

The background of the entire page is a close-up photograph of several balls of grey wool yarn. The yarn is thick and has a visible texture. The balls are arranged in a somewhat circular pattern, with some in the foreground and others receding into the background.

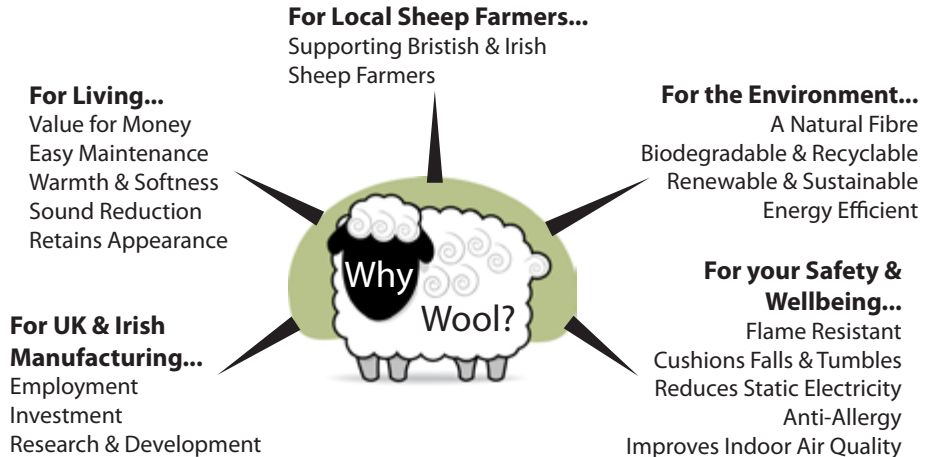
THE WOOL FACT SHEET

'In the home, approximately 10 - 20% of heat is lost through the floor - wool carpets insulate the home and can save an average of 11% on domestic energy consumption'

ulster™
www.ulstercarpets.com

Considering Carpet?

When choosing the perfect carpet you are faced with many decisions - Plain or Patterned? Wilton or Velvet? Which Colour? Choosing a wool rich carpet is the easy part.



At Ulster, wool is our way of life having produced wool rich carpet since 1938. In choosing an Ulster carpet you are reaping all the benefits that wool has to offer as well as the unique advantages specifically associated with buying an Ulster carpet.

If you are buying Ulster , you are buying wool.

Why Ulster Wool?

Ulster sources and selects only the best 'strong' wools including wools shorn from sheep in Britain, Ireland and New Zealand to make Ulster branded wool rich woven axminster, woven wilton and tufted products.



Once the sheep are sheared the wool is gathered, graded based on a number of quality factors and sold.

Ulster has its very own spinning mill, Ulster Yarns, in Dewsbury, Yorkshire (the centre for wool trading in the UK) where strict quality control measures are implemented from purchasing to spinning.

This stage is as crucial to the quality of the resulting carpet as the methods that are involved in its manufacture. As with any fibre (natural or manmade) the quality of the wool will greatly impact the overall integrity of the carpet.

Ulster selects only wools of the highest grade to ensure you are benefiting fully from all of the advantages associated with an Ulster wool rich carpet.

Choose wool. Choose Ulster wool.

for your Safety & Wellbeing...

Safety in our home and of our family is of paramount importance - an Ulster wool rich carpet will contribute to a safe environment and improved health and wellbeing for all.

Flame Resistant

Wool does not easily ignite due to the natural structure of the fibre. It does not melt, drip or release noxious fumes.

Cushions Falls & Tumbles

Young children and the elderly alike are prone to falls and tumbles , carpet can cushion against serious injury - giving you peace of mind.

Reduces Static Electricity

You will not get as many nasty shocks from a wool rich carpet as it has a lower residual voltage compared to Nylon, Acrylic and Polyester.

Anti-allergy

Research backs up the ability of wool rich carpets to reduce airbourne dust in the home by trapping it in its top layer. It does not promote the growth of bacteria and is unsuited to dust mites.

Improves Indoor Air Quality

Wool naturally absorbs humidity and airbourne toxins producing a cleaner, more comfortable living environment for the whole family.



for Living...

