



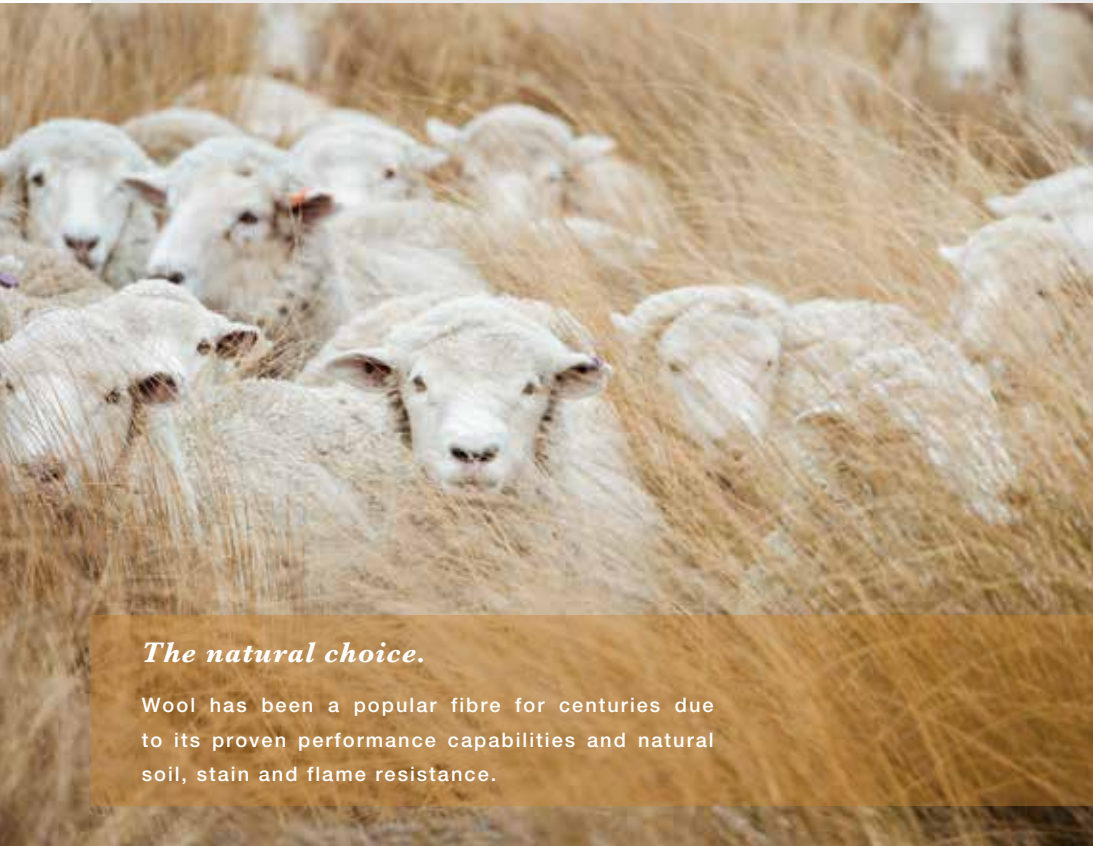
W O O L

C A R P E T S

Godfrey Hirst

C A R P E T S

WWW.GODFREYHIRST.CO.NZ



The natural choice.

Wool has been a popular fibre for centuries due to its proven performance capabilities and natural soil, stain and flame resistance.

W H Y W O O L

Because it really does tick all of the boxes!

The natural beauty of wool, stems from the inherent complexity of the fibre itself, evolved to protect sheep, no matter what the conditions! That's why we still wear wool, sleep with wool, insulate with wool and enjoy walking on wool.

When it comes to carpets wool sets the standards. Why else would synthetic fibre continuously try to mimic wool.

You can now purchase good synthetic carpets that almost look and feel like wool carpet. However, synthetic carpets simply cannot match the natural properties that pure wool carpets offer.

- R E N E W A B L E
- S U S T A I N A B L E
- D U R A B L E
- B I O D E G R A D A B L E



Wool

RAVINE
PEWTER

BENEFITS

Wool

Naturally stain resistant and very easy to maintain.

Wool carpet is a very practical option to clean and maintain. Wool carpets have a 'waxy' outer layer present on the wool fibres which helps to naturally resist dirt and most stains.

