

TEN COMMANDMENTS OF WOOL
7. WOOL SHALT BE

ALWAYS IN SHAPE



WOOL IS SUPER STRONG

Each wool fiber has a natural spring-like structure. This allows it to bounce back into shape when stretched, flexed or crushed.

Synthetic carpets like polyester will tend to crush relatively quickly, especially in high-traffic areas. Wool fibers can be bent back on themselves more than 20,000 times without breaking.