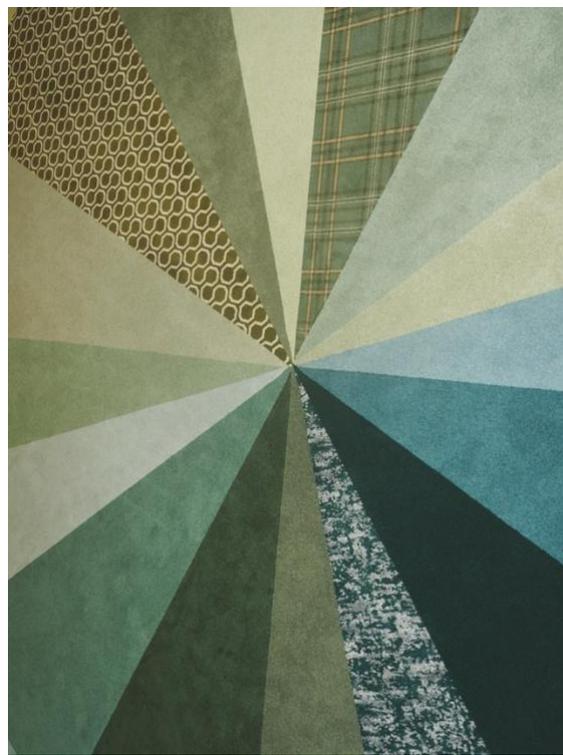


## BACK TO NATURE

WOOL RUNS ON GRASS, SUNSHINE, AIR & WATER



- ***Naturally Wool - The most responsible fibre to choose for the planet, with its eco and environmental biodegradable properties and longevity of wear.***
- ***Green – The Colour of Nature Wool carpets provide a natural foundation for our homes and the Green palette, the colour of nature, is the colour trend of the season.***

**19 September 2021** - The Campaign for Wool and the Wool Carpet Focus Group have come together to highlight the many natural attributes and benefits of wool flooring.

Carpets and rugs from some of the leading wool floor companies have been aesthetically pieced together by JR Studio to create a focal point for The Flooring Show 2021. The Flooring Show is the UK's largest flooring show, and is attended by key retailers, contractors, distributors, fitters, designers and developers.

Wool is represented from the key wool growing markets of Britain and New Zealand, each known for their lofty, white wool which is ideal to create durable carpets that have a carpet pile with good bounce and recovery, and are easy to clean. Wool is the most responsible fibre to choose for the planet, with its eco and environmental biodegradable properties and longevity of wear.

Peter Ackroyd, COO of the Campaign for Wool said "It is encouraging to see wool carpet orders dramatically improving for the domestic market, and hope that this will be reflected in the wider contract, travel and leisure markets as businesses, hotels and offices reopen."

@campaignforwool #ChooseWool

For more information about the Campaign for Wool visit: [www.campaignforwool.org](http://www.campaignforwool.org)

# MEDIA RELEASE



Joanna Ramsden, JR Studio commented “Interiors are taking their inspiration from the natural world and our growing respect for the environment. The Home has become a key and essential part of our wellbeing and we are looking to nature to help us create a more harmonious balance in our lives.”

Featuring more than 50 shades of green, the wool carpets exhibited showcase a collection of sea greens, fir greens, olive greens, grey greens and grass green colours in a wool floor canvas of varying patterns and textures.

- Calming, restful, contemplative and energising as well as functional, elegant and sophisticated.
- Bringing outdoors indoors has seen swathes of green hues being introduced with something to suit all tastes however eclectic.
- Our renewed love of gardening and being outdoors is a positive and beautiful influence.
- In the garden, green is nature’s anchoring colour.

Colour influences range from the verdant and vibrant to the more subtle and desaturated tones:

- Herbal and Vegetable
- Foliage and Botanical
- Woodland and Moorland
- Countryside and Hedgerows
- Shades of Water

**-ENDS-**

**For questions regarding the Campaign for Wool please contact:**

**Andrew Naylor, Campaign for Wool PR/Media:**

**Tel: 07951 330338**

**Email: [pr@campaignforwool.org](mailto:pr@campaignforwool.org)**

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## **About The Campaign for Wool:**

The Campaign for Wool was launched in 2010 to educate consumers about the benefits of wool and help to support and grow the wool industry. Run by a coalition of industry groups convened by His Royal Highness The Prince of Wales, the Campaign works to engage consumers through exciting fashion, interiors, artisan and design lead activities centering around Wool Week each year.

