

# BENEFITS of WOOL

Wool is the first choice for fine tailored garments because of its superior ability to be shaped to the vision of the designer, and retain that shape year after year.



## **SUSTAINABLE & RENEWABLE**

In a time of sustainability and environmental consciousness, this biodegradable renewable resource remains longer-lasting and better looking than synthetic fabrics.



## **RESILIENT & WRINKLE-RESISTANT**

The unique characteristics of the individual wool fibers give fabrics the ability to hold a shape, resist wrinkles and withstand wear. This makes wool great for travel. Wool can be stretched or twisted and its cells return to their original position.



## **NATURALLY COMFORTABLE**

Wool fibers spring back to shape keeping their open, porous nature. Wool provides the most warmth with the least weight. The air trapped inside (about 80% of wool fabric volume) makes wool an excellent insulator. Wool is nature's original outdoor "performance" fiber.



## **FLAME RETARDANT**

Unless it is in direct contact with flame, wool will extinguish itself. The denser the weave and the greater the fabric weight, the less likely it is to char because of its smaller oxygen content. Fire departments recommend the use of wool blankets, rugs or coats to put out flames.



## **LUSTROUS & FADE RESISTANT**

Wool has a permanent natural luster it never loses, even after years of hard wear. It absorbs dyes until it is completely saturated so colors stay brilliant. No other fiber can be spun or woven into such a variety of weights, textures, finishes and colors.



## **WATER & STAIN REPELLENT**

Wool repels light water, like a rain shower, because of the membrane on the outer scales. In very wet conditions, wool can absorb up to 30% of its own weight without feeling damp. And because of insulation ability, wool "breathes," allowing the body's natural moisture to pass through.



## **SURPRISINGLY VARIED**

Pendleton sources wool from more than 30 different breeds of sheep, so that we can match the qualities of the fiber to the finished fabrics. By controlling the entire manufacturing process, we can create the best fabric for each use.