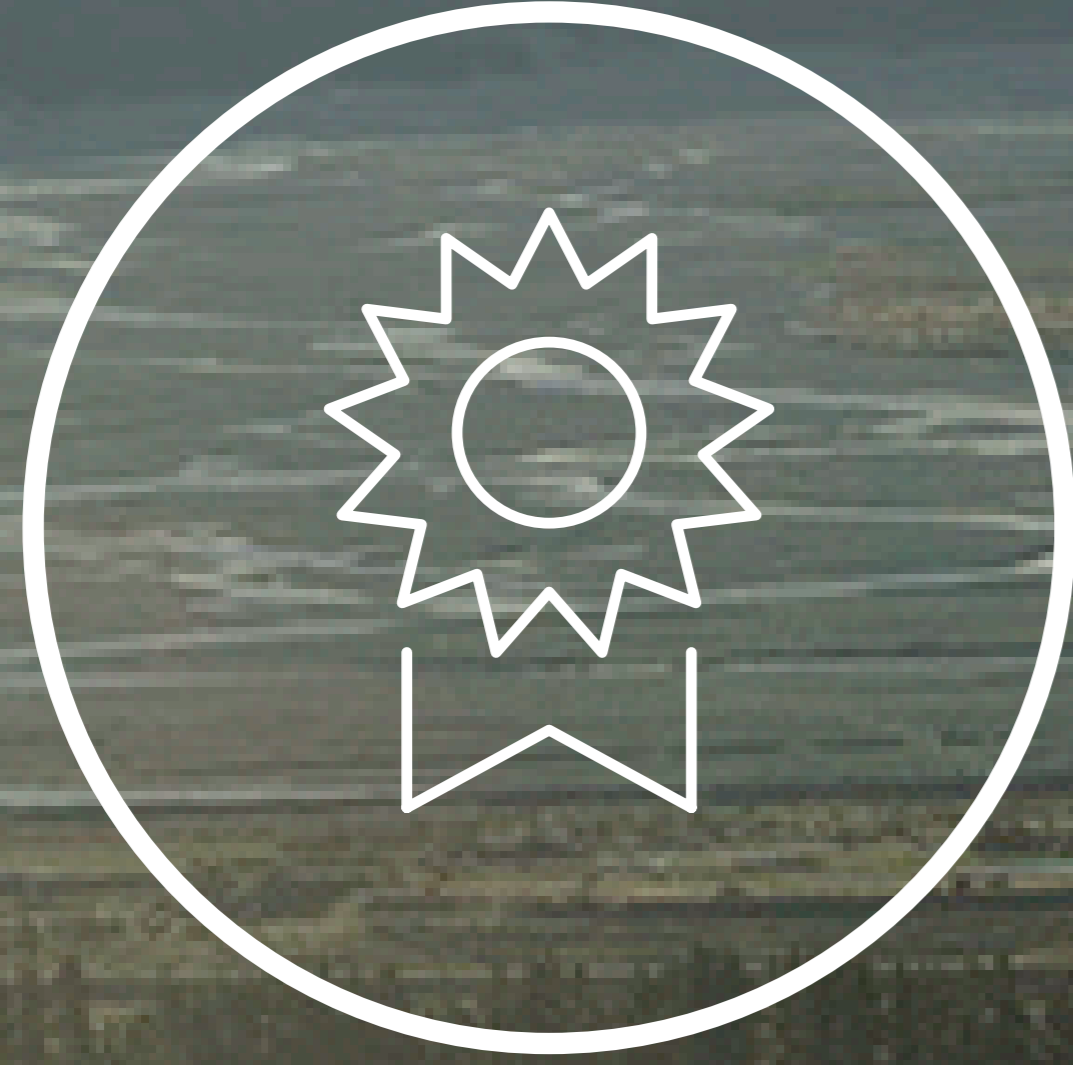




MERINO FIBRE

“

