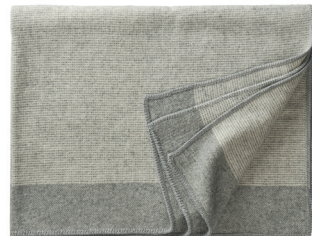


German Design Award for blankets made from local wool

Soft wool blankets made in Germany - we have been doing this at Eagle Products for 130 years. Recently we have also started making them again from local wool. These blankets have been awarded the German Design Award 2025. This award is given by the German Design Council and rewards special design achievements and commitment to circular design.



Jury statement: „**These blankets exemplify sustainable product development by utilizing locally sourced Merino wool, which is traditionally underutilized. The combination of regional material processing and timeless design demonstrates how home textiles can be both durable and eco-friendly. »Native blankets« showcase the harmonious blend of functionality and aesthetics.**“



When we started looking for yarn made from wool from German sheep a few years ago because we wanted to not only produce it locally ourselves but also use regional raw materials, we initially had to give up in frustration. Although wool is being „produced“ by more and more sheep in our country, it is hardly ever processed further. If it is not used as fertilizer or insulation in house construction, it ends up in the trash.

In recent decades, the infrastructure for processing wool into yarn has been lost in Germany. The reasons for this are low demand and overwhelming competition in Australia. There are still a few spinning mills that specialize in knitting yarns made from local wool, but these cannot be used for our weaving. Such yarns have to be specially ordered. The important step of washing can no longer be carried out in Germany either. By chance, we met someone who processes local wool and has wool plaids woven for us. He has personally developed his production chain from contact with the shepherd to the finished product and now sells us his yarn.

The 3 blankets made from wool from Merino sheep from the Rhön region have been given the name **NATIVE** in the Eagle Products Home Collection. The cozy blankets are soft, warm and robust, and like all Eagle Products products, they are designed to last. That's why we chose timeless, modern designs that show off the untreated wool white and mottled gray to their best advantage. And this concept has now been awarded the German Design Award by the German Design Council.

The **NATIVE** blankets are designed, warped and woven in our company,, washed and brushed to a fluffy finish by good partners in the district and finally cut, edged and labeled by us. We are delighted that the wonderful wool from Franconian Merino sheep now also keeps us warm.



Press contact:
Barbara Sprinzl
Eagle Products Textil GmbH
barbara.sprinzl@eagle-products.de
+49 172 9300954