

Make a Difference - Choose Wool

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1. Wool is 100% natural

Wool is a natural protein fibre which grows naturally on sheep. It is made of keratin like human hair.

2. Wool is renewable

Consuming a simple mixture of water, air, sunshine and grass, sheep produce a new fleece every year.

3. Wool is part of the natural carbon cycle

Sheep consume organic carbon by eating plants, and store this in their fleece. Fifty percent of a fleece's weight is pure organic carbon stored in a durable, wearable form. The carbon emitted by sheep through their digestive systems are part of the natural carbon cycle. In contrast, synthetic fibres are made of fossilised carbon which nature had stored away from the atmosphere. Wool production contributes to greenhouse gas emissions through methane, but this also breaks down in the atmosphere as part of a natural cycle.

4. Wool lasts longer

Wool textiles can be used many more times than those of other fibres, especially when well cared for. The longer garments last the less resources are needed to create new ones which reduces the impact on our planet.

5. Wool is recyclable

As wool fibres are of high quality and durable, they lend themselves well for re-use and recycling, ultimately reducing landfill disposal. Wool is routinely upcycled into woollen-spun knitwear, insulation and geotextiles – all of which contribute to a circular economy.



6. Wool is biodegradable

Given the right conditions, wool decomposes in a matter of months to a couple of years, releasing valuable nutrients back into the soil.

7. Wool needs less frequent laundering

Due to wool's natural properties of being odour and stain resistant, wool garments are washed less often. In addition, wool refreshes itself best in fresh air and is washed on short, lower temperature wool cycles. This reduces the environmental impacts deriving from laundry.

8. Wool forms a basis to healthy communities

For many families and communities around the world, sheep form an important form of steady income through meat, wool and in some cases milk production. Sustainable livestock production is key to lifting people from poverty. Sheep are an important factor in achieving the United Nations Sustainable Development Goals.

9. Wool contributes to biodiversity

Wool textiles can be used many more times than those of other fibres, especially when well cared for. The longer garments last the less resources are needed to create new ones which is better for our planet.

10. Wool does not contribute to microplastic pollution

Wool naturally biodegrades in land and in water. It does not contribute to the global microplastics and microfibre challenge we are faced with.



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