

THE WONDERS OF
NEW ZEALAND
WOOL



Not All Wool is Created Equal

- New Zealand wool is the cleanest, whitest wool in the world
- New Zealand farmers follow strict animal welfare practices
- New Zealand wool has exceptional luster, color and dyeing characteristics
- Use of this exceptional fiber is enhanced through Wools of New Zealand partnerships, which make manufacturers and importers part of a fully integrated supply chain representing the standard of excellent in wool floor coverings.



New Zealand Superstars

The most popular New Zealand sheep breeds are Romney, Perendale, Drysdale and Coopworth.



Romney

Represents 58% of the New Zealand flock and is the main component of a good wool blend

Perendale

Finer micron.
Noted for crimp and bulk

Drysdale

Bred from the Romney gene to produce a long, non-crimpy fiber

Coopworth

Long-wool breed with well-defined crimp and bright luster

Natural Integrity

- Sheep graze on grass – a totally renewable plant
- New Zealand farmers follow strict animal welfare practices
- Flocks are raised on terrain unsuitable for most other agricultural purposes
- No internationally banned pesticides are used
- Fleeces are grown, shorn and naturally regrown every six to twelve months



Wool versus Synthetics

- Wool is natural. Synthetics are made from petroleum.
- The energy used to shear, transport and scour wool into clean, white fiber is one-third to one-sixth less than to produce synthetic fiber.
- Wool is naturally stain resistant. Synthetics require additional anti-soil agents.
- Wool is biodegradable. Synthetics are landfilled or recycled.
- Wool is naturally health-giving, worry-free and beautiful. Synthetic benefits must be engineered into the fiber.

Naturally Health Giving

- Wool improves indoor air quality
- Wool is non-allergenic
- Wool is naturally flame retardant
- Wool has superior sound and heat insulating properties
- Wool balances atmospheric humidity, making the indoor environment more comfortable



Naturally Worry-Free

- Wool is naturally soil resistant
- Wool's protective membrane helps repel liquids
- Wool has built-in resilience
- Wool has proven strength, durability and longevity
- Wools of New Zealand branded carpets must pass numerous quality and performance tests



Natural Comfort

- Wool provides a natural moisture buffer, helping to prevent condensation and dampness in a home
- With wool carpet, background noises are muted making a home feel more relaxed
- Wool carpet provides natural insulation by reducing draughts and trapping warmth
- The insulating effect of New Zealand wool carpet saves up to 13% on heating costs



wools
NATURAL
COMFORT



Wools of New Zealand Brand

The Wools of New Zealand brand represents the standard of excellence in wool carpets and rugs

To qualify for the Wools of New Zealand brand, a product must:

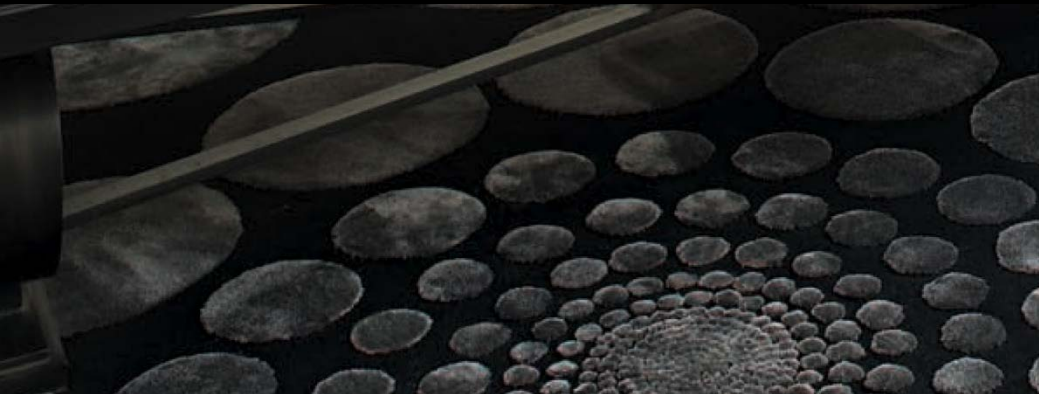
- Be made by a Wools of New Zealand partner mill
- Be a minimum of 80% wool and contain at least 60% New Zealand wool
- Pass stringent testing for appearance retention and durability



What This Means For You

Wools of New Zealand branded products make bottom-line differences that are naturally rewarding:

- High value sales
- Higher margins
- Higher profits
- Satisfied customers
- Repeat business
- Referrals



Win – Win – Win

FOR MANUFACTURERS / IMPORTERS

- The Wools of New Zealand brand represents the high standards of excellence extended by our company

FOR YOU

- The Wools of New Zealand brand leads to higher profits and repeat business that makes a bottom-line difference

FOR YOUR CUSTOMERS

- The Wools of New Zealand brand ensures that the products they are buying are superb, natural, durable, worry-free and long-lasting