

21 THINGS YOU SHOULD KNOW BEFORE INVESTING IN WOOL

Australian Merino wool is the remarkable result of millions of years of evolution. It is rich in natural properties that inspire some of the world's leading clothing designers. And its unique benefits flow through to the luxuriously soft and stylish clothing crafted from it. Read about these benefits below:

SOFT AND COMFORTABLE

The secret to Australian Merino wool's softness is its exceptionally fine fibres.

SOFT

Merino fibres are extremely fine, enabling them to bend far more than traditional, coarser wool fibres. This makes Merino wool feel soft and luxuriously gentle next to your skin

ELASTIC

Natural elasticity helps Merino wool garments stretch with you, yet return to their original shape. So Merino wool clothing is ideal to wear when exercising.

BREATHABLE

Merino fibres can absorb large quantities of moisture vapour then move it away to evaporate into the air. So Merino wool clothing is extremely breathable and less prone to clamminess.

WARM AND COOL

In contrast to synthetics, Merino is an active fibre that reacts to changes in body temperature. So it helps you stay warm when the weather is cold, and cool when the weather is hot.

STATIC RESISTANT

Because Merino wool can absorb moisture vapour, it tends not to create static electricity, helping it to drape beautifully and be less likely to cling uncomfortably to your body than other fabrics.

EASY TO CARE

Gone are the days when woollen garments had to be hand-washed and dried flat.

ODOUR RESISTANT

In contrast to synthetics, Merino wool can absorb moisture vapour which means less sweat on your body. Merino wool even absorbs the odours from sweat, which are then released during washing.

STAIN RESISTANT

Merino fibres have a natural protective outer layer that prevents stains from being absorbed. And because Merino wool tends not to generate static, it attracts less dust and lint.

MACHINE WASHABLE

Recent innovations mean many Merino wool garments can now be machine-washed and tumble dried. It's very elastic too so requires less ironing than other fabrics.

ANTI-WRINKLE

At microscopic level, each Merino fibre is like a coiled spring that returns to its natural shape after being bent. This gives Merino garments a natural resistance to wrinkles.

REASSURINGLY SAFE

The whole family is safer wearing Merino wool clothing.

FIRE RESISTANT

You are safer in Merino wool because it is flame retardant and doesn't melt or stick to the skin.

A NATURAL BARRIER TO UV

Merino wool is much better at protecting you from UV radiation than most synthetics and cotton. So the whole family will be safer wearing it on sunny days.

HEALTHY

Merino wool regulates body temperature and heart rate to so that it actually improves sleep.

COMPLETELY NATURAL

Australian Merino wool is an entirely natural and renewable fibre.

NATURAL

Merino wool is grown year-round by Australia's 70 million Merino sheep, consuming a simple blend of water, air, sunshine and grass.

BIODEGRADABLE

When Merino fibre is disposed of, it will naturally decompose in soil in a matter of years, slowly releasing valuable nutrients back into the earth.

RENEWABLE

Every year Australian Merino sheep produce a new fleece, making Merino wool a completely renewable fibre source.

EXCEPTIONALLY STYLISH

Designers love working with Australian Merino wool for a variety of reasons.

SLEEK AND ELEGANT

Merino wool benefits from what designers call excellent handle and drape. To the wearer this means clothes that effortlessly, elegantly and beautifully follow the form of the body

COLOURFUL

When Merino wool clothing is dyed it is colourfast; and newly developed colouring techniques give designers full scope for their creativity.

FASHIONABLE

Australian Merino wool is lively and flexible, coming in a wide choice of textures, weaves and weights. It can be woven or knitted and worn in every season.

EASY TO TAILOR

Merino wool is a delight to tailor. It cuts cleanly, doesn't fray and isn't marked by pins. It also responds instantly to ironing and won't crush with handling.

PERMANENT PRESS

Merino wool fabric can be permanently set by the use of temperature and moisture, giving designers the freedom to create a wide range of shapes and styles.

INNOVATIVE

Clothing designers can choose from a range of innovative treatments that allow them to create unique textures and finishes on Merino wool garments.

<http://www.merino.com/wool/the-fibre/21-things-you-should-know-before-investing-in-wool/>
Source: The Woolmark Company

<https://woolrex.com/>