



THE BENEFITS OF WOOL

THERE ARE MORE OPTIONS than ever when it comes to choosing a carpet for your home. If you are thinking about buying carpet, you probably have many questions and this document will hopefully help you to make a well informed decision.

Wool. A perpetual statement of natural beauty!

WHY CHOOSE A WOOL CARPET?

Because it really does tick
all of the boxes!

People have enjoyed the natural beauty of pure wool fibres for many centuries and that's why people still choose wool over synthetic fibres. Its natural beauty stems from the natural complexity of the fibre, developed by evolution to protect sheep, no matter what the conditions! That's why still we wear wool, sleep with wool, insulate with wool and enjoy walking on wool.

When it comes to carpet, some believe that wool sets the standards when comparing the many carpet fibre options. Why else would scientists continuously try to mimic this fibre with synthetic fibres? You can now purchase good quality synthetic carpets that almost look and feel like wool carpet. However, synthetic carpets simply cannot match the natural properties that pure wool fibres can offer.



PREMIUM QUALITY

Your carpet represents a substantial financial investment and everyone wants a quality carpet that is going last. That's one of the reasons why you should consider purchasing a quality made, New Zealand wool carpet. New Zealand farmers are renowned for supplying some of the world's finest wool fibres to the market. Did you know that wool fibre has natural interlocking scales on its outer surface? This ensures fibre strength, resilience and pliability enabling the fibre to be bent without breaking. In fact, an individual wool fibre can be bent up to 20,000 times before it will break. That's one of the reasons why Feltex Carpets use pure New Zealand wool to manufacture their carpets! At Feltex Carpets we take great pride in producing outstanding quality carpet. The quality of Feltex wool carpets comes from the use of premium, well designed and well set wool yarns coupled with superior craftsmanship in our manufacturing plant and attention to detail in our quality inspection department. Nothing is left to chance, ensuring a superior result every time.



**All Feltex New Zealand tufted
carpets are produced under the
internationally recognised ISO9001
quality management system.**

The ISO system is audited independently on a regular basis to ensure consistent high quality throughout every aspect of manufacture.

Feltex Carpets actively encourages consumers to take the "whole life approach" when selecting carpets. The term "you get what you pay for" is very true when purchasing carpet. You cannot purchase a cheap carpet and expect it to last. Spending more money on items such as a quality carpet that has

been designed to last the distance can be offset by reduced energy, waste and other savings over the life span of the item. If you are concerned about quality, the performance rating achieved by each product is a good indicator of product quality. For example, a residential extra heavy duty carpet will last longer than a residential heavy duty carpet.

INDOOR ENVIRONMENT QUALITY

Indoor environment quality (IEQ) refers to the quality of the air and environment inside buildings, based on pollutant concentrations and conditions. Did you know that your wool carpet could assist with ensuring that your family breathes cleaner air? Polluted indoor air can lead to discomfort and even ill health.

The problem is exacerbated by the use of air conditioning systems which effectively trap the pollutants inside. Common air pollutants associated with health hazards include formaldehyde, nitrogen dioxide and sulphur dioxide. Formaldehyde can be introduced by emissions from certain building materials and furniture while nitrogen and sulphur dioxides are products of combustion processes (i.e gas stoves, heaters, smoking and cosmetics). WRONZ studies have shown that wool carpet can remove formaldehyde, nitrogen dioxide and sulphur dioxide from the air more rapidly and effectively than synthetic carpet fibres. Furthermore, wool does not release these gases, even when heated, and may continue to purify indoor air for up to 30 years. Tests conducted in a chamber showed that wool carpet can remove 99% of sulphur dioxide gas from the air in 4 hours.

ELECTRO-STATIC EFFECTS

100% wool carpet has natural protection from the build up of static electricity. There will be no build up on wool carpet unless relative humidity falls below 45% and this is very rare in New Zealand. This means a wool carpet does not require a chemical treatment which acts to suppress static build up.

OTHER REASONS TO CHOOSE A WOOL CARPET



The logo features the word "feltex" in a bold, black, sans-serif font with a green arrow pointing right above the 'x'. Below it, the word "classic" is written in a large, light green, lowercase, sans-serif font.



The logo features a stylized graphic of a red and blue trapezoid above the word "feltex" in a bold, black, sans-serif font. Below "feltex" is the word "CARPETS" in a smaller, black, uppercase, sans-serif font.

feltex | woven

- Because wool is natural and it ages gracefully
- You will receive great value for money
- You will have a large selection of stylish and luxurious designs from which to choose
- You will be presented with an array of colours developed especially for New Zealanders
- You will be supporting New Zealand farmers
- You will benefit from the natural anti static properties
- You can feel confident that you have selected a non toxic and absolutely safe option
- What a great choice . . . Imagine sinking your toes into a pure wool Feltex carpet!!

FELTEX WOOL CARPETS. A STRIKING

COMBINATION OF LUXURIOUSNESS

UNDERFOOT AND RICH VISUAL APPEAL.

NATURAL INSULATION AND HUMIDITY CONTROL

Many New Zealand families are faced with cold and damp homes which is why the New Zealand Government is offering financial contributions towards improving the insulation of our homes. Do you have a cold and damp home? Then don't forget how your carpet can improve the insulation and humidity levels in your home.