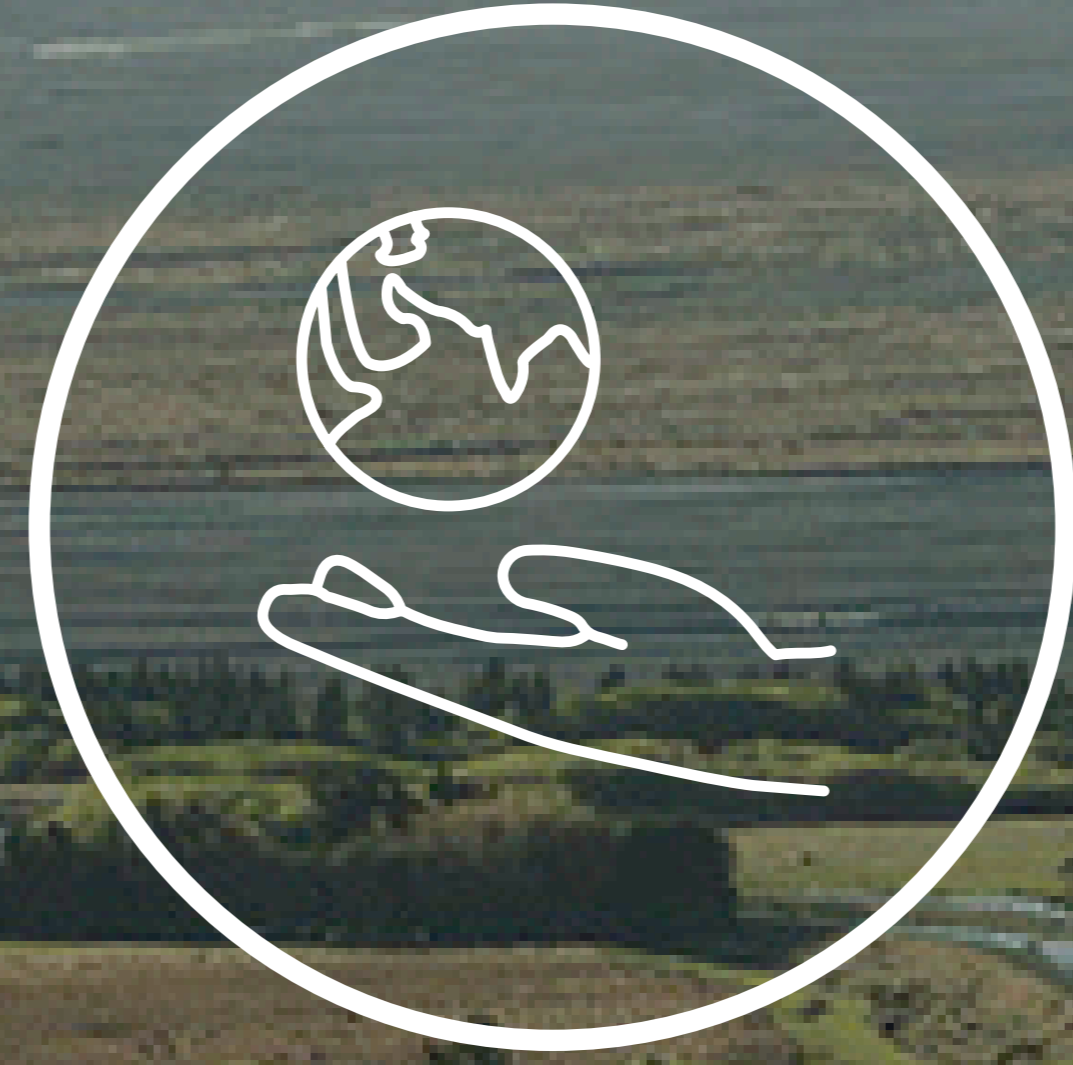
Not all wool is created equal.



