

Brintons

What are the benefits of purchasing a wool carpet from Brintons?

"Wool is a natural fibre and has for many years represented the standard of quality against which all other carpet fibres are measured."

Excerpt from Carpet and Rug Institute Handbook

1. Wool is Beautiful - The unique scaled structure of the wool fibre produces a subtle lustre and clarity of colour essential to today's high fashion and richly coloured market.
2. Wool is Long Lasting - Wool inherently has a natural variability of crimp, which provides bulkiness, resilience and excellent appearance retention properties. The natural springiness of wool results in a product that recovers easily from the severe stresses and strains of foot traffic.
3. The wool rich carpet will retain its good looks for longer - Recognising that durability may be an issue, back in the 1960's Brintons pioneered the blending together of 80% wool with 20% nylon fibre to achieve the ultimate combination of the softness and resilience of wool with the durability of nylon, extending the wear life 3 or 4 times.
4. Wool is Easy to Live With - Wool rich carpet is inherently soil hiding and will stay looking good for longer than a man made fibre carpet, because the unique scaled surface of the wool fibre actually prevents the soil from being visible.
5. Looks Cleaner - Not only will wool stay looking clean for longer it will release the soil easier when you eventually do come to clean it. When the carpet is wet cleaned the fibres swell, shrugging off the soil making it easier to remove.
6. Quality of life - A wool rich carpet will also add to your quality of life. It will not emit any harmful chemicals, as witnessed by the tests carried out under the Carpet and Rug Industry Indoor Air Quality Certification. In fact, wool has been shown to actually absorb and remove unwanted pollutants from the atmosphere improving the home environment even further.
7. Wool is Safe - As well as wool's contribution to the safety of the home environment, you can be assured that wool is naturally the most flame resistant fibre used in carpets. It is difficult to ignite, slow to burn and will self extinguish when the source of the flame is removed. Any fumes given off in burning are also less potentially toxic than with synthetic fibres. In fact wool rich carpets are so safe they are certified for use in ships, aeroplanes and even submarines.
8. Wool is Environmentally Responsible - Not only is wool the ultimate renewable resource, but also even waste from the manufacturing process can be spread onto agricultural land to improve the quality of the soil, wool being a useful and natural source of nitrogen.
9. Wool Sounds Good - Wool rich carpet will enhance the acoustical properties of an installation. It will reduce impact noise from rooms above to rooms below and background noise levels generated within a room by foot movement or from office equipment such as furniture, telephones, computers and conversation.
10. Wool is Warm - Brintons carpets are good thermal insulators, not only will they make rooms feel warmer due to their aesthetical properties, they will actually be much warmer to the touch than hard flooring. Typically a Brintons carpet will have a thermal insulation value of between 1 and 2.5 togs. In addition Brintons carpets are suitable to be used with under floor heating.