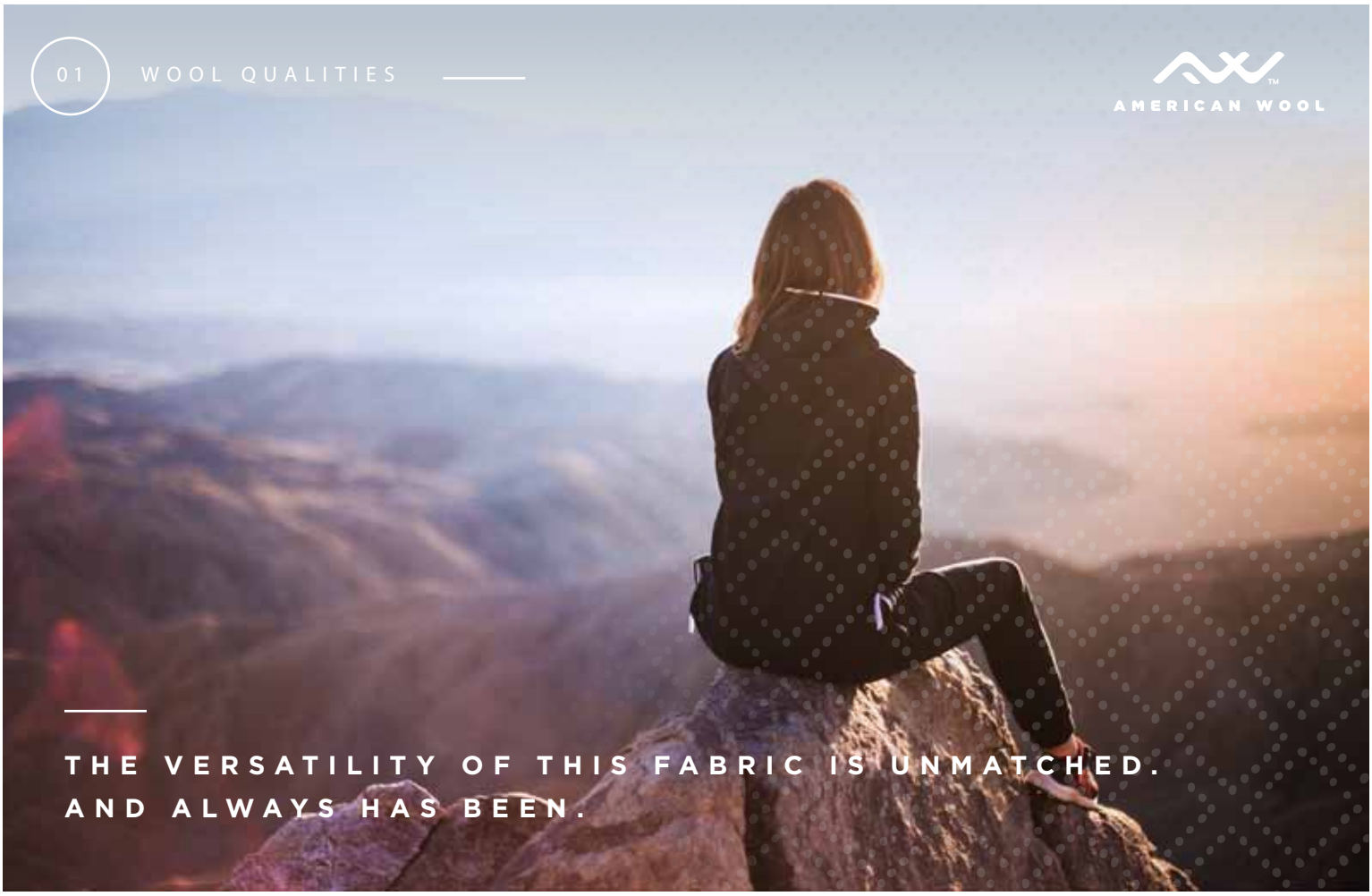
AMERICAN WOOL



Takeaways

01 All Seasons

02 Wicks away moisture from skin

03 Regulates temperature

04 Breathable

05 Durable to wear and tear

06 Easy to clean

07 Odor resistant

08 Flame resistant

09 Absorbs dye uniformly

ONE FABRIC FOR ALL FOUR SEASONS

You know wool equals warmth, even when wet. But a thin layer of American Merino wool is also ideal to beat heat. It's breathable, wicks sweat, and helps regulate skin temperature no matter the season. No synthetic product is a more versatile, durable or reliable choice for all-season comfort, protection and performance.

MOISTURE WICKING & PROTECTION

Wool pulls moisture vapor away from your skin before it becomes sweat. It can absorb more than 30% of its weight before it even feels damp. And it also works the other way, taking in heavy external moisture before you ever feel it.

THERMAL COMFORT

Wool fibers have a natural crimp, or waviness, that creates tiny air pockets in the fabric. This, combined with its natural loft, keeps your body warm, but also cool. Wool's absorption capacity makes it a "temperature regulator", because it can protect the body in both cold and warm conditions. Wool always absorbs moisture from the atmosphere of greater humidity and releases it to the drier environment. The versatility of the fabric allows wool clothing to be worn throughout the desert regions of the world where it's hot during the day and cool at night. It's a fabric that recognizes the level of warmth you need—versatile in any condition, any place, any time.

EXPERIENCE AMERICAN WOOL

01 WOOL QUALITIES

AMERICAN WOOL

NATURAL DURABILITY
Wool items last because wool fibers can bend up to 20,000 times before breaking, making wool tough to tear and resistant to abrasion. The chemical polypeptide chains of wool act like a coiled spring, which can absorb the stress of wear and tear.

EASY CARE AND ODOR RESISTANT
At the microscopic level, wool fibers overlap like shingles on a roof. This keeps dirt and stains on the surface, making wool easy to clean. The fiber can allow vapor to pass under the "shingles" to lock away odors, reducing the need to wash or clean the garment as often, making it more cost effective and helping the environment.

Wool pulls moisture vapor away from your skin before it can become sweat, absorbing the odor molecules. This explains why wool garments can be worn for extended period without acquiring unpleasant odors.

ALWAYS BREATHABLE
The air pockets in wool fabric insulate but also allow moisture to easily pass through. This keeps your skin dry and enhances your body's temperature control.

FLAME RESISTANT
Because wool contains moisture in each fiber, it resists flame without chemical treatment. Plus, it's self-extinguishing. Wool is a natural safety choice for firefighters and the military because it is hard to ignite and won't melt when exposed to flame. This also makes it an especially safe material for mattresses, blankets, pillows, drapes and upholstery.

TAKES DYE BEAUTIFULLY
Wool absorbs dye deeply and uniformly—providing a variety of colors and shades that can bring any outfit or room to life. Dyes penetrate into the inner core of the fiber where a chemical reaction occurs making the color change vibrant and long-lasting.