CERTIFIED



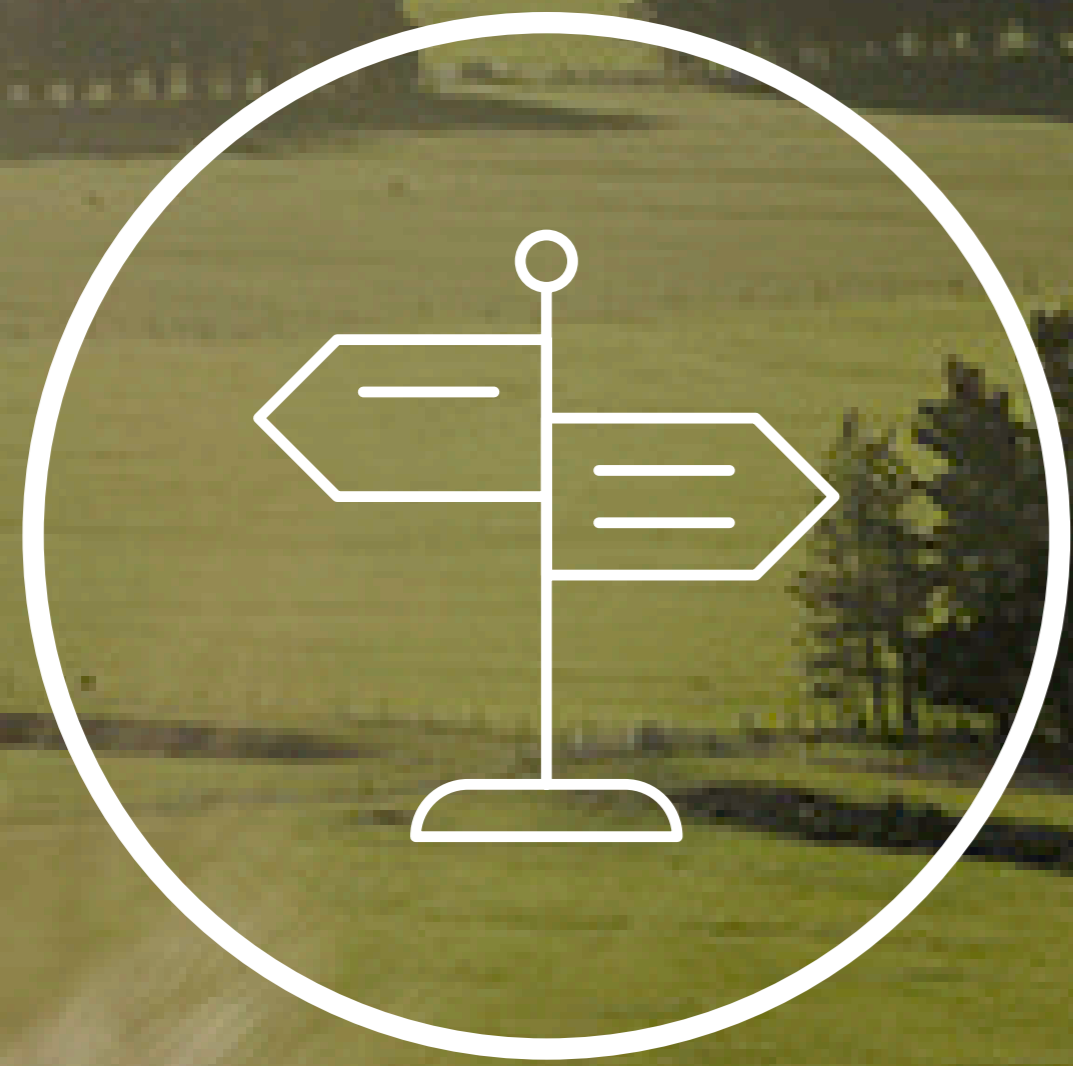
ENVIRONMENTAL SUSTAINABILITY