The Campaign for Wool is a global endeavour initiated by its Patron, in order to raise awareness amongst consumers about the unique, inherent natural, renewable and biodegradable benefits offered by the fibre in fashion, furnishings and everyday life. And importantly, that wool not only biodegrades in soil, adding nutrients back to the earth, but it also biodegrades in the ocean and water and therefore wool does not impact the planet with microfibre and plastic pollution. Choosing wool will help to safeguard the planet for future generations.

The Campaign for Wool is jointly funded by some of the world's largest woolgrower organisations. Key nation partners include the British Wool, Australian Wool Innovation/The Woolmark Company, Cape Wools South Africa and Campaign for Wool New Zealand. All have shown incredible support and contributed to the global success of His Royal Highness's Campaign for Wool since its inception. [www.campaignforwool.org](http://www.campaignforwool.org)

## **About Wool Carpet Focus Group:**

The Wool Carpet Focus Group was formed with the sole mission of promoting wool as a carpet fibre. Creating a unique space on [www.woolcarpetsnaturally.org](http://www.woolcarpetsnaturally.org) that highlights wools key properties and performance benefits to consumers, including the safety aspects of choosing a wool carpet, care and cleaning.

[www.woolcarpetsnaturally.org](http://www.woolcarpetsnaturally.org)

## **About JR Studio:**

Based in Yorkshire, JR is a Textile Colour and Design consultant with over 35 years experience of working in the international Wool Textile industry from The Woolmark Company in 1985 before moving on to Wools of New Zealand in 1994 working in both Interior and Apparel markets with some of the world's leading designers, spinners and manufacturers. With a background in Fine Art, Textile Design and French and a love for colour has enabled JR to attend and advise on most of the leading interior colour forecasting boards. Awards of note include the inaugural Contractworld Award, (Hannover) and UK Skills Hero for Fashion and Textiles Award. In 2016 JR started her own design consultancy and works for a select number of wool producing companies and organisations, currently developing rug design collections, and is Creative Director for Brockway Carpets.

[Joanna.ramsden@btinternet.com](mailto:Joanna.ramsden@btinternet.com)

[@campaignforwool](https://www.instagram.com/campaignforwool) #CHOOSEWOOL

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# MEDIA RELEASE



## **Carpet Brands Featured:**

ALTERNATIVE FLOORING - Quirky B *Honeycomb*  
AXMINSTER CARPETS - Devonian *Ocean Deep*  
BRINTONS - Bell Twist *Celtic Green*  
BRINTONS - Bell Twist *Mangrove*  
BRINTONS - Wexford Plaid *Abbeyglen*  
BROCKWAY - Solar *Teal*  
BROCKWAY - Solar *Leaf*  
BROCKWAY - Lingdale Elite *Grassington*  
CAVALIER CARPETS - Pennine Heathers *Ingleborough*  
CAVALIER CARPETS - Guildhall Twist *Seaspray*  
CORMAR CARPET Co - Oaklands Collection *Hyssop*  
CORMAR CARPET Co - Woodland Heather Twist *Meadow Light*  
CRUCIAL TRADING – Biscayne *Lime*  
KINGSMEAD - Artwork *Spinach*  
MANX TOMKINSON - Wool Britannia *Meadow Hay*  
MANX TOMKINSON - Wool Britannia *Patchwork Fields*  
PENTHOUSE CARPETS - Colorado *Brookside*  
PENTHOUSE CARPETS - Pentwist *Rain Forest*  
PENTHOUSE CARPETS - Pentwist *Parsley*  
THE REAL SHETLAND COMPANY - Samphire *Rock*  
ULSTER CARPETS - Natura Alder *Kemp*  
ULSTER CARPETS - Grange Wilton *Kew*

@campaignforwool #ChooseWool

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