

Sunrise Wool™ is a new, unique, protected fibre technology developed to enhance wool's natural properties for modern bedding products.

- Duvets
- Comforters
- Futons
- Mattress Toppers
- Mattress Protectors
- Pillows
- Sliver Knitted Products

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**sunrise**  **wool**™  
nature's miracle bedding fibre



# 10 reasons to buy Sunrise Wool™

## *nature's miracle bedding fibre*

*"Sleep is the golden chain that ties health and our bodies together"*

Thomas Dekker  
English Dramatist 1572 - 1632

### 1 Giving the best night's sleep ever.....

Sunrise Wool™ gives all the benefits of normal wool and more besides. It's unique ability to both absorb and release moisture vapour means that it can regulate your surrounding temperature and humidity - creating your own personal, microclimate in bed. It is scientifically proven! Sunrise Wool™ breathes with you, all year round – keeping you cool when it's hot and warm when it's not!

### 2 The ecological, naturally flame retardant alternative

Our sustainable, natural material resource, Sunrise Wool™ is more energy-efficient to produce than most other fibres. On average, 0.9 tonnes of oil equivalent is used to produce one tonne of wool fibre, as opposed to 3.25 tonnes for polyester.

It is biodegradable. It is inherently flame retardant. It is difficult to ignite. It does not sustain burning. So, unlike thermoplastic fibres, Sunrise Wool™ does not melt into a sticky mass, which can adhere to the skin and cause severe burns. Sunrise Wool™ forms an ash that is non-sticking and cool to the touch.

Most importantly Sunrise Wool™ does not generate toxic gases when it burns.

### 3 A luxurious blend of wools from around the world

Resilience, crimp and softness are key selection criteria for Sunrise Wool™. This gives a very bulky product to make you feel comfortable and draped in luxury. It also gives much better heat insulation and regulation than regular wool – perfect for all bedding products.

### 4 Loftier than all other wools – perfect for bedding

Sunrise Wool™ undoubtedly has excellent bulk and loft properties. Not only is extremely comfortable in quilts and pillows, Sunrise Wool™ can also benefit medical products – its natural bounce and resilience provides excellent durable anti-pressure relief in sliver knitted mattress toppers and protectors.

### 5 Total Easy Care

Sunrise Wool™ can be dry-cleaned or machine washed at 40°C on a wool-wash cycle and tumble-dried on a low heat setting. Extensive machine wash evaluation has proven that properly constructed bedding products made from Sunrise Wool™ perform exceptionally well to Woolmark specifications. A result of the robust Sunrise Wool™ process and our strong emphasis on correct product construction criteria.

### 6 Full pipeline control – consumer to farm

At H. Dawson we carefully produce Sunrise Wool™ to exact specifications. And working together with woolgrowers, the specialised processor, the bedding manufacturer and the retailer we can assure the quality and consistency of delivered Sunrise Wool™.

### 7 Processing efficiencies

The high bulk factors of Sunrise Wool™ enables processing efficiencies to be made as compared to other wools. Web density, knop formation, pile weight, and cover factor of sliver knit are all significantly improved and can be used to commercial advantage.

### 8 Non-allergenic, superclean properties

Sunrise Wool™ is extremely clean - a major added advantage. Results from turpidity tests show Sunrise Wool™ to have less dust than conventionally processed wool. Non-allergenic. A natural bacteria and dustmite inhibitor. All good news for asthma sufferers who benefit greatly from the cleanest natural product on the market.

### 9 Sunrise Wool™ Brand – image and quality assurance

Each batch of Sunrise Wool™ comes with a certificate of quality assurance from Canesis Network Ltd who rigorously test the Sunrise Wool™ fibre post-treatment. We can also work together on promotional Sunrise Wool™ brand assurance.

### 10 Above all, longer, deeper sleep for your health and well-being

Consistent body temperature. Less movement. Reduced heart rate. All these give scientifically proven longer and better sleep and the ultimate feeling of well-being. Well-being - as a result of healthier, better sleep. Well-being - by the use of a natural, renewable biodegradable resource, with low impact on the environment.

Sunrise Wool is a registered trademark