Choosing an Ulster wool rich carpet will undoubtedly enhance the look of any working or living space but you can also look forward to the many additional longer term advantages.

Value for Money

A wool rich carpet is known to be highly durable and resilient lasting up to four times longer as it has the ability to withstand footfall and flattening for longer.

Easy Maintenance

Regular vacuuming is all that is required to keep an Ulster wool rich carpet looking its best.

Warmth & Softness

A great insulator for the home, a wool rich carpet improves heat retention and energy efficiency. This coupled with the natural softness of wool underfoot offers great comfort and luxury.

Sound Reduction

Ulster wool rich carpets absorb sound, reducing the transmission of echo and room to room sound transfer.

Retains Appearance

Historically wool rich carpets have been shown to maintain their appearance better over time.

for the Environment...

With the ever growing number of environmental concerns, choosing an Ulster wool rich carpet contributes to the preservation of the environment without compromising on performance and luxury.

A Natural Fibre

Wool, the main component of all Ulster carpet, is a 100% natural fibre that grows on sheep which graze freely in open countryside.

Biodegradable & Recyclable

Wool is a 'long life fibre' which retains its properties for many years. At the end of its life wool rich carpet biodegrades in soil without harming the planet. It can also be recycled, for example, some textile manufacturers can reuse wool yarn to produce blankets.

Renewable & Sustainable Supply

Wool is sheared annually and re-grows naturally providing a sustainable annual supply.

Energy Efficient

Ulster wool rich carpet is energy efficient both in carpet production compared to synthetic carpet and in practical use. In the home, approximately 10 - 20% of heat is lost through the floor. Wool carpets insulate the home and can save an average of 11% on domestic energy consumption.



for Local Sheep Farmers...

The best wool for carpet production is 'strong' wool found on sheep breeds in Britain, Ireland and New Zealand.

Ulster uses only the best wools from these locations to produce the perfect carpet - soft and bright yet textured and resilient. In buying Ulster you are supporting British & Irish sheep farmers.

for UK & Irish Industry...

In buying Ulster you are actively supporting the British and Irish manufacturing industry - from the process and winding of the wool yarns to the development, design, manufacture & delivery of our woven carpet, every stage is undertaken in the UK and Ireland.

The complete 'doorstep' manufacturing approach not only boosts the local economy and investment but also enables us to ensure our products meet the highest quality standards.



The Ulster Brand Guarantee

We at Ulster know that one wool rich carpet is definitely not the same as another. A few things that set us apart from the competition...

Ulster's Accountability

At our spinning mill, Ulster Yarns in Yorkshire, we purchase and process all the wools used in our carpets. This enables us to closely monitor the quality and maintain a consistent supply.

Ulster's Experience

Established in 1938 Ulster has experience in the sourcing of wool and manufacturing of wool rich carpets in the United Kingdom and Ireland. With Ulster you are buying the best in performance, quality and luxury.

Ulster's Reputation

At a time where brands are more than just a name Ulster is a market leader in the design and manufacture of residential wool rich carpets.

Ulster's Strict Wool Selection Criteria

We select only the best wool for our 100% wool and wool rich carpets. This is reflected in the highest levels of quality and performance synonymous with Ulster's carpets.

Choose wool. Choose Ulster wool.

ULSTER'S COMMITMENT TO SUSTAINABILITY

Ulster is committed to the preservation of the environment in the long term - not just talking about it, but actively taking steps to protect it.

- **We have reduced our carbon emissions by 52% from 2001.**

- **96% of our post-industrial waste is diverted from landfill.**

 - **Continued development of production techniques has allowed the reduction of the physical footprint of our process, reducing heating and lighting requirements.**



Taking inspiration from the environment we have developed Natural Choice Woven Axminster & Plains made from 100% natural undyed wool. The collection comprises of a variety of textured axminster designs inspired by nature that are complemented by a range of woven wilton plains.

If you are interested in taking a closer look at all of the products that Ulster has to offer please visit www.ulstercarpets.com where you can browse our online product catalogue and request samples

Choose wool. Choose Ulster wool



Ulster are proud members of
The Carpet Foundation.
For further information
please visit
www.carpetfoundation.com



THE CAMPAIGN FOR WOOL

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