

NATURALLY BETTER

Change begins with the earth beneath your feet.

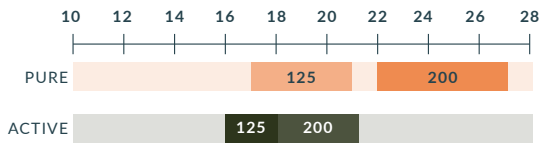


ACTIVE
NATURAL
VERIFIED

| HD® Wool provides natural temperature regulation
| HD® Wool is free from plastic
| HD® Wool is traceable from assured Woolkeepers®

BREATHABILITY (RET)

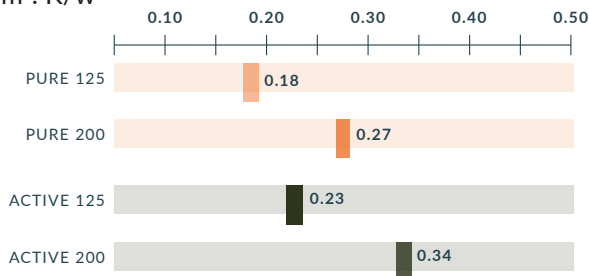
ISO 11092
m². Pa/w



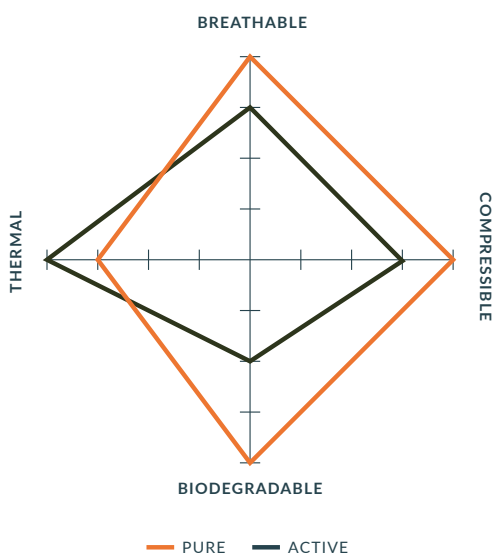
Lower value = more breathable

THERMAL RESISTANCE (RCT)

BS 4745:2005
m². K/w



ACTIVE Vs PURE



NATURAL, TEMPERATURE-REGULATING AND BREATHABLE

- Manages sweat 95% longer than compared to polyester and keeping your average skin temperature 3% lower than polyester *

NATURALLY ELASTIC, COMPRESSIBLE WOOL CRIMPED FIBRES

- Fibres are selected for natural crimp which have stretch and recovery, allowing for freedom of movement and ensures a comfortable fit.
- Maintains its shape as well as thermal performance even after repeated use**.
- Unique manufacturing techniques use light needling or thermal bonding to create a structure that maximizes warmth through its airy loftiness.

ODOUR- INHIBITING AND ANTIBACTERIAL

- Odour inhibiting and natural anti-bacterial properties provide comfort and freshness while minimizing the need for frequent washing, reducing energy consumption.
- Should you need to wash HD® Wool our nonwoven is created to maintain stability and prevent clumping.

NATURAL

- Made from 100% natural fibres, avoiding the environmental hazards associated with oil-based materials and microplastics.
- PURE wool is 100% biodegradable.
- ACTIVE wool is Ingeo™ a polylactic acid biopolymer, made from sugar cane, sugar beets and corn. This is sourced from renewable plants

VERIFIED

- 3rd party verified traceability, guaranteed non-mulesed from The Woolkeepers® wool supply chain.
- Ensuring that every aspect of the sourcing process, from farm gate to factory door, adheres to shared values of fair price, assurance and community.

* Trials conducted Jan 2021, Carnegie School of Sport. 100gsm HD®Wool Active Insulation Vs 100gsm generic polyester. 2 participants | Lab conditions were set to mimic realistic European walking conditions of 4°C room temperature and 80% relative humidity | Monitoring skin temperature, heart rate, core body temperature, sweat volume and thermal imagery at standardised intervals for a comprehensive performance analysis.

** Independently tested using IHTM 110

NOTICE: The data and material presented were derived from internal HD® Wool Apparel Insulation studies and are provided for informational purposes only. HD® Wool Apparel Insulation does not provide any representation or warranty with respect to the standards used or applied in deriving such data and material, the statistical significance of such data and material or the reliability accuracy or fitness of such data and material for any purpose whatsoever. All such data and material and property of HD® Wool Apparel Insulation and nothing herein shall be construed as authorisation or licence to use, print or distribute any such data or material. HD® Wool Apparel Insulation disclaims any liability whatsoever with respect to the use of any of the data or material contained herein.