

THE WOOLMARK BRAND

The Woolmark brand is the world's best known textile fibre brand.

The value of the brand is well established the world over in the apparel, interior textiles and home laundry sectors.

The Woolmark brand provides consumers with guaranteed fibre content and an assurance of quality.

The brand is owned by The Woolmark Company, the world's leading wool textile organisation.

The company operates a global licensing program to ensure that any product bearing the Woolmark logo meets strict wool quality and performance criteria based on the exacting demands of today's customer.



PURE NEW WOOL



WOOL RICH BLEND



WOOL BLEND PERFORMANCE



MERINO WOOL IS...

Natural

Merino is an entirely natural fibre grown year-round by Australia's 70 million Merino sheep, consuming a simple blend of air, sunshine and grass.

Biodegradable

Unlike most man-made fibres, when Merino fibre is disposed of, it naturally decomposes back into the earth in a matter of years.

Renewable

Every year Australian Merino sheep produce a new fleece, making Merino a completely renewable fibre source.



THE
WOOLMARK
COMPANY

WOOL.COM | WOOLMARK.COM

This guide is of general assistance only. You should always follow the care instructions on your garment. The Woolmark logo and The Woolmark Blend logo are Certification marks in many countries. The Wool Blend logo is a registered trade mark in many countries
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WOOL CARE GUIDE



CARING FOR YOUR WOOL GARMENTS

Inside this brochure you will find the steps to make caring for your wool apparel easy. You can wash, dry and iron your wool clothing at home with the confidence that Woolmark Apparel Care products are tested and approved for their performance in caring for wool.

UNDERSTANDING CARE LABELLING



Care instructions vary depending upon the style and type of garment. Therefore, before laundering always read the care instructions, then follow them carefully.

Care claims for wool garments normally fall under the following four options:

1. Dry Clean Only



Garments with this instruction should be taken to a professional dry cleaner for laundering.

2. Hand wash



Garments with this instruction should be washed by hand using luke warm water and a gentle detergent.

3. Machine washable



Garments with this instruction are able to be washed in domestic washing machines. It's best to use a cycle for "wool" or "delicates" for these garments.

4. Total Easy Care/Machine wash and tumble dry



Garments with this instruction can be safely machine washed, and then tumble dried on a low temperature setting.

These symbols are registered trademarks. More information on ginetex.net

WOOLMARK APPAREL CARE

Quality Care for Quality Wool



APPAREL CARE

Washing machines and tumble dryers

The Woolmark Company tests and approves the wool cycles on washing machines and tumble driers.

Cycles which carry the Woolmark Apparel Care logo have been tested to assess their ability to wash wool textiles effectively without causing felting shrinkage. Washing machine cycles using the following logo can safely wash garments which are labelled as "machine washable".

Tumble dryers

Tumble drier cycles with the same logo can safely dry garments labelled as "total easy care" or "tumble dry".

Irons

The Woolmark Company also tests the wool settings on irons. These products are checked for their performance in removing wrinkles and inserting creases and pleats while making sure they don't cause any permanent colour change to pure wool textiles.

Detergents

The Woolmark Company tests and approves detergents and other laundry products which are suitable for the home laundering of wool textiles. Look for the Woolmark Apparel Care logo on detergents to be sure you are using a suitable detergent. To find a list of approved detergents in your country, please contact The Woolmark Company or visit the website at woolmark.com.

GENERAL CARE INSTRUCTIONS

Irrespective of the method, it is recommended that garments are turned inside out for laundering. This will prolong the "as new" surface appearance of the garment.

To avoid colour "bleeding" separate dark and pale colours before laundering. Also keep dark and light colours separate when they are wet.

Close any zippers and press studs to stop them catching on the fabric during washing.



Empty pockets

Before storing or washing, empty pockets and remove belts, jewellery and other accessories to avoid sagging and bulging. Store with closures zipped or buttoned.



Brushing

For woven garments only. Using a soft garment brush, brush garments lengthwise after wearing to remove surface soil that might become stains later on. Dust and dirt can dull the appearance of wool fabrics.



Airing

To remove cigarette or food odours, lay wool garments flat on a bed or towel for an hour. Woven garments may be hung in fresh air on a suitable hanger.



Hang wovens, fold knits

Woven wool garments should be hung on shaped or padded coat hangers. Knitted garments should be gently folded and stored in drawers.



Resting

Rest wool garments for 24 hours before wearing again. This gives the natural resilience and spring in the wool fibre time to recover and return to its original shape.



Refreshing

Wool garments can be refreshed after unpacking or wearing by hanging them in a steamy bathroom. Moisture from the steam will remove wrinkles.



Dry away from direct sunlight or heat

If wool gets wet, dry the garment at room temperature, away from direct sunlight or heat.



Ironing

Many wool garments do not require ironing, but very smooth fabrics may look better if pressed. Always use steam when pressing wool. Set your iron on the wool setting and avoid ironing the fabric when it's totally dry.



Lightweight fabric care

Lighter wool fabrics may take a little longer to shed their creases. Remove wrinkles by ironing with a damp cloth or steam iron on a warm iron/dot 2 setting.



Long-term storage

Since food stains and body oils attract moths, you should ensure your wool garment is clean before packing it away in airtight bags or containers. Ideally use a Woolmark endorsed moth repellent but do not place directly on the garment.

TREATING STAINS

If you decide to treat the stain yourself, the following provides some guidance. All safety precautions recommended by chemical suppliers should be followed.

When treating stains, it is important to ensure they are fully removed before ironing. The heat from ironing can make a stain permanent.

Black Coffee

Mix alcohol and white vinegar in equal parts, soak a lint free cloth in the solution and lightly dab the stained area before pressing gently with an absorbent cloth.

Butter / Grease / Sauces

If a greasy mark forms, firstly scrape the surface of the stain with a spoon or knife to remove any excess oil. Then soak a lint free cloth in proprietary grease remover or white spirit and gently dab the area.

Chocolate / White Coffee / Tea

Dab gently around the edge of the stain with a cloth soaked in white spirit before following instructions for black coffee.

Egg / Milk

Dab gently with a lint free cloth soaked in white spirit. Repeat the action with a cloth soaked in diluted white vinegar.

Excrement

Scrape off and remove excess then dab gently with a solution of one teaspoon of approved wool detergent with one teaspoon of white vinegar dissolved in one litre of warm water.

Fruit / Fruit Juice / Red Wine

Immediately dab the stain with a mixture of surgical spirit or rubbing alcohol and water (3:1 ratio).



Grass

Apply soap very carefully (using a mild tablet soap or flakes) or dab gently with a lint free cloth soaked in surgical spirit or rubbing alcohol.

Ink / Ballpoint Pen

Dab gently with a lint free cloth soaked in white spirit. Repeat the action with a cloth soaked in diluted white vinegar or surgical spirit or rubbing alcohol.

Lipstick / Make-up / Shoe Polish

Rub gently with a lint free cloth soaked in turpentine or spot cleaning spray or fluid. Rinse with mild soapy water.

Urine

Dab gently with clean warm water followed by a gentle detergent solution.

Vomit / Blood

Remove excess immediately with a damp sponge, then gently dab the area using undiluted white vinegar followed by cold water.