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BY AUSKIN

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*Wool's Eco Edge*





## / Wool, a Fibre of History

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**Wool, a fabric of history, holds a significant place in the tapestry of human civilisation. It's origins can be traced back to ancient times, where communities discovered the value of this versatile material. Throughout centuries and across cultures, wool has played a vital role in shaping societies and economies. From the highlands of Scotland, to the pastoral landscapes of New Zealand and Australia, wool production has influenced traditions, trade, and craftsmanship.**

Wool has provided warmth and protection in garments that have withstood the test of time. It has witnessed the rise and fall of empires, and adorned the fashion choices of both nobility and common folk. It enhances and brings warmth to the interiors of homes, gracefully draping furniture in the most inviting way.

Discover the allure of wool with Fibre by Auskin. Recognising its sustainable qualities, natural beauty, and remarkable properties, we celebrate this exquisite, eco-friendly fibre that seamlessly connects our rich history to a sustainable future. Our quality products reflect the essence of wool, inviting you on a captivating journey of appreciation.

Experience the magic of this natural wonder—explore our Sheepskin & Woolen fibre collections today.



Nature's Technical Triumph

## / Unveiling Wool's Remarkable Qualities

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**Natural wool and fibres have a way of outsmarting synthetics with their superior performance. At Fibre by Auskin, we deeply admire the clever properties of wool. Quite simply, sheepskin offers a natural solution to many of our modern-day challenges.**

Our carefully crafted products harness the incredible benefits of sheepskin's properties, combining form, functionality, and care. Each individual skin is cherished and its unique qualities enhanced to create suitable products and diverse ranges.

The technical characteristics of wool are our everyday language but let's delve into the technical details for a moment: wool boasts exceptional heat and moisture regulation, acoustic performance, flame resistance, anti-static abilities, indoor air filtration capabilities, odour suppression, UV absorbency, and effortless maintenance. Synthetics pale in comparison to the remarkable qualities of natural fibres.



## Beyond Faux

# / The Sustainability of Sheepskin

**When it comes to the ongoing debate between natural sheepskin and faux fur, genuine sheepskin products offer a multitude of advantages over their synthetic counterparts.. While comfort, durability, insulation, and hypoallergenic properties are just the beginning, the environmental benefits of choosing natural fibres cannot be overlooked. Let's dive into some compelling facts that shed light on why sheepskin triumphs over faux fur in terms of sustainability:**

**1. Renewable and Sustainable Resource:**

Sheepskin is a remarkable example of a renewable, recyclable, and sustainable resource. At Fibre by Auskin, our sheepskins are obtained as a by-product of the food industry, minimising waste and maximising the utility of these valuable materials.

environment. A study published in the Journal of Hazardous Material Advances found that a recycling plant discharged large quantities of microplastics both before and after implementing a filtration system. This revelation raises questions about the unintended consequences of recycling synthetic materials.

**2. Biodegradability and Circular Fibre:**

Sheepskin, primarily composed of wool, is 100% natural, renewable, and biodegradable. Unlike synthetic faux fur, which is derived from non-renewable resources such as polyester, modacrylic, and acrylic fibres, wool follows a circular lifecycle. As a biodegradable material, wool does not contribute to the microplastic pollution plaguing our oceans and land. On the other hand, faux fur can take hundreds of years to decompose.

**4. Non-Renewable Resource Usage:** Approximately 8% of global oil production is dedicated to manufacturing plastic items, including synthetic and faux fur products. Oil, being a non-renewable resource, contrasts with the sustainable, renewable, and biodegradable nature of natural sheepskins.

**3. Concerns Surrounding Recycling:**

While recycling has been promoted as a solution to combat plastic waste, recent research has revealed a concerning aspect. Recycling plastics and synthetic materials may unintentionally release significant amounts of microplastics into the

**5. Energy Efficiency:** Sheepskin products should not be tumble dried due to potential damage to the fibres. Instead, most sheepskin products should be dried flat or line-dried. Not only does this method require zero electricity consumption, benefiting the environment, but it also contributes to reduced energy costs for consumers.

**6. Longevity and Value:**

Opting for natural sheepskin is a wise choice in terms of durability and longevity. Unlike faux fur, which often loses its appeal relatively quickly and requires frequent replacements, genuine sheepskin products stand

the test of time. By investing in high-quality sheepskin from the beginning, you can avoid the need for repetitive purchases of inferior alternatives, ultimately saving money in the long run.

In a world increasingly focused on environmental concerns and sustainability, it is vital to have a transparent approach to consumer choices. When it comes to the natural versus synthetic debate, sheepskin's sustainability credentials speak for themselves. Choose sheepskin, embrace its eco-friendly attributes, and experience the remarkable benefits of a truly sustainable material.



