



Eco-Smart, Inc.

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NATURAL ADVANTAGES OF WOOL

SHAPE RETENTION:

Natural elasticity of wool fiber allows it to stretch up to 40% beyond its original length and return to its original size. Wool carpet not only retains its shape, even under heavy traffic, but also resists furniture crush.



REPELS WATER AND STAINS:

Wool fibers repel water and stains due to a unique membrane covering the fiber core. Water and other spills remain on the surface, repelling stains and allowing spills to be blotted up with a clean and dry white cloth.

EASY TO CLEAN:

The natural membrane found on wool fibers also allows for ease in cleaning. The membrane prevents dirt and dust from sinking below the surface, permitting regular vacuuming to keep wool carpet looking clean and new.

FIRE SAFE:

Wool carpet has many natural fire safe characteristics, including flame retardance, high ignition temperature, low flame spread and ability to self-extinguish.

IMPROVES INDOOR AIR QUALITY:

Wool naturally resists static and mildew – static by wool's natural moisture retention up to 30%, and mildew by its naturally low pH. Wool also improves and maintains indoor air quality by absorbing contaminants without re-emitting them.

NATURAL INSULATION:

Wool carpet absorbs sound and reduces noise levels, as well as insulates the floor from heat or cooling loss.

RENEWABLE SOURCE:

Wool is a natural, renewable source and protects our environment from the pollution of petroleum based products in manufacturing, installation and disposal.



**See the Collections of Wool and Natural Grass Carpets
in the Eco-Smart Catalog.**

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