



AMERICAN WOOL

*Experience  
Wool.*

THE ONLY FABRIC CRAFTED FOR THE PURPOSE OF MEETING ANY PURPOSE.

The journey of wool begins long before yours starts. Hand-selected, natural materials woven through a process proven and perfected through time. Wool welcomes innovation, allowing the mastery of both fashion and climate. Striking the balance between expedition tested and red carpet contemporary, wool is the fabric you can count on.

NEVER  
FAST FASHION

EXPERIENCE  
AMERICAN  
WOOL

## THE VERSATILITY OF THIS FABRIC IS UNMATCHED. AND ALWAYS HAS BEEN.

### 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 the 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.

### NATURAL DURABILITY

Wool items last because wool fibers can bend up to 20,000 times before breaking. This durability far surpasses most other fibers, making wool tough to tear and resistant to abrasion. The chemical polypeptide chains of wool act like a coiled spring, which elongates when it is extended and retracts when it is released.

### 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 can also keep it 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.

### 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.

### 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.

### EASY CARE AND ODOR RESISTANT

At the microscopic level, the tiny scales on 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.

### 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.

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SOCIAL MEDIA: @ExperienceWool

## Experience 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

## 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 unnatural emissions.

### BIODEGRADABLE

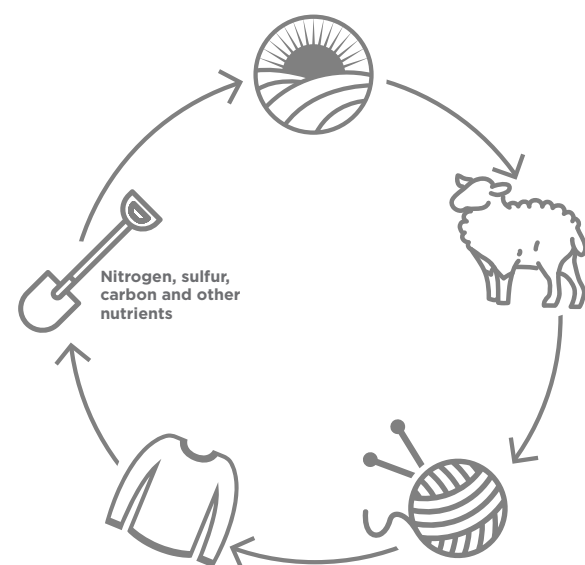
In landfills, wool fiber decomposes in months and enriches the soil, as opposed to synthetic products that can take up to 40 years to decompose.

### ANIMAL WELFARE

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

Wool producers are dedicated to the job of looking after their animals and keeping them healthy. Ranchers are always looking toward 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

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Wool.*

## CONFIDENCE. NOT JUST ON YOUR SLEEVE. WOVEN INTO IT.

### WOOL IN YOUR WARDROBE


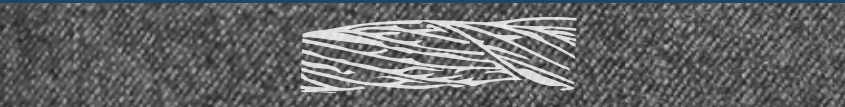
Wool is a welcomed fiber for nearly any professional encounter. Its versatility and practicality make wool appropriate for any situation, look or style. Garments that contain wool resist wrinkling, drape beautifully, retain shape, travel well and project confidence. If you make the investment to wear wool, the fashion staple pays off time after time.

### POPULARITY & INNOVATION

In a recent study, the top four characteristics listed on wool are comfort, fit, durability and ease of care. This research supports the rapidly growing trend of quality and comfort driven clothing. As of late, dressing up sometimes looks like dressing down. And the wool industry is responding. With innovative blends and finishes, and fabric weights lighter than ever before, designers are taking wool to new heights with elegant garments that are easy to wear.

### WOOLEN OR WORSTED—THE DIFFERENCE

Woolen and Worsted are two major classifications for wool yarns and fabrics. Here are the differences:

