

Advantages of Wool Apparels

- Comfort, life style, luxury
- Wool apparel looks good is something special in Style, Fashion, Colour, surface.
- Wool apparels will be recognised
- Attractive looking is depending on high quality
- Suites made from wool or wool blends looking much better than made of other fibres.
- The wool fibre is the choice for suites in top quality.
- Wool apparels are aesthetic, because it can be dyed in the latest fashion-colours.
- Wool has the ability to take up the most different dyestuffs than any other synthetic or natural fibre
- Wool is more sturdy and more consistent against external influences than other natural fibres
- Wool is for all apparel styles from casual to diner dress
- Silky lustre
- Wool apparels have a natural wearing comfort.
- Wool apparels is perfect for every season
- Does not wrinkle. Crease disappear with continuous airing.
- Wool apparels are not easy soiled and easy to clean with a brush
- Wool apparels are multi-purpose: Can be produced in an unlimited variety of structures, weights and colours.
- Wool cloth fall smoothly, have a soft touch, are stable, does not wrinkle and easy to ironing.

Wool apparel offers a multipurpose comfort

- Physiological Comfort
 - Wool is breathable
 - Perfect Moisturemanagement
 - Controls Bodytemperature
 - Anti allergenic

- Psychological Comfort
 - Permanent freshness
 - Permanent antibacterial attribute

- Perceptional (Comfort of senses)
 - Soft luxury touch
 - Aesthetically
 - No itching (if wool is fine enough)
 - Permanent antistatic attributes (no adherence)
 - Wool apparels are skin friendly

- Easy care
 - No wrinkling
 - Form stable
 - Easy ironning
 - Soil-resisting

Wool apparel protects people

- From head aches due to perfect isolation
- From sunburn due to absorption of UV-radiation
- From injuries by slipping and butting (due to a perfect visco-elasticity of the wool fibre)
- From burn, because wool doesn't burn.
- From chemical burn of acid and alkalines, because wool proteins are the perfect buffer system against acids and alkalines.
- From body odour, because wool absorbed sweat acids
- From coldness and humidity

Wool and Environment

- Wool is 100% in the natural circle
- Wool is an environment friendly and regenerative textile resource
- Woolwaste is biologically degrade through bacteria and insects and could be used as nitrogen fertiliser.

Disadvantages of wool

- Wet wool felts during knead and pressing however:
it could prevent with easy care treatment
or a blending with polyester which does not felt without chemical treatment
- Wool is vulnerable to moth, however:
it could be prevented against moth by a special treatment.

Advantages of Wool as a raw material for carpets

A. Beautiness, Elegance, Looking, Luxury, the Special

- Food comfort
- Sound absorbing
- Natural lustre
- Soft touch

B. Protection effect of wool carpets

- Protection against injuries at home: Wool buffers hits and bumps.
- Protection against fire, because carpets do not burn.
- Protection against chemicals.: Wool absorb acids alkalines, bleach agents, formaldehyde and other chemicals
- Protection against coldness

C. Health through wool carpets

- Good room climate, because wool absorbs room humidity as reason of the high ability of wool to absorb humidity
- Decontamination of room climate through absorbtion of cigarette smoke and formaldehyde

Why wool in upholstery?

Why upholstery of wool

- Good looking (comfort, Life Style, something special)
- Comfortable seating without getting wet
- Good feeling, because wool isolates perfectly
- Does not burn, even if a cigarette falls down