

The benefits of wool carpets

- Natural beauty and comfort
- Fire resistant
- Easy to clean
- Environmentally friendly – healthy indoor climate
- Breathable material
- Naturally non-allergenic
- Reduction in energy costs
- Noise insulation

A wool guide by
DANSK WILTON

For more information see danskwilton.com

WOOL

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Natural beauty and comfort

Because quality is the very heart of what we do, we select materials of the finest quality. We use the finest grades of British and New Zealand wool to bring the purest shades of colour. This wool composition is naturally very white and free of black fibres, making it easier for us to produce dense and uniform colours.

A unique spiral crimp built into the wool fibre means a wool carpet will retain its look for longer because it has natural bounce-back abilities. The good capability to recover also makes walkways seem less worn and furniture marks less visible.

A wool carpet remains good looking and provides immense softness and comfort underfoot. Wool carpets provide a sense of welcome and calm – warm, comforting, soft and luxurious.

The lifetime of our carpets is 8-12 years under normal conditions and with the right care and maintenance.

Fire resistant

Wool is the safest carpet fibre because it is the most difficult to ignite and it is flame retardant up to 600° C. It burns slowly and is easy to extinguish. Burns from cigarettes and sparks from a fire will cause minimal damage to a wool carpet because it will smoulder and self-extinguish.

In a major fire, wool carpets contribute much less in terms of smoke and toxic gas formations than most other materials. Wool carpets provide an added insulation against heat and flames for the underlay and underlying floor surface.

All Dansk Wilton carpet qualities holds certificates to meet standards required by our customers both on and off shore.

Easy to clean

The structure of wool fibre has a natural protective membrane and a natural content of the fat 'lanolin' that provides the ability to repel moisture and acts as a natural dirt and stain resister. Dry dirt is easily vacuumed off. A properly maintained carpet only needs to be vacuumed once or twice weekly and periodic deep cleaning by a professional. The overall maintenance cost of wool carpets is significantly lower than that of hard flooring. Please find extensive information on carpet care in our **Maintenance Manual & Stain Removal Guide**.

Environmentally friendly

Up to 80% of the Dansk Wilton, carpets are made from natural resources. Dansk Wilton is committed to provide a quality wool carpet that minimises the impact on the environment. We set the highest standards for our product quality and for safeguarding the natural environment. Wool is a natural material and a totally sustainable, renewable and biodegradable fibre. Wool fibre takes only a fraction of the energy used to produce synthetic fibre. Disposed of, natural wool fibre takes only a few years to decompose. The reason for adding nylon to the wool carpets is to obtain the best possible durability and long life.

Breathable material

Wool has a natural ability to regulate the humidity of an interior – it absorbs moisture (up to app 2/3 of its weight) when the atmosphere is damp and releases it when the atmosphere is dry, creating a more comfortable environment. – This without feeling damp or cold, whereas synthetic fibres can feel quite wet with only a fraction of the moisture content.

Natural non-allergenic – healthy indoor climate

Wool carpets are naturally non-allergenic. They naturally absorb and filter airborne volatile organic compounds (VOCs) – unwanted toxins and odours that can cause irritation to humans. Wool carpets bind the allergy-causing substances tightly. Tests showed that indoor air in a carpeted room contained less than half the amount of fine particulate dust than the smooth floors.

While allergens such as house dust mites do settle in the carpet (far less so than bedding), they can be vacuumed away using a good vacuum cleaner, preferably with a HEPA filter system. However, heavily worn carpet will not clean as effectively.

Dansk Wilton achieves the best possible VOC indoor rating. All Axminster and ColorTec carpets from Dansk Wilton have been tested and awarded the A+ rating for their very low VOC emission levels (Volatile Organic Compounds). Some of the common sources of negative VOC's in the indoor environments are adhesives, caulking compounds, chemicals and other substances used in the production of carpets.

Build-up of VOC's in indoor environments have often been associated with "sick building syndrome" causing a bad indoor environment.

Reduction in energy costs

Wool carpets help to keep the room warm in winter and cool in summer because of its superb insulation properties and its ability to regulate humidity. The thicker the carpet, the better the level of insulation provided. Studies have shown energy costs can be significantly reduced for both heating and cooling by up to 12% with a wool carpet when there are temperature differences between the indoor air and that under the floor.

Noise insulation

Carpets reduce noise in large areas and eliminate any scraping noises from furniture. They dramatically improve the acoustics of busy spaces, absorbing sound and softening the volume. Also in corridors, this acoustic performance of carpets is of great value to the guests. Carpets reduce noise not only on the specific floor level, but also on the floor below.

To evaluate the effect of the noise reducing properties by applying carpets on the floor construction, the airborne and impact sound insulation properties have been investigated in several studies. The measured Impact Sound Pressure levels for the constructions with carpets applied are all decreasing considerably.