Electro-Static Effects.

100% wool carpet has natural protection from the build up of static electricity. There will be no build up on wool carpet unless relative humidity falls below 45% and this is very rare in New Zealand. This means a wool carpet does not require a chemical treatment which acts to suppress static build up.

Better Acoustics.

The impact and control of noise is becoming more important as our lives get busier. Most of us want our homes to be a quiet retreat away from the world that exists outside.

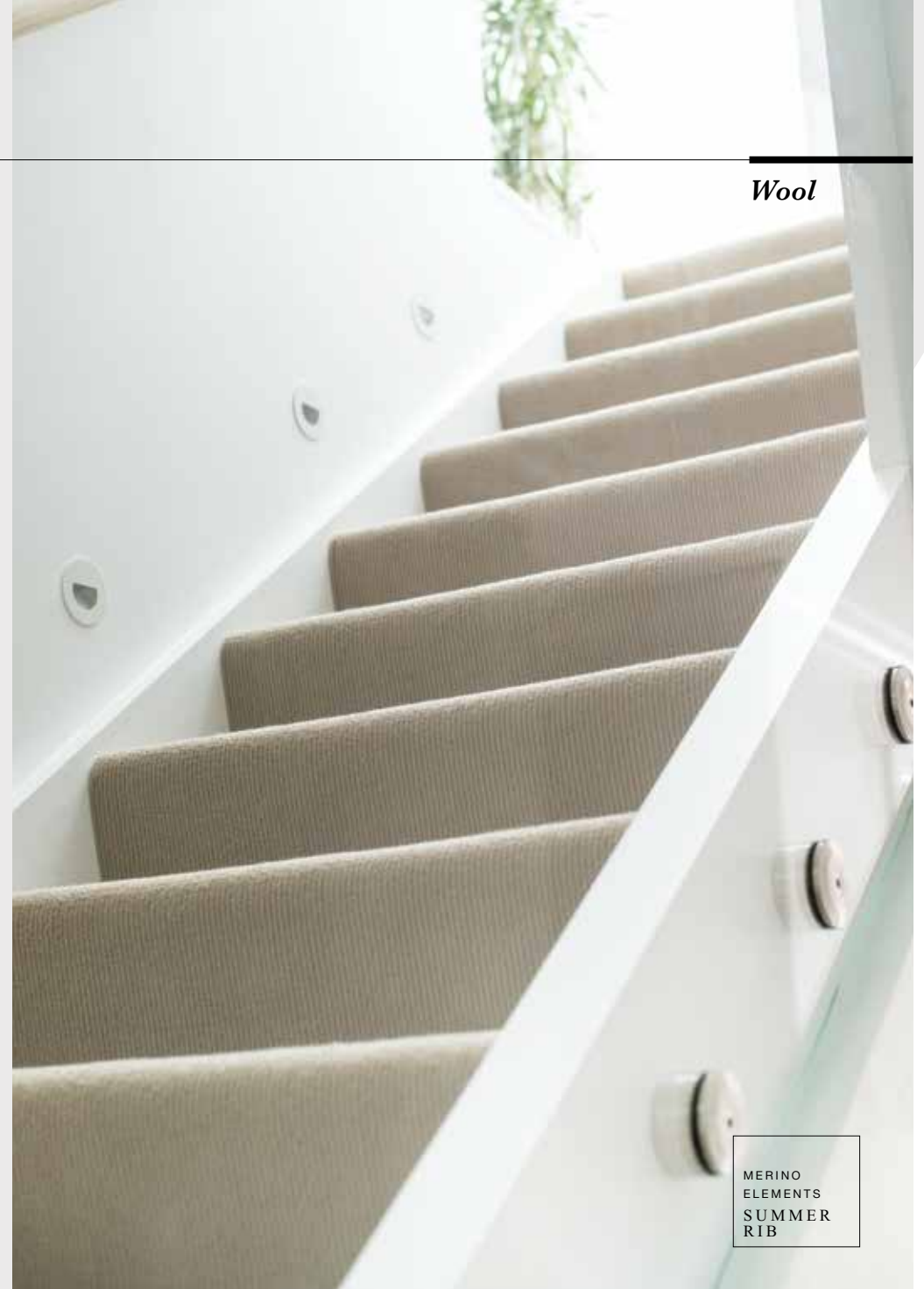
The mass wool fibres in any given area of carpet have a range of lengths, diameters, crimp and spirality. This gives wool carpets their ability to absorb sounds over a wide range of frequencies.