WOOLEN	WORSTED
 <p><b>01 PROCESSING</b> Spun from <b>shorter</b> wool fibers—one to three inches in length—spun from fibers of <b>medium or coarse</b> diameter, fibers are washed, scoured and carded</p>	 <p><b>01 PROCESSING</b> Spun from <b>longer</b> wool fibers—longer than three inches in length—spun from fibers of <b>fine</b> diameter, fibers are washed, scoured, carded, <b>combed and drawn</b></p>
<p><b>02 YARN</b> Bulky texture, low to medium slack twist, less tensile strength</p>	<p><b>02 YARN</b> Fine, smooth, even, tighter twist, higher tensile strength</p>
<p><b>03 FABRIC APPEARANCE</b> Soft, fuzzy, thick, heavier weight</p>	<p><b>03 FABRIC APPEARANCE</b> Crisp, smooth, clear-faced, lighter weight</p>
<p><b>04 CHARACTERISTICS</b> More insulatory due to trapped air, less durable, wear reduces shine</p>	<p><b>04 CHARACTERISTICS</b> Less insulatory, more durable than woolens, may become shiny with use, holds creases and shapes</p>
<p><b>05 USES</b> Sweaters, carpets, tweeds, upholstery</p>	<p><b>05 USES</b> Next to skin baselayers, suits, dresses, gabardines, crepes</p>



### Takeaways

- 01 VERSATILITY FOR ANY OCCASION
- 02 BLEND INNOVATIONS SUPPORT CASUAL TREND
- 03 WOOL AND WORSTED WOOL CLASSIFICATIONS



Sheep have always been some of the most efficient of all the domestic animals. They thrive in the highest reaches of mountain climates and graze on noxious weeds that other herbivores will not consider. Sheep take otherwise useless resources and in return create wool—providing us with one of the most useful, sustainable and beautiful natural resources the earth has to offer.

01

#### SHEARING & MEASURING

The first step in processing wool is collecting it from the animal, both for the welfare of the sheep and to gather the wool for use. A skillful shearer uses electric clippers, taking long, smooth strokes close to the skin in order to preserve the length of the fiber. Next, samples are taken in order to measure the wool fiber in length and diameter. Fine wools usually make lightweight clothing fabrics, such as T-shirts or other next-to-skin apparel, medium wools make sweaters and socks, and coarser fibers are used for upholstery and carpets.

02

#### WASHING (SCOURING)

The next step in the process is washing (scouring) the raw wool in order to remove impurities. Sets of rakes move the fleece through a series of scouring tubs with mild detergents. Lanolin, the grease found in wool, is also separated from the wash water and can be purified for use in creams, soaps and cosmetics.

03

#### BLENDING & DYEING

Wools from several different lots are mixed mechanically, based on length and diameter, into the best combination for the intended end use. These wool fibers are ready to be dyed and take on color. Wool can be dyed at the scoured, yarn or fabric stage. Designers love working with wool because the fiber absorbs dyes deeply, creating vibrant and luxurious colors.

04

#### CARDING & SPINNING

The carding process passes the wool through a system of wire rollers to straighten the fibers into continuous ropes called “slivers.” Spinning then takes the slivers and processes it by twisting and extending the fibers, giving strength to yarn that is ready for weaving or knitting. Spinning machines can create a wide variety of yarns designed for apparel, carpets, or upholstery.



## Takeaways

- 01 STEP ONE: SHEAR & MEASURE
- 02 STEP TWO: WASH
- 03 STEP THREE: BLEND & DYE
- 04 STEP FOUR: CARD & SPIN
- 05 STEP FIVE: WEAVE & KNIT
- 06 STEP SIX: QUALITY CONTROL
- 07 STEP SEVEN: FINISH
- 08 STEP EIGHT: SPECIAL FINISH



05

**WEAVING & KNITTING**

Weaving produces cloth by interlacing two sets of yarn at right angles to each other. This sequence, repeated endlessly, forms woven fabrics of almost infinite variety. Knitting machines are just as versatile. Their mechanical needles are just as accurate and many times faster than hand knitting. Knitted fabrics are produced by interlocking loops of yarn.

06

**QUALITY CONTROL**

Quality control inspection is a part of the final step in fabric manufacturing. A thorough examination of the cloth identifies imperfections such as broken threads, variations in color and other undesired effects. These are removed and the area is rewoven by hand if necessary.

07

**FINISHING**

Once the fabric passes inspection, it undergoes wet-finishing, which often involves a controlled shrinkage process called fulling. Moisture, heat and friction are applied, causing the fabric to shrink a controlled amount in both length and width. This tightens the weave and improves the texture of the fabric. Woolens are often brushed to raise the ends of the wool fibers above the surface of the cloth in a soft, fluffy nap. Naps range from the lightly brushed surfaces of flannel to the deep pile effect of fleecy coatings.

08

**SPECIAL FINISHES**

Throughout the processing chain, several finishes may be applied to wool, depending on their end use. For washable wools, the finish reduces friction and fiber entanglement and eliminates felting shrinkage that usually occurs when wool garments are machine-washed and dried. Wool can also be treated to make it highly resistant to moths, stains, moisture and fire.

