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The 11 Amazing Benefits of Wool...



Wool gives superior performance to man-made fibres, and as wool is a naturally occurring fibre it brings so many other amazing benefits...

1. Wool resists wrinkles - wool is like a spring, it has a natural crimp that allows it to return to its natural shape even after being stretched by up to 30%. Its complex coiled structure gives it great resilience against becoming flat and hard, so you can count on wool to keep its shape.
2. Wool has balanced thermal insulation properties - meaning it is warm in winter and cool in the summer.
3. Wool is hypoallergenic - it is resistant to bacteria, mould and mildew that can trigger allergic reactions in many people.
4. It absorbs harmful pollutants - not only does wool absorb many harmful pollutants from the air, it does not re-emit them. It's estimated that wool used in interiors can help purify the air for 30 years.
5. Dust mites don't like wool - dust mites need moisture to survive. Wool has microscopic pores that respond effectively to changes in humidity making it unfavourable for the growth and breeding of the house dust mite. Dust mite allergens are one of the triggers for asthma attacks.
6. Wool is naturally anti-static - wool generates very little static electricity because of the qualities of its natural fibres. Static attracts lint, dirt, and dust, so its anti-static properties keep it much cleaner for longer.
7. Easily cleaned - wool fabrics clean easily because the outside surface of the wool fibre consists of a series of overlapping scales (similar to the feathers on a bird), which means that dirt sits on the surface of the fibre, making it easy to remove.
8. Wool is naturally flame resistant - wool is difficult to ignite, has low flame spread and heat release properties; it does not melt and has superior self-extinguishing qualities.
9. Wool is a naturally renewable fibre - what could be more natural than wool? Each year sheep produce a fleece, which makes wool a natural and renewable resource. As yet, no one has been able to reproduce the properties of wool synthetically.
10. Eco-friendly and Sustainable - when it's 'out with the old' wool will naturally biodegrade. It is a totally natural product, entirely renewable and sustainable. And it is 100% biodegradable - a very important feature in a world that is increasingly concerned about the environment.
11. Quality built in - as a naturally resilient fibre, wool will give you a lifetime of quality.



AWGA - News Update

Wool is a remarkable natural fibre with many outstanding and unique qualities.

Wool has a great look and style, texture and feel, durability and warmth and our fabrics can bring a touch of timeless class and quality to any interior.

Abraham Moon & Sons have been designing and producing woollen fabrics at our mill in Yorkshire since 1837 (the year Queen Victoria succeeded to the British throne).

Today, we pride ourselves at being leaders in producing amazing designs and quality fabrics - tradition with a modern twist.

To see our full collection visit our website now (see link below)

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