Melin Tregwynt has stayed close to its roots without limiting its opportunity and is prospering due to its drive to champion modern design.

Today its unique range of blankets, throws and cushions can be found in hip hotels and design led stores, on film and in TV advertisements. Its products have even made an appearance on the iconic television programme Dr. Who.

Alongside their own stock ranges, the company specialises in customisation, short runs and exclusive designs for hotels, designers and specifiers. It has worked with companies as diverse as John Lewis, Heals, Muji, Established, SCP, Designers Guild, Margaret Howell, Comme des Garçons & Mulberry, all of which have commissioned exclusive ranges.

The company is continuously developing new product and has launched a small collection of upholstery all made in its own distinctive designs. The team at Melin Tregwynt also work closely with international companies like Birkenstock in Germany, Ameribag in the US and Ideaport in Japan to create collaborative products available by direct mail and in selected stores.

Through design innovation, this small, family-owned mill has gained a worldwide reputation for stylish and eye-catching designs as modern as they come, whilst never losing touch with the craft and cultural heritage of Wales. ∞

[www.melintregwynt.co.uk](http://www.melintregwynt.co.uk)



# Enjoy Quality Sleep with Wool



**Counting sheep to go to sleep has long connected our woolly flocks to bedtime. But the sheep and their wonderful wool are used far more effectively to help sleep these days. It is used in beds and on beds as more people choose to sleep with wool.**

## Sheep Dreams...

Wool is quite literally the stuff of dreams, as bed and bedding manufacturers are proving. Certainly the luxury British bed manufacturer Vi-Spring has shown that comfort at bedtime and the art of sleeping well are improved by using wool within their master-craftsman-made mattresses.

Wool has a wealth of active properties that bring much more to the bed than simply feeling the bed is comfortable, although that is a big part of the equation. It will also promote healthy and refreshing sleep. How? Well, the way the fibre responds to the individual will ensure that the climate within the bed adapts to the person, which aids regenerative sleep.

Sleep expert Dr. Neil Staley works with Vi-Spring. According to Dr. Staley, “Wool is a breathable fibre that absorbs moisture away from the body, releasing it in to the air for a clean, fresh and hypoallergenic sleeping surface. Quality wool-filled beds and bedding are ideal for those with allergies, sensitive skin and breathing problems.

“Thanks to its complex cell structure, wool is also an effective insulator, which will help to regulate the body temperature. This will keep you warm in winter and cool in summer, so your choice of wool for bedtime will mean your sleep is less likely to be disturbed.”

Getting too hot is a key reason why people wake up during the night. The rise in temperature will cause their heart rate to increase and people will be less settled as a result. The more even your body temperature, the more even your heart rate – which produces a more settled sleep, allowing a higher quality of rest and a good start to the day!



People lose a tremendous amount of water during the day – up to two pints. Much of this is lost in subtle perspiration and transpiration during the night when we sleep. As wool is hygroscopic, this moisture will be absorbed by the fibre – wool can absorb up to 30 percent of its own weight in water – and then will be released into the atmosphere, keeping your bed and bedding fresh and healthy.

## Wool, under, over and in between...

Duvets, bed toppers, blankets and even pillows complete the wool sleep experience. While manmade and other types of bedding have the tog rating, wool does not. Ultimately the tog rating is what people have used to help choose a lighter or warmer duvet. As wool is not a passive fibre but one that will act in response to the user, the tog rating is unnecessary. Another difference is that wool, which has incredible ability to resist pressure in a mattress, can be less lofty or full in a duvet than what people are traditionally used to. This actually lends more side drape and a neater overall look to the bed and room.

The beauty of wool for sleep is that it is perfect for everyone, from babies and children to adults. Anybody who shares a bed will also find that wool will work to suit each sleeper individually and so make the bed a more pleasant place for both.

Enjoy a better standard of sleep... choose wool — sheep dreams! ☺

Below and at bottom: Wool pillows and baby blanket from [thewoolroom.com](http://thewoolroom.com).







Handmade in Britain since 1901

# Exclusive Vi-Spring wool beds

The world's finest wool is produced in the Shetland Islands, a group of tiny, beautiful and remote islands off the northeast coast of Scotland.

Vi-Spring is the only bed maker in the world to use this rare and exclusive natural fibre in its mattresses and divans.

## Real Shetland wool: the world's best

### Hygienic and anti-allergenic

Unlike synthetic foam, real Shetland wool is naturally antibacterial, mold and mildew resistant, and repels allergens.