## CARING FOR A FABRIC YOU CAN ALWAYS COUNT ON.

### DAILY CARE TIPS

With proper care, the beautiful and natural qualities of wool can be maintained for years. Follow these simple care tips to ensure the lasting beauty of your wool garments and household items.

- Remove spots and stains promptly.
- Brush wool clothing after each wearing to remove surface soil. Use a damp sponge for finer wool knit fabrics. This will revive the nap.
- If wool gets wet, dry at room temperature away from heat.
- Empty pockets and remove belts from garments, then hang with closures zipped or buttoned on shaped or padded hangers. Store knits such as sweaters gently folded in drawers.
- Give wool clothing a 24-hour rest between wearings. The fibers will shed wrinkles and return to the original shape.
- To refresh wool garments quickly, hang them in a steamy bathroom. Moisture from the steam will remove wrinkles.

### PRESSING WOOL

Steaming wool is always the preferred method for further removing wrinkles and revitalizing garment structure for wear. The following steps should be used when pressing is desired.

- Always use the steam wool setting on the iron; wool should not be pressed totally dry.
- When possible, press on the reverse or interior side of the fabric.
- When it is necessary to press on the exterior side of the fabric, use a press cloth to avoid a shine.
- Note: Extra scraps of wool fabric make excellent press cloths; they help to preserve the resilient texture of woolsens.
- Lower and lift the iron; don't slide it back and forth.
- Prevent imprinting inside detail by placing a piece of brown craft paper or tissue paper under folds, seams or darts.

### STORING WOOL

The same chemistry that makes wool fiber resilient, durable and breathable, also makes wool susceptible to moths and carpet beetles for garments not regularly used. Since insects are attracted to areas of the cloth that are soiled with food stains or body oil, clothing kept clean in storage while not in use is the most effective protection.

- Have wool items cleaned before packing them away. Cleaning will also kill insect larvae.
- Pack clothes in airtight containers—well-sealed garment bags or boxes and trunks with secure lids. Cold storage in temperatures of 40 degrees (4°C) or lower further discourages insects.
- Cedar closets and trunks are a recommended storage material; avoid the toxic use of moth balls.
- Keep your closets, dresser drawers and storage containers clean.

## Takeaways

- 01 SIMPLE CARE ENSURES LASTING BEAUTY
- 02 STEAM WOOL TO REMOVE WRINKLES
- 03 STORE CLEAN IN AIRTIGHT CONTAINER

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SOCIAL MEDIA: @ExperienceWool



Before deciding on a cleaning method for wool, **look for the care instruction label.** When a label does not provide detailed washing directions, follow the instructions below.

### HAND WASHING WOOL

A quick hand wash is an excellent way to clean wool. Follow these suggestions when laundering woolen garments that are labeled “hand washable.”

1. Wash in lukewarm or cold water using a mild soap or liquid detergent (which contains no bleach).
2. Soak for 3-5 minutes, gently squeezing suds through without twisting or wringing the garment.
3. Rinse twice in clean water that is the same temperature as the wash water.
4. Gently squeeze out excess water and roll the garment in a towel to absorb excess water.
5. Lay flat to dry away from sunlight and direct heat.

### MACHINE WASHING WOOL

Follow the “washable” label closely or utilize the following steps for best results:

1. Set the machine for gentle action at a short cycle.
2. Set the water temperature at cool or lukewarm.
3. Use a mild soap or detergent that contains no bleach. If it’s the powdered variety, make sure it is completely dissolved before adding to the machine.
4. Some machine washable garments may indicate the ability to tumble-dry on low heat without the worry of shrinkage. Otherwise, follow steps 4 and 5 under “Hand Washing Wool” for drying.

FOR A GUIDE TO WASHING SYMBOLS  
CHECK OUT [AMERICANWOOL.ORG](http://AMERICANWOOL.ORG)



Check the care label for stain and spot removal instructions and try to treat as soon as possible. First, dampen the area with cold water or seltzer, then blot dry with an absorbent clean cloth. If that doesn’t do the trick, here are some more specific tips on how to properly treat a variety of stains.

### COCKTAILS

Dab lightly with an absorbent, lint-free cloth to remove as much excess liquid as possible. Sponge the area sparingly with a mix of warm water and 1/2 rubbing alcohol.

### RED WINE OR FRUIT JUICE

Immediately dab the stain with a 3:1 mixture of rubbing alcohol and water.

### BLACK COFFEE

Mix equal parts alcohol and white vinegar and soak a lint-free cloth in the solution. Gently dab the stained area then apply pressure with an absorbent cloth to draw the coffee from the fabric.

