



Wool is natural

Wool is **100% natural**, **100% renewable**, **100% sustainable**, and **100% biodegradable**, if you love the planet – choose wool!



Durable

Due to its natural crimp, British wool is **durable, resilient and resistant to compression**, offering superior 'bounce-back' against wear and tear.



Comfortable

Wool has the ability to **regulate your body temperature** keeping you comfortable by adapting to your environment.

10 reasons to choose British wool.



Traceable

British wool is fully **traceable**, providing total transparency and quality assurance of British origin.



Hypoallergenic

Wool has **hypoallergenic and anti-bacterial** properties due to its microstructure which resists the growth of mould, mildew and dust mites, improving the air quality around us.



Warm

Wool is a fantastic **natural insulator** due to the fibres bulk; tiny pockets of air are trapped within its structure which stops heat from escaping.



Fire retardant

Wool is **naturally fire retardant**. Due to its high moisture content, wool is also **self-extinguishing** making it a very safe fibre for use in the home or commercial environments.



Sustainable

Wool products typically have a **longer lifespan** when taken care of properly, they can maintain their appearance over many years, if not decades. Wool is also readily **recyclable**, creating a closed loop lifecycle and reducing wools carbon footprint.



Natural carbon cycle

Wool is **part of a natural carbon cycle**; sheep consume organic carbon stored in plants and convert it into wool which can then biodegrade at end of life. Pure organic carbon makes up 50% of the weight of wool.



Supports farmers

Buying British wool certified by the Shepherds Crook Mark guarantees you are **supporting British sheep farmers**. Supporting local helps reduce our carbon footprint, boost agriculture and supports our local economies.