### Temperature control

Real Shetland wool responds to your body temperature, keeping you warmer in winter and cooler in summer.

### Breathability and comfort

Each fleece helps to ventilate the mattress naturally. Real Shetland wool can absorb

up to 30 per cent of its weight in moisture, without feeling damp or clammy. It is 10 times more absorbent than synthetic mattress materials.

### Naturally fire retardant

Wool is naturally flame resistant, meaning that no chemical based fire retardancy treatment is needed.

### Traditional skills

Real Shetland wool is produced using a cruelty-free, traditional process. Vi-Spring only uses

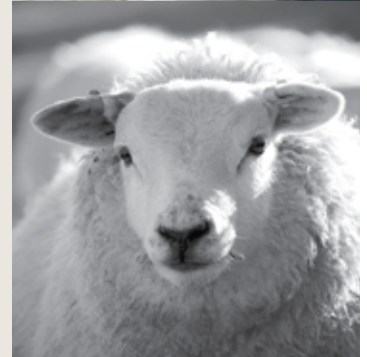
fleece wool that is shorn without harming the sheep.

### Luxurious upholstery

A typical Vi-Spring mattress contains the wool from an incredible four full fleeces, more than any other bed maker.

### Lightweight

Each real Shetland wool fleece weighs an average of three pounds, making the Vi-Spring Shetland Superb and other Vi-Spring mattresses lighter than previous models.



THE CAMPAIGN FOR WOOL  
PATRON: HRH THE PRINCE OF WALES

Vi-Spring joins  
His Royal Highness  
Prince Charles to support  
the Campaign for Wool



Real Shetland wool is a rare, premium material, produced by 700 crofters on the remote Shetland Islands in Scotland.

They are an essential part of the islands' ecology, helping to sustain the natural habitat for wildlife and birds.



An active life depends on restorative sleep in order to be mentally and physically alert. A Vi-Spring bed provides you with the most blissful sleep to make you feel alive and well throughout the day.

The profound comfort of a Vi-Spring bed will help you fall asleep easily, and crucially, remain sleeping soundly. By choosing the mattress which suits your body best, you will ensure that your spine, joints and muscles are supported so that you sleep peacefully.



‘Good sleep is the world’s wonder drug that people forget to take each night’.

Dr Neil Stanley, INDEPENDENT SLEEP EXPERT



VI-SPRING  
*Life-Changing*

www.vispring.com Call 1.866.611.1199 info@vispring.com

THE CAMPAIGN FOR WOOL | 75





# What to ask, how to choose — the ‘must knows’ of buying and owning wool carpet



Wool has been used in making carpet for thousands of years and stands the test of time. However, very often embracing wool can be viewed as an overwhelming task. We want to assure you, buying wool carpet is a very simple choice. This guide make your life a little easier with some tips about what to look for and what to ask when selecting your wool carpet as well as how to maintain your wool floor.

Wool carpet comes in broadloom, also known as wall-to wall and area rugs. The choice is yours as to which type of wool carpet you need for your home. But all the characteristics remain the same: wool is naturally soft to the touch, ages gracefully, is the most authentic environmental fiber, warms in the winter and cools in the summer. With the added advantages of excellent sound absorption, flame resistance and durability, it is a natural choice for the home or office.



## Your Home

Before you start looking for the perfect wool carpet, it is wise to have a good understanding of what your needs are for the room or rooms that need wool carpet. Here are some questions to ask yourself:

1. Which room are you carpeting? Is it the center of your family life or does it receive little traffic?
2. Are pets and children a consideration or are you an empty nester?
3. Does the room have direct sunlight or is it a cozy nook?



## Design

Carpet is often the largest uninterrupted color scape in a room. In this sense, your floor is like your room’s fifth wall. Before you start shopping for wool carpet, have a good idea of what design and color you wish to bring to your room. You want to select a carpet that complements all of your décor.



## Color, Pattern, and Texture

Wool carpet is available in many colors and color is a very important part of the carpet decision-making process. There are several factors that come into play. When working with existing furniture or accents, you can choose a color that will complement the furniture. Or you can choose a color that brings a feeling of spaciousness to the room and a neutral palette to the floor. Lighter colors make a room feel more spacious, while darker colors can bring a feeling of coziness to a room. It is always a good idea to bring a color reference with you, either with a paint chip, fabric swatches or even a cushion from your sofa. Remember, it is far easier to paint a room to match the carpet than vice versa.

