

MERINO: NATURE'S PERFORMANCE FIBRE

Our New Zealand Merino wool, or fibre, has many natural attributes that make it so versatile for use in clothing to keep you warm in winter, cool in summer and comfortable all year round.



NATURAL

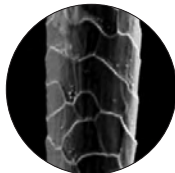
Merino is a renewable, natural product that is hard-wearing, yet also biodegradable. It is produced in New Zealand's high country, such as Cora Lynn, where sheep roam freely for all of the year. Our Merino farming systems have evolved to protect the welfare of the animal, preserve the environment for future generations and produce the highest quality fine white fibre.



SOFTNESS

Wool fibre diameter is measured in microns, with one micron equal to one millionth of a metre. The smaller the micron, the finer and softer the fibre.

The prickle and itch associated with traditional wool is the result of coarse fibres pushing into the skin, causing irritation. This does not occur with New Zealand Merino as the ultra fine fibres simply bend.



HUMAN HAIR
60 microns



TRADITIONAL WOOL FIBRE
28 microns +



MERINO FIBRE
18 microns



MOISTURE MANAGEMENT

Merino fibres have a complex structure with a hydrophilic (water holding) interior, known as the cortex, and a hydrophobic (water-repelling) exterior, known as the cuticle. As a result, Merino fibres have the unique ability to both absorb and repel moisture.

This provides benefits such as shower/rain resistance. It also means that a Merino garment can absorb vapour from your skin as you sweat, increasing the time before the sweat condenses to a liquid form and avoiding the uncomfortable clammy feeling often associated with synthetic fabrics on a warm day, or when you are exercising. A Merino garment can hold up to 30% of its own weight in moisture, without feeling damp.



THERMAL CONTROL – NATURAL AIRCON

Merino buffers the body's microclimate in changing conditions to maintain comfort. Merino is constantly seeking to achieve equilibrium between the external environment or climatic conditions, and the internal environment adjacent to the wearer by absorbing and releasing moisture.

As Merino absorbs moisture, the fibres release a small but perceptible amount of heat. This heat is known as 'heat of sorption' and is generated through a chemical reaction that occurs when the water vapour interacts with the chemical structure of the Merino fibre. This acts to prevent the chilling of the wearer in wet, cool conditions.



INSULATION

Air is a poor conductor of heat. The more air that is trapped in a fabric structure, the more warmth it will offer to the wearer. The natural crimp and resilience of Merino fibres make Merino fabrics warm and comfortable to wear.



ODOUR

New Zealand Merino garments are ideal for active people due to their ability to minimise the build-up of odour in comparison to synthetic fabrics.



FIRE SAFETY

Wool is naturally flame-retardant and self-extinguishing, that is, it puts itself out. That is why wool is used in many areas where flammability of furnishing or garment is a safety issue, such as aircraft upholstery and carpets. Additionally, wool fibres do not melt as many synthetic fibres do when they burn.