

# 100% pure sheep's wool

## Beyond our performance packaging



### Why Woolcool?

Woolcool insulation is made using 100% pure sheep's wool. The Wool is sustainable, compostable, and due to Wool's superior insulative properties, more effective than other solutions at keeping contents consistently colder for longer. This biodegradability means that at the end of the liner's life, the Wool component can be returned to the soil, where it decomposes, releasing valuable nutrients into the ground. Regardless of where the liner ends up, even if ultimately this is in landfill, within 6-12 months, the Wool will have broken down, never to be seen again. Not only is the Wool reducing food waste by keeping food chilled in transit, but it is also significantly reducing our packaging waste to landfill.

Just in the last year alone, Woolcool prevented the equivalent of 75 Olympic sized swimming pools full of polystyrene from going to landfill.



### Where does Wool come from?

We only use 100% sheep wool. As an ethical and environmentally responsible business, we are very sensitive to the welfare of animals and in particular sheep, from which our amazing, sustainable insulated packaging material is made. We have a lot to thank the Sheep for! Adult Sheep of breeds which have continuously growing wool need to be sheared for welfare reasons, a heavy fleece not only causes a sheep to over heat in the summer but can provide an ideal environment for parasites on the sheep. The RSPCA advise that a sheep must be shorn at least once every year for their own health, to keep them comfortable and free from parasites. Shearing can only be carried out by a licensed shearer to ensure that the sheep is handled carefully. We do not use pulled wool.



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INNOVATION  
2018

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# It looks like wool, it smells like wool...



## How does the Wool get from the Sheep to Woolcool?

After being sheared, all of our Wool is washed and scoured in the UK to ISO standard. All wool sourced is heat treated and no harsh cleaning chemicals are used. The wool goes through a series of hot baths where it is washed and scoured using only hot water and a mild detergent. It then goes through industrial dryers. This process means our wool is both clean and suitable to use with food and pharmaceutical products and does not carry any nasty chemicals!



SUPPORT UK  
MANUFACTURE



TRACEABILITY



## Yes, it smells like Wool...

Questions around the smell are usually linked to worries about cleanliness and linking the smell to the toxins etc. Wool is washed and scoured to ISO standards to ensure cleanliness. We perform monthly tests to ensure it is completely clean and free of any toxins that can leach into food/pharmaceuticals. As with any material/object, man made or natural, it has its own smell. Typically if the Wool has been stored with other wool, it will smell stronger, but once it has been taken out of the initial delivery box, that smell will dissipate. To remove the smell we would have to add chemicals, which would negate our natural product and could potential damage the fibres. Of course, we love the smell, as what better way is there to prove our product is 100% natural?!



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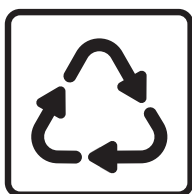
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# Can I reuse/ recycle Woolcool?

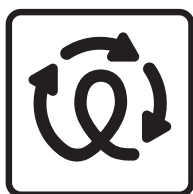


There are a number of ways you can recycle/reuse the wool liners including:-

- Picnic hampers
- Hanging baskets
- Pet baskets
- Cushion stuffing
- Homework projects
- Donation to homeless or animal shelters
- Pipe lagging
- Draught excluders
- Protection for plants/trees from frost
- Feeding roses and keeping slugs off plants
- Keeping takeaways warm
- Keeping drinks/food cold on the beach
- Craft projects
- Van/Car lining
- Pads for gardening



REUSE, REDUCE,  
RECYCLE



SUSTAINABLE WOOL

We are open to any other suggestions too! We are also new and inventive ways. Post these on social media using **#letsboxclever**.

If you aren't looking to re-use the Woolcool Liners, simply remove the plastic liner, this can be put in with the standard plastic recycling, then just put the wool liner into either a compost bin (if available) or dig into the soil in the garden, as the wool will release valuable nitrates back into the soil as it breaks down. Some local authorities will accept the wool in household garden waste bins, it is just a matter of checking with the local council to find out what recycling facilities are available in your area. Even if the wool going into the general waste, it will break down in landfill.



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# Added Value Of Woolcool



- UK based company supporting a UK and European supply chain, the provenance of all our wool can be 100% traced
- Ethical and environmentally responsible business
- Woolcool purchases all its wool from the British Wool Marketing Board
- Tried and tested performance of liners across Food and Pharmaceutical, proven performance for 9 years.
- Proven track record of supplying high quantities and quick turnaround
- Woolcool is an ISO 9001 and 14001 certified company
- Credit Terms available on request
- Technical Support
- Packaging Support
- Exceptional Customer Service
- Experts in Cold Chain Compliance
- Stock holding if required
- Infrastructure to react to large orders quickly
- Wool Bio-Burden tested every month
- Environmental Test Chambers to validate packaging, this is a free service to all our customers
- Bespoke design options
- Bespoke Solutions
- Custom Branded Solutions
- Dedicated Customer Account Manager



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