

**best  
wool**

**ZQ**<sup>™</sup>  
PREMIUM FIBRE



Natural

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## WHAT?

*Best Wool only use quality natural sheep wool fibre from ethically grown ZQ wool.*

*The ZQ brand embraces the five freedoms for all animals to ensure a healthy, low stress quality of life, which enables the production of naturally healthy, high quality ZQ wool.*

### FREEDOM FROM HUNGER OR THIRST

ZQ sheep are farmed to ensure they are well-fed sheep with good nutrition. This enables them to cope better with any natural stress, such as extreme weather. Growers must manage their farms to ensure sheep always have access to clean water and adequate nutrition.

### FREEDOM TO DISPLAY NORMAL PATTERNS OF BEHAVIOUR

ZQ sheep are farmed to ensure that they have the ability to display their natural patterns of behaviours with minimal human intervention or interference.

### FREEDOM FROM DISCOMFORT OR INADEQUATE SHELTER

ZQ sheep have evolved in environments with extremes of heat and cold, largely on account of their fleece, which means they are able to survive and thrive in these conditions. However, to further protect sheep from distress and to help ensure they produce the best fibre possible, ZQ growers must ensure that their sheep have adequate shade and shelter available at all times.

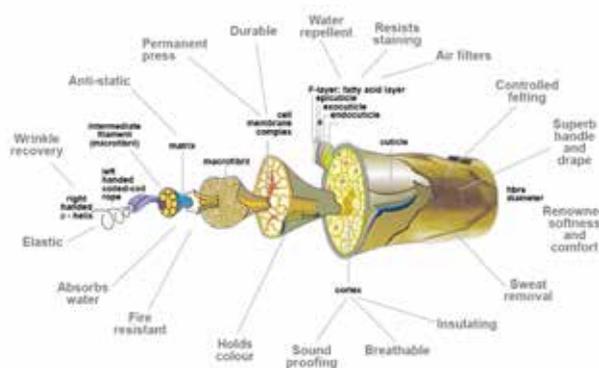
### FREEDOM FROM UNNECESSARY PAIN OR DISTRESS

ZQ growers must handle and manage sheep to avoid unnecessary stress and pain. Farm facilities also need to be maintained to ensure they do not pose a risk of injury.

### FREEDOM FROM SIGNIFICANT INJURY OR DISEASE

ZQ growers are required to regularly monitor stock, prevent disease and illness and rapidly diagnose animal health issues. This is essential to ensuring stress and discomfort is minimised. Stockmanship knowledge is developed over generations of farming ZQ sheep.

## Fibre Structure



Man has used natural animal products such as wool for ages for warmth, comfort, safety and protection from the environment.

Wool is a natural and renewable fibre. It is made from keratin. A tough, insoluble protein with a unique structure that provides a multitude of technical attributes and benefits that are ideal for a quality interior textile material.

The exterior cuticle structure of the fibre provides the first line of defence to water and staining, while the complex interior fibre structure can absorb and desorb moisture therefore buffering temperature and humidity.

This natural and renewable fibre is essentially manufactured from grass but is the most technical fibre known to man. It has intrinsic flame resist, resilience, odour management and sound proofing attributes.

Under normal conditions, the outer cuticle structure of the wool fibre protects it from bacterial and fungal attack, but at the end of life wool materials can be buried in soil or composted to naturally break down and decompose over time adding valuable nutrients to the soil – the perfect natural circularity fibre.

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## CONTACT

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