### CHOCOLATE, WHITE COFFEE OR TEA

Dab gently around the edge of the stain with a cloth soaked in rubbing alcohol. Then follow instructions for black coffee.

### BUTTER, GREASE OR SAUCES

Lightly scrape the surface of the stain with a spoon or knife to remove any excess oil. Then soak a lint-free cloth in rubbing alcohol and gently dab the area.

### BLOOD

Remove excess blood immediately with a damp sponge, then gently dab the area using undiluted white vinegar followed by cold water.

### INK OR BALLPOINT PEN

Dab gently with a lint-free cloth soaked in white spirit. Repeat the action with a cloth soaked in diluted white vinegar or rubbing alcohol.

### LIPSTICK OR MAKEUP

Rub gently with a lint-free cloth soaked in turpentine or spot cleaning spray or fluid. Rinse with mild soapy water.

## Takeaways

01 CHECK LABEL FOR CARE INSTRUCTIONS

02 USE COLD WATER FOR STAIN REMOVAL



## WOOL'S JOURNEY IS A LONG AND PROVEN ONE.

Since the Stone Age, primitive humans have valued sheep as a diverse resource. Achieving our three basic needs—food, clothing and shelter—sheep have been considered one of society's most valuable, renewable resources for 10,000 years. As humans learned to spin and weave, woolens became paramount in growing the wealth of Babylon. And as the warmth of wool spread, along with the knowledge of sheep's unmatched mobility, it granted civilization the ability to spread beyond the warm climate of Mesopotamia. News of the value of this woolly creature traveled fast, and by 3000 B.C., the Persians, Greeks and Romans were distributing sheep and wool throughout Europe.

### THE WOOL TRADE BEGINS

The Romans took sheep everywhere as they built their Empire in what is now Spain, North Africa and the British Isles. They established a wool plant in what is now Winchester, England as early as 50 A.D. The Saracens, nomadic people of the Syrian-Arabian deserts, established a widespread wool export trade with North Africa, Greece, Egypt and Constantinople. During the 12th century, the Norman conquest of Greece encouraged weaving in Florence, Genoa and Venice. The conquerors sent Greek weavers to Palermo as slaves, and their extraordinary work was mimicked at once by Italian weavers.

Meanwhile, in Spain, the thriving wool industry helped finance the voyages of Columbus and the Conquistadors. Guarding its wealth closely, Spain levied the death penalty on anyone exporting sheep until 1786. That year, King Louis XVI imported 386 Merino ewes to cross with sheep on his estate at Rambouillet in Northern France. And even today, the resulting Rambouillet breed is highly desired due to its fine and long staple wool. In 1377, England's King Edward III, "the royal wool merchant," stopped the imports of woven goods and the domestic weaving of foreign wools. He also invited Flemish weavers, who were fleeing the Spanish invasion, to settle in England where the industry thrived.

### ENGLAND'S "EMPIRE OF WOOL"

Although pelts may have been worn in Britain as early as the late Bronze Age (3000 B.C.), England's "empire of wool" peaked during the 1509-1547 reign of King Henry VIII when he seized the flocks of the monasteries and redistributed them to court favorites. This sent shepherds to prison and was one of the first unfair treatments that incited immigration to America. And by 1660, wool textile exports were two-thirds of England's foreign commerce.

### WOOL COMES TO THE AMERICAS

Christopher Columbus brought sheep to Cuba and Santo Domingo on his second voyage in 1493; Cortez took their descendants along when he explored what is now Mexico and the southwestern United States. And despite the fact that England tried to discourage a wool industry in North America, a few smuggled sheep had multiplied to about 100,000 by 1665.

Traditions and folklore grew with the industry, and spinning duties fell to the eldest unmarried daughter in the family, hence the term "spinster." Spun yarn was wound on a reel (weasel), which made a popping sound when a given yardage was reached. (That's right, "Pop goes the weasel!")

### THE INFLUENCE OF WOOL GROWS GLOBALLY

King George III of England made wool trading in the Colonies a punishable offense, threatening to cut off the offender's right hand. This policy, together along with other oppressive actions including the Stamp Act of 1765, which required that revenue stamps be affixed to all printed matter, helped incite the Revolutionary War.

Both Washington and Jefferson maintained flocks of sheep and were inaugurated in woolen suits. New inventions like the spinning jenny, combing machines and water-powered looms further progressed the industry's rapid expansion. Sheep moved west with civilization, and at the turn of the 18th century, small flocks in the hands of pioneers expanded the wool the industry to Australia, New Zealand and South Africa.



**A M E R I C A N W O O L**

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