California (USA) recently banned the sale and manufacture of fur. This law **specifically excludes sheepskin and cowhide** from the legislation. The ban states that "Fur product" does not include deerskin, cowhide, sheepskin, or goatskin with hair attached. Sheepskin, being tanned wool on leather, is not considered fur under the California Fur Ban. Animals farmed solely for their fur, like sable, mink, and chinchilla, are banned.



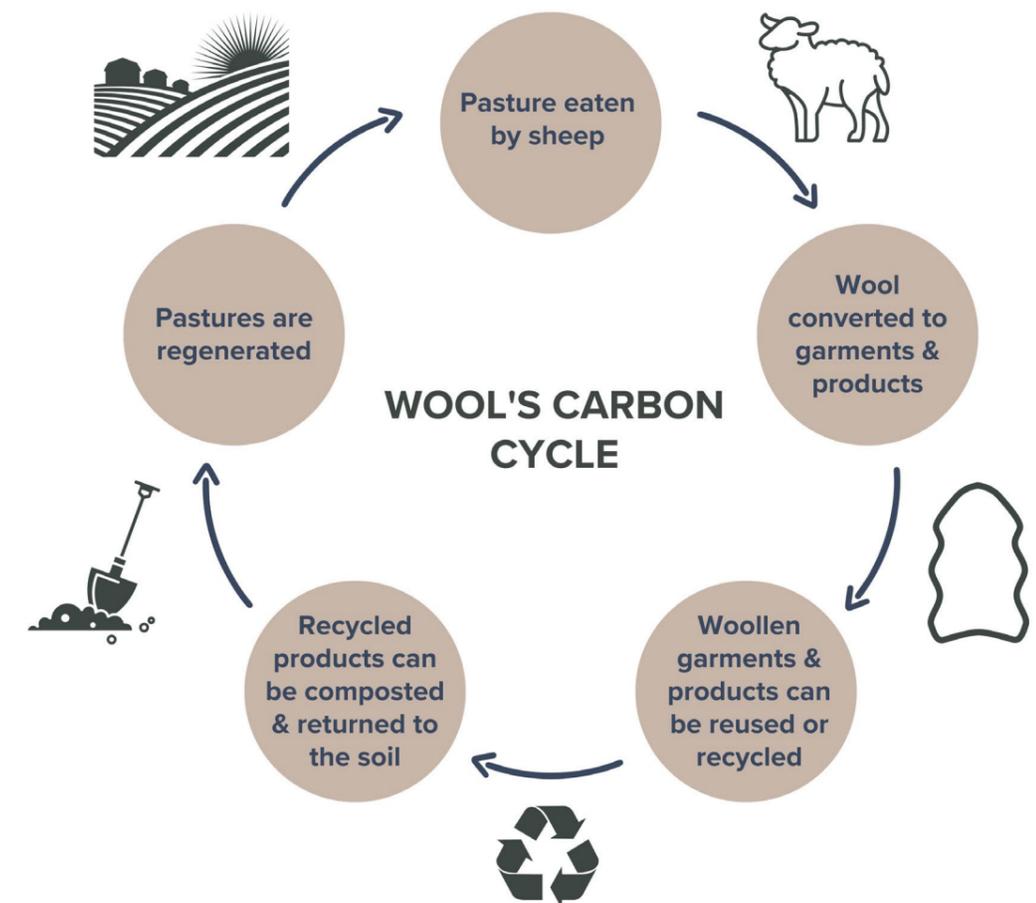
Sheepskin	Faux Fur
Renewable and sustainable resource	Derived from synthetic materials
Biodegradable	Slow decomposition
Comfort and durability	Microplastic pollution from recycling
Hypoallergenic	Limited durability
Environmental-friendly drying	Potential environmental impact during production
By-product of the food industry	



## / Micro Plastics, Macro concerns

**Microplastic pollution is a critical issue faced by the textile industry worldwide. Wool has a unique ability to biodegrade as it is composed of natural proteins. With the help of microorganisms, wool fibres can safely decompose, offering an environmentally friendly and sustainable solution to the microfibre challenge.**

In contrast, synthetic clothing and materials pose a significant problem as they gradually break down into smaller fragments, known as microplastics, that persist indefinitely. Scientific studies have demonstrated that a single 5 kg load of polyester garments released around 6 million microplastic fibres during washing. The presence of microplastics has been found in various environments, including the ocean, Antarctic snow, and ice, raising concerns about their impact on ecosystems.







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**FOR MORE INFORMATION ABOUT OUR  
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