Fire Resistance.


In experiments conducted by the Wool Research Organisation of New Zealand (WRONZ), wool, nylon and polypropylene carpets were tested using the NBS Flooring Radiant Panel Test. Results confirmed wool carpets had the lowest propensity for flame spread and produced much lower levels of smoke when compared to synthetic carpet fibres. This is due to the unique chemical structure of amino acids which make wool naturally flame resistant. The surface pile of the wool carpet formed a thick, foam like, charred layer which effectively protected the lower pile, backing and underlay from combustion. In contrast, synthetic fibres melted which generated large amounts of smoke, with the heat reaching the backing and underlay.

Hypoallergenic.

Wool does not promote the growth of bacteria, moulds and mildew, thereby reducing the likelihood of spores, mycotoxins and volatile organic compounds developing in the home which cause allergies and respiratory problems. Furthermore wool fibre does not promote the growth of dustmites. A wool carpet is a healthy option for your family.



MERINO
ELEMENTS
SUMMER
RIB



Relax on the comfort of wool.

Natural insulation and humidity control.

Wool is a natural hygroscopic insulator. This means that wool can naturally absorb up to 30% - 40% of its own weight in moisture without becoming wet to touch, thereby reducing the dampness in the air and making your home a drier and healthier place in which to live.

In cold damp conditions (high relative humidity) moisture is absorbed by wool and heat is

given off. In warm dry conditions, moisture is released by wool, resulting in a cooling effect. How well your carpet insulates largely depends on how much air it can trap. Because of wool's natural inbuilt crimp, air is retained in millions of tiny pockets which provide an insulation effect, thus creating a comfortable environment for you and your family to enjoy all year round.

Indoor environment quality.

Indoor environment quality (IEQ) refers to the quality of the air and environment inside buildings, based on pollutant concentrations and conditions. WRONZ studies have shown that wool carpet can remove Volatile Organic Compounds (VOCs) such as formaldehyde, nitrogen dioxide and sulphur dioxide from the air

more rapidly and effectively than synthetic carpet fibres. Wool does not release these gases, even when heated, and may continue to purify indoor air for up to 30 years. Tests conducted in a chamber showed that wool carpet can remove 99% of sulphur dioxide gas from the air in 4 hours.



Wool

RAVINE
PEWTER

BENEFITS

Invest wisely in your home



Your carpet represents a substantial investment and you want it to look good for years to come. Godfrey Hirst wool carpets offer a range of residential rated carpets, heavy duty through to extra heavy duty, including stairs.

The Environment



New Zealand wool is sustainable, renewable and biodegradable. Wool fibre requires far less energy to produce than synthetic fibres.

Godfrey Hirst Wool carpets are manufactured under ISO 14064-1 certification.

Manufacturers Environmental Footprint



Carbon neutrality, or having a net zero carbon footprint, refers to achieving net zero carbon emissions

by balancing a measured amount of carbon released with an equivalent amount sequestered or offset, or buying enough carbon credits to make up the difference. It is used in the context of carbon dioxide releasing processes associated with transportation, energy production, and industrial processes such as production of carbon neutral fuel.



WARRANTIES

All Godfrey Hirst Carpets carry a warranty supported by New Zealand after sales service. The Godfrey Hirst Carpets warranty is applicable to all Godfrey Hirst Carpets, sold in New Zealand.

“As a New Zealand manufacturer, we endorse and recognise all rights of the consumer under the Consumer Guarantees Act 1993 (the “CGA”) and further agree to match any performance guarantee or warranty offered in the market place, at the time of purchase, on any product which is equivalent to ours, where that performance guarantee or warranty offers rights to the consumer in addition to those under the CGA”.

This means, when you choose a Godfrey Hirst Carpets product, you can be secure in the knowledge that your floor is backed by a comprehensive warranty which is easy to understand and supported by a leading New Zealand manufacturer.

Details correct at time of printing.
Please see www.godfreyhirst.co.nz for latest version.



Godfrey Hirst C A R P E T S

WWW.GODFREYHIRST.CO.NZ

For any information about your Godfrey Hirst carpet
or any assistance in respect to warranties and care
please contact:

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