

**Oeko-Tex ...** Europe's #1 eco Label now in North America with LADY's Fabrics Soft Touch ecoFabrics.

**Guaranteed Safe** for Man, the environment and may contribute to **LEED Certification** in several areas.

### 1. Wool is healthy

Because wool has the ability to insulate against heat and cold, it protects against sudden changes of temperature, and it lets your body breathe. Wool can absorb up to 30 percent of its own weight in moisture before it becomes damp. As moisture is absorbed heat is generated so that the wool remains warm rather than cold and clammy.

### 2. Wool wears longer

Wool not only wears longer, it also keeps its good appearance and stays new-looking longer. It doesn't get shabby in a short space of time. Each wool fibre is made up of millions of "coiled springs" that stretch and give rather than break, and so wool is extremely durable. Wool stands up to the stresses and strains of normal wear because it gives rather than resists friction. The durability and strength of the coarser wool gives us furnishings materials and carpets which retain their good appearance for a long time. One of the reasons why so many people hang on to a favourite old wool garment for so many years is because it retains its original appearance longer than most other fabrics. Its natural performance and durable qualities have protected man for over 25,000 years.

### 3. Wool resists dirt

Wool resists dirt, retains its appearance, and stays cleaner longer. Its ability to absorb moisture prevents a build-up of static

electricity and therefore wool does not attract lint and dust from the air. Furthermore, the crimp in the wool fibre and the scales on the outside of the fibre assist in keeping dirt from penetrating the surface. The same qualities also make it easier to clean.

### 4. Wool is water repellent

While wool can absorb moisture, it repels liquids. The scales on the outside of the fibre cause liquid to roll off the surface of the wool fabric. For instance, if you accidentally spill water on the floor, it is no use trying to mop it up with an old wool jumper because the wool will not absorb the liquid. Similarly, if you are caught in a shower or rain, it will take quite some time before the rain penetrates your wool clothing, and so wool keeps you dry. Even if wool does eventually get wet it generates heat and keeps you warm, not cold and clammy

### 5. Wool is comfortable

Wool is so comfortable to wear because its elasticity means garments fit so well and yield to body movement. It absorbs moisture, allows your body to breathe, yet never feels damp and clammy. No other fabric serves so well under such a variety of conditions, nor combines so many natural properties.

### 6. Wool insulates against noise

Wool is a wonderful insulator against noise. It absorbs sound and reduces noise level considerably. For this reason wool wallpaper is often used in offices, restaurants, airport terminals, etc. Wool is also an ideal material used in such places as concert halls to attain the best acoustics possible.

### 7. Wool is fire resistant

Wool is naturally safe. It does not have to be specially treated to become non-flammable. While it can catch alight, it will not flare up nor support a flame. Instead of burning freely, once the flame is removed a cold ash is left which can be brushed away immediately. Wool does not melt when burned, and so cannot stick to the skin and cause serious burns. Because of its fire-resistant qualities, wool blankets, furnishings and carpets in your home are necessary insurance, and wool for clothing (particularly children) will protect from accidents associated with fire. Firemen wear wool uniforms, and fire-fighters in rural areas should always ensure they dress themselves in wool before rushing to fight a fire.

### 8. Wool resists static

Because wool naturally absorbs moisture from the air, the tendency to collect static electricity is reduced. Walking across a wool carpet, you are less likely to receive a shock when you touch a grounded object. Wool garments are much less likely to "spark" or cling to the body.

### 9. Wool dyes beautifully

Wool dyes so easily and the range of colors is limitless. The scales on the surface of the wool fibre tend to diffuse light giving less reflection and a softer colour. Because proteins in the core of the fibre are reactive, they can absorb and combine with a wide variety of dyes. This means that the wool holds its colour well as the dye becomes part of the fibre.

### 10. Wool is easy to sew

For the home dressmaker, wool cuts cleanly, doesn't fray, drapes naturally, doesn't crush with handling and pins don't mark it.