

# W O O L

CARPETS



*Godfrey Hirst* CARPETS

WWW.GODFREYHIRST.COM

# W H Y   W O O L

---

## *An Alluring Carpet Fibre to Meet Your Needs*

The natural beauty of wool, stems from the inherent complexity of the fibre itself, evolved to protect sheep, no matter what the conditions! That's why we still wear wool, sleep with wool, insulate with wool and enjoy walking on wool.

When it comes to carpet, wool has always set the highest standard.

Wool carpets add unmistakable elegance to interior spaces, in a muted natural finish. You can select from a range of colours and constructions from timeless cuts to on trend loops.

- 
- SUSTAINABLE
  - DURABLE
  - BIODEGRADABLE
- 





# B E N E F I T S

---

## ***Natural Stain Resistance and Easy Maintenance***

Wool carpet is a very practical option to clean and maintain, naturally resisting dirt and household stains.

## ***Hypoallergenic***

Wool carpet is ideal for allergy and asthma sufferers as it does not promote the growth of bacteria, mould and mildew. This reduces the likelihood of spores, mycotoxins and volatile organic compounds from developing in the home, helping to prevent allergies and respiratory problems. Wool fibre also deters the growth of dustmites – a common trigger of asthma symptoms.

## ***Better Acoustics***

The impact and control of noise is becoming more important as our lives get busier. Most of us want our homes to be a quiet retreat away from the world that exists outside.

The mass wool fibres in any given area of carpet have a range of lengths, diameters, crimp and spirality. This gives wool carpets their ability to absorb sounds over a wide range of frequencies.

## ***Natural Insulation and Humidity Control***

Wool is a natural hygroscopic insulator. This means that wool can naturally absorb up to 30% - 40% of its own weight in moisture without becoming wet to touch, thereby reducing the dampness in the air and making your home a drier and healthier place in which to live.

In cold, damp conditions (high relative humidity) moisture is absorbed by wool and heat is given off. In warm, dry conditions, moisture is released by wool, resulting in a cooling effect. How well your carpet insulates largely depends on how much air it can trap. Because of wool's natural inbuilt crimp, air is retained in tiny pockets which provide an insulation effect, thus creating a comfortable environment for you and your family to enjoy all year round.

## ***Indoor Environment Quality***

Indoor environment quality (IEQ) refers to the quality of the air and environment inside buildings, based on pollutant concentrations and conditions. Wool Research Organisation of New Zealand (WRONZ) studies have shown that wool carpet can remove Volatile Organic Compounds (VOCs) from the air more rapidly and effectively than synthetic carpet fibres. Wool does not release these gases, even when heated, and may continue to purify indoor air for up to 30 years.





*Wool*

### ***Fire Resistance***

Wool carpets have the lowest propensity for flame spread and produce much lower levels of smoke when compared to synthetic carpet fibres. This is due to the unique chemical structure of amino acids which make wool naturally flame resistant. In experiments conducted by WRONZ, the surface pile of the wool carpet formed a thick, foam like, charred layer which effectively protected the lower pile, backing and underlay from combustion.

### ***Anti-Static Effects***

100% wool carpet has natural protection from the build up of static electricity. Because of its unique moisture retention properties, wool is less prone to building up static electrical charge. This means a wool carpet does not require a chemical treatment which acts to suppress static build up.

# QUALITY

## *Premium Quality*

At Godfrey Hirst we take great pride in producing outstanding quality carpet. The quality of Australian and New Zealand made Godfrey Hirst wool carpet starts with the use of premium wool yarns. The emphasis on quality continues with superior craftsmanship in our tufting facilities and the focus of our quality assurance department. Nothing is left to chance, ensuring a superior carpet for your home.



All Godfrey Hirst wool carpets are manufactured under a management system certified as complying with the internationally recognised ISO9001 quality management system by an accredited certification body.

## *Invest Wisely in Your Home*



Your carpet represents a substantial investment and you want it to look good for years to come. Godfrey Hirst wool carpets are independently rated by the Australian Carpet Classification Scheme and the Woolmark Company, undergoing stringent tests. Look for grading labels on the back of Godfrey Hirst carpet samples.



WOOLMARK



WOOLMARK BLEND

## *The Environment*



Wool is sustainable, renewable and biodegradable. Godfrey Hirst Wool carpets are manufactured under an environmental management system certified as complying with ISO 14001.



Godfrey Hirst wool carpets are certified under the (ACCS) Australian Carpet Classification Scheme, including Environmental Certification (ECS), by an independent panel of experts. Look for the grading labels on the back of Godfrey Hirst carpet samples.





*Godfrey Hirst*

C A R P E T S

WWW.GODFREYHIRST.COM

GODFREY HIRST  
AUSTRALIA PTY LTD  
ABN 58 000 849 758

PO Box 93  
GEELONG VIC 3220

[general.enquiries@godfreyhirst.com](mailto:general.enquiries@godfreyhirst.com)

1300 444 778

Details correct at time of printing MAY 2017  
Please see [www.godfreyhirst.com](http://www.godfreyhirst.com) for information updates

AUSTRALIAN EDITION 97780-0517