

WARM UP *with* wool rugs

The chilly months have arrived, and you may be dreading the feeling of walking on your cold, hard floors.

Warm your feet and add comfort by adding a beautiful wool area rug into your living or work spaces. There is no doubt that when those extra frosty days arrive, you and your household will be thanking you!

Released for the winter of 2022, Wools of New Zealand and Rugs for All have collaborated to create a collection of New Zealand Wool Area Rugs with a range

of bindings. The area rug collections are available exclusively on the Rugs for All website. Their ethos is that all New Zealanders should be able to afford a 100 percent New Zealand Wool Carpet Area Rug.

Wools of New Zealand is a farmer co-operative that believes wool shouldn't cost the earth. They are on a mission to reintroduce Kiwis to nature's wonder fibre and its many benefits.



Here are just a few of the benefits of having a wool area rug in your home:

1.

Wool adds warmth

Wool is an excellent thermal insulator and helps moderate temperature and humidity in the home by absorbing and releasing moisture as needed.

2.

Wool stays clean

Naturally stain-resistant and cleanable, wool has a natural coating of lanolin, which keeps stains and dirt from penetrating the fibres. These fibres also mean that wool doesn't need to be cleaned as often as other fabrics.

3.

Wool pile is resilient

The natural crimp in each wool fibre allows a wool rug to resist the compression of daily use, so you have fewer issues with furniture indentation than with other fabrics. It also has high wear and tear and is naturally very durable.

4.

Wool stays dry

Wool is naturally water-resistant and can absorb water spills and still feel dry to the touch. It can absorb up to 30 percent of its weight in moisture, which helps to create a dry home and reduce heating costs.

5.

Wool is hypoallergenic

The pockets in wool fibre help it absorb dust. It also resists dust mites, mildew, and bacteria growth, and even absorbs many airborne contaminants. Wool is great for asthma sufferers, as it absorbs indoor air toxins too.

Rugs for All is owned by Carpetbinders, a family-owned business based in Christchurch. They have a combined knowledge of over 100 years in binding and edging of carpets and the retailing rugs that are predominantly wool.

Find them at the Home Ideas Centre, 37 Mandeville Street, Riccarton, showcasing Wools of New Zealand wall to wall carpets and the Wools of New Zealand and Rugs for All Area Rug Initiative.