Did you know that 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, reducing the dampness in the air and making your home a drier and healthier place in which to live. The moisture is held by the wool fibres 'lightly', and is in equilibrium with the humidity in the air, so when the humidity in the air starts to drop, the wool fibres slowly release the humidity back into the room, preventing the humidity from getting uncomfortably low. Basically 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.

Through the natural absorption/dispersion of moisture, a pure wool carpet provides a reliable underfoot temperature no matter what the season. A wool carpet is never too hot or too cold to touch thus creating a comfortable environment for you and your family to enjoy all year round.

Did you know that at least 20% of a room's heat is lost through the floor? That's why it is very important to select a floor covering solution that helps to reduce heat loss, thereby saving you money on electricity bills and also resulting in a lesser impact on our precious environment.

The thermal advantages of wool carpets are sometimes forgotten when choosing between the various floor covering options. Wool's natural insulation ability is not affected by moisture absorption. Because of wool's natural inbuilt crimp, air is retained in millions of tiny pockets which provide an insulation effect. How well your carpet insulates largely depends on how much air it can trap. If insulation is important to you a high pile height and medium density wool carpet will tend to give the best insulation effect.



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 quiet retreats away from the noisy world that exists outside. Did you know that installing a quality wool carpet on top of a quality underlay is one of the most effective ways of reducing noise in the home?

A wool carpet can naturally help to reduce sound through absorbing airborne noise and minimising the transmission of noise through floors into other rooms. The millions of wool fibres in an 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. If acoustic control is important to you, then you should select a thicker carpet and underlay. Wool carpets have particularly good acoustic properties because they are generally higher in weight and pile density when compared to carpets made from synthetic fibres.

FIRE RESISTANCE

Every year we hear about New Zealand families who have lost their homes and sometimes loved ones in tragic fires. Did you know that if you choose the right flooring solution it can help to make your home a safer environment for you and your family to enjoy? The fire safety of floor coverings does not rely solely on the ease with which a carpet ignites, but also on the rate of flame spread and smoke generation? In experiments conducted by the Wool Research Organisation of New Zealand (WRONZ), wool, nylon and polypropylene carpets were tested

using the NBS Flooring Radiant Panel Test. The results showed that wool carpets had the lowest propensity for flame spread and produced much lower levels of smoke versus synthetic carpet fibres. This is because the unique chemical structure of amino acids makes wool naturally flame resistant. The surface pile of the wool carpet formed a thick, foam like, charred layer which effectively protected the lower pile, backing and underlay. In contrast, synthetic fibres melted which generated large amounts of smoke, and the heat decomposed the backing and underlay.

HYPOALLERGENIC

Wool does not promote the growth of bacteria, moulds and mildew, thereby reducing the likelihood of spores, mycotoxins and volatile organic compounds developing in the home which cause allergies and respiratory problems. Furthermore wool fibre does not promote the growth of dustmites. A wool carpet is a healthy option for your family.

THE ENVIRONMENT

When selecting a carpet we should always consider our environment. Feltex Carpets has a selection of wool and wool-rich Environmental Choice licensed products. This signifies that the manufacturing processes used to manufacture these carpets comply with rigorous environmental standards.



Feltex Carpets New Zealand is also ISO 14001 accredited which demonstrates that the company is serious about continuously improving its environmental performance. The internationally recognised ISO 14001 standard sets out requirements for an environmental management system (EMS) which has enabled Feltex Carpets to measure and document how the company can reduce its environmental impact.

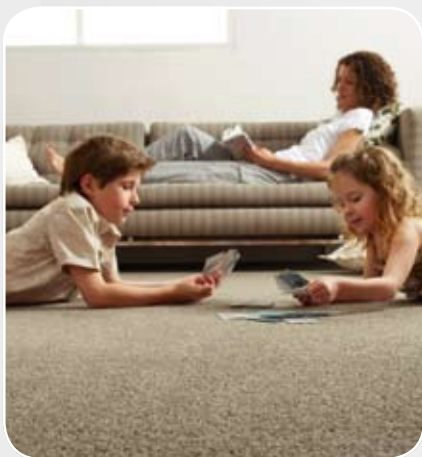
Don't forget that wool is a natural, animal friendly and environmentally sound carpet fibre option. This is because wool fibre is renewable, sustainable, durable and biodegradable, and once in carpet form it can be returned back to earth.

A series of trials have been completed by AgResearch to investigate the use of post consumer wool carpet as an aid to plant establishment. These trials indicate that carpet can be used to help with re vegetation, moisture retention, weed suppression, moderation of soil temperature and soil stabilisation. The backing of the carpet (facing upwards) was degraded by weathering (sunlight and rain), progressing from the outside jute, to the latex and finally the polypropylene. The carpet pile decomposed into the soil (independent of the backing) from direct contact with the soil microbes acting as a slow-release fertilizer. This degradation process did not emit any harmful chemicals that pollute our atmosphere, soil or waterways. The process is harmless to our precious environment.

NATURALLY STAIN RESISTANT AND VERY EASY TO MAINTAIN

When selecting a carpet it is always important to consider ease of cleaning and maintenance. Wool carpet is a very practical option to clean and maintain. This is because wool has a 'waxy' outer layer present on wool fibres which helps to naturally resist dirt and most stains. Liquids tend to 'bead' on top of wool carpet giving you time to react. For more information on carpet maintenance please refer to the Feltex Carpets Warranty and Maintenance Guide.

www.feltexcarpets.co.nz



*Wool carpet.
There is more to it than
natural style and luxury!*



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