

THE JOURNEY OF WOOL STARTS AND ENDS NATURALLY.

RENEWABLE

Wool is grown naturally, unlike petroleum based fibers that are created in a lab. Sheep grow their coat, or “fleece”, year-round with the help of fresh air, water and grass. After they are shorn in the spring, the sheep head back out to pasture to grow their next fleece.

SUSTAINABLE

The wool life cycle is as earth friendly as it gets. Wool is low energy that produces no harmful by-products or emissions.

BIODEGRADABLE

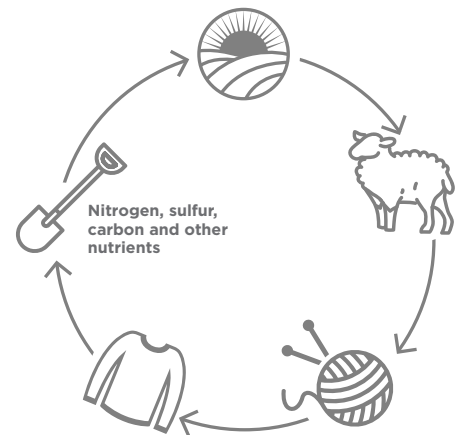
In landfills, wool fiber decomposes in months and enriches the soil, as opposed to synthetic products that can take up to 40 years to decompose.

ANIMAL WELFARE

Animal welfare is more than just an ethical decision; it is imperative to successful business.

Wool ranchers are dedicated to the job of looking after their animals and keeping them healthy. Ranchers are always looking towards the best available animal practices to ensure good economic management of their business and optimum results in their produce. The routine care of sheep includes far more than providing fresh air, water, and food. It includes providing protection from predators, and a full regimen of preventative care including shearing, vaccinations, nutrition (pasture management and supplements), and birthing assistance. This humane and proactive approach provides uncompromising welfare standards for sheep that provide American Wool.

BIODEGRADATION OF WOOL



Takeaways

- 01 Grown naturally
- 02 Naturally sustainable
- 03 Biodegradable