The texture, color and pattern of the carpet can complement or contrast with the patterns of your furniture and window treatments. Using a solid color, textured carpet is a great way to provide interest to the floor and let the rest of the décor shine. Whatever your style, wool carpet can meet your needs.

## Selecting Wool Carpet

**There are several questions that you should ask your wool carpet retailer:**

1. Is it 100% wool or a blend? Wool is often blended with other fibers. If the product is not 100% wool, make sure to understand the attributes of the other fiber before determining if the product is right for you.
2. What is the origin of the wool carpet? Different parts of the world bring different attributes to the wool carpet. Determine which attribute is most important to you.
3. What is the face weight of the carpet? The higher the face weight, the more wool fiber is in your carpet. This provides you with outstanding carpet performance. You should seek the highest quality wool carpet you can afford.
4. Do you offer installation? A professional installation is important to ensure that your wool carpet performs to your expectations. A reputable carpet retailer will be able to provide or recommend an installer with the skills needed to properly measure your home and install wool carpet properly.
5. May I bring a sample home with me? Having a sample of the carpet you are considering in your home will help you see if the lighting is correct and the colors, textures and patterns work well with your décor.



Photo courtesy of CCA Global Partners — [www.ccaglobal.com](http://www.ccaglobal.com) for stores.

## Why Choose Wool?

### WOOL IS AFFORDABLE

An investment in wool is one that will give you a long-lasting beautiful floor. Some of today's wool flooring options are even comparable in price to higher-end synthetic products. Wool — like hardwood — increases the value of your home.

### WOOL WORKS WITH THE ROOM

While wool does provide insulating properties in cold climates, it is also great at controlling humidity. Wool can remove up to one-third of its weight in moisture without feeling damp or wet. Lower humidity actually makes your home feel cooler.

### WOOL IS EASY TO CARE FOR

Wool naturally repels spills and soil. Its fibers have scales that capture liquids and dirt, preventing it from penetrating farther into the carpet. Liquids are easily blotted up and soil is easily removed when vacuumed.

## Not All Wool is Created Equal — The Features of Good Carpet Wool

Wool can be used for many things — apparel, textiles, and of course, carpet. There are many types of wool and each type has different properties that make it suitable for the final product.

There are two main ways to assess the quality of wool — the staple strength and brightness.

For carpet, a strong breed of wool provided the highest quality product. There are many different breeds and cross breeds that make strong carpet including Perendale and Romney.





## Taking Care of Your Wool Floors\*

Maintaining the beauty of wool carpets is much easier than you think. Wool's unique and complex fibers release soil up to 25% more readily than synthetic fibers. The natural resistance of wool fibers gives you time to react to liquid spills since the liquid will stay on the top of the pile longer before absorbing into the carpet.

There are three basic steps to protecting your wool carpet investment:

### VACUUMING

- ≈ Vacuum thoroughly and frequently, particularly in high traffic areas.
- ≈ Make three vacuum passes for light soil areas and five to seven for heavily soiled areas.
- ≈ Vacuum first against the pile, this lifts the pile, helping to unsettle and remove dirt and grit while reducing matting.
- ≈ When completed with the process, vacuum in the direction of the pile to achieve a uniform look.



A linear texture provides dimension to a neutral colored wool carpet.  
Photo courtesy of CCA Global Partners — [www.ccaglobal.com](http://www.ccaglobal.com) for stores.

## REMOVE SPILLS IMMEDIATELY

- ≈ Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon; for liquids blot with a white paper towel by applying pressure to the stain.
- ≈ NEVER scrub or rub the carpet during the removal or rinsing process as fuzzing may result.
- ≈ Always work from the outside of the spill to the inside.
- ≈ Remove excess moisture and dry thoroughly with a clean white cloth or paper towel.
- ≈ Place paper towels over the area and use a flat weight on top of them to help absorb moisture.
- ≈ If the stain does not respond adequately to the treatment, call a professional carpet cleaner immediately.

## PROFESSIONALLY CLEAN BY HOT WATER EXTRACTION

- ≈ In residential use, professionally clean the carpet every 12 to 18 months to revitalize and remove oily, sticky soil and well-settled soil that vacuums do not remove.
- ≈ Use a certified professional cleaner.
- ≈ Shampooing, do-it yourself steam cleaning or dry cleaning is not recommended.

*\*Please consult your specific warranty for detailed cleaning and maintenance instructions. Some manufacturers have precise warranty flooring maintenance requirements.*

## Finding Wool Carpet When You're Ready to Buy

If you're considering buying wool carpet for your home, you may be surprised to find that not every flooring retailer carries wool options. Retailers who specialize in flooring are more likely to carry a selection of wool styles and have the knowledge to help you make an informed decision.



### This guide was provided by:



#### Carpet One Floor & Home

[www.carpetone.com](http://www.carpetone.com)

#### FlooringAmerica.

#### Flooring America

[www.flooringamerica.com](http://www.flooringamerica.com)

#### INTERNATIONAL *Design Guild*

#### International Design Guild (IDG)

[www.design-guild.com](http://www.design-guild.com)



# Where to Find Wool

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## **Axminster Carpets, Ltd.**

[www.axminster-carpets.co.uk](http://www.axminster-carpets.co.uk)  
203 845 0921

## **Bellbridge Carpets**

[www.bellbridge.com](http://www.bellbridge.com) 707 747 7200

## **Brintons Carpets**

[www.brintons.net](http://www.brintons.net) 678 594 9300

## **Camira Fabrics**

[www.camirafabrics.com](http://www.camirafabrics.com)  
+44 (0) 1924 490591

## **Carousel Carpets Mills**

[www.carouselcarpet.com](http://www.carouselcarpet.com)  
706 602 8080

## **Carter International Custom Carpets**

[www.cartercarpets.us](http://www.cartercarpets.us) 877 227 8371

## **Cavalier Bremworth**

[www.cavbrem.co.nz](http://www.cavbrem.co.nz)  
+64 9 277 6000

## **Cavalier Woolscourers, Ltd.**

[www.cavalierwoolscourers.co.nz](http://www.cavalierwoolscourers.co.nz)  
+64 6 834 1421

## **Curtis Wool Direct**

[www.curtiswooldirect.co.uk](http://www.curtiswooldirect.co.uk)  
+44 (0)1274 563444

## **The Dixie Group**

[www.thedixiegroup.com](http://www.thedixiegroup.com)  
706 876 5800

## **Fabrica Fine Carpets & Rugs**

[www.fabrica.com](http://www.fabrica.com) 949 261 7181

## **Godfrey Hirst**

[www.godfreyhirstusa.com](http://www.godfreyhirstusa.com)  
706 278 2163

## **The Harris Tweed Authority**

[www.harristweed.org](http://www.harristweed.org)  
+44 (0)1851 702 269

## **Hibernia Woolen Mills**

[www.hiberniawoolcarpet.com](http://www.hiberniawoolcarpet.com)  
562 945 8711

## **J•Mish**

[www.jmishinc.com](http://www.jmishinc.com) 678 605 9191

## **Karastan Rugs And Carpets**

[www.karastan.com](http://www.karastan.com) 336 623 6000

## **Langhorne Carpet Company**

[www.langhornecarpets.com](http://www.langhornecarpets.com)  
215 757 5155

## **Masland Carpets and Rugs**

[www.maslandcarpets.com](http://www.maslandcarpets.com)  
251 675 9080

## **Melin Tregwynt**

[www.melintregwynt.co.uk](http://www.melintregwynt.co.uk)  
+44 (0)1348 891 225

## **Nourison**

[www.nourison.com](http://www.nourison.com) 800 223 1110

## **Place Textiles**

[www.placetextiles.com](http://www.placetextiles.com)  
212 255 7978

## **Robertex**

[www.robertex.com](http://www.robertex.com)  
706 602 8080

## **Rodeo Collection by Stark**

[www.rodeocarpet.com](http://www.rodeocarpet.com)  
714 434 0630

## **Real Shetland**

[www.realshetland.com](http://www.realshetland.com)  
+44 (0)1423 734723

## **Savnik Custom Luxury Wool Rugs**

[www.savnik.com](http://www.savnik.com) 510 568 4628

## **Stanton Carpet**

[www.stantoncarpet.com](http://www.stantoncarpet.com)  
706 624 9385

## **Stark Carpet**

[www.starkcarpet.com](http://www.starkcarpet.com) 212 752 9000

## **Vi-Spring**

[www.vispring.com](http://www.vispring.com)  
+44 (0)1752 366311

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The Campaign for Wool is supported by the world's leading wool organisations.

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[www.campaignforwool.org](http://www.campaignforwool.org)



THE WOOLMARK COMPANY  
SUPPORTS THE CAMPAIGN FOR WOOL



CAPE WOOLS SA



L.W.T.O.



VIKING  
Wool from Norway

*Godfrey Hirst*

WOOL CARPET

**Do you know which carpet is the safest  
for your home and the environment?**

**Just ask where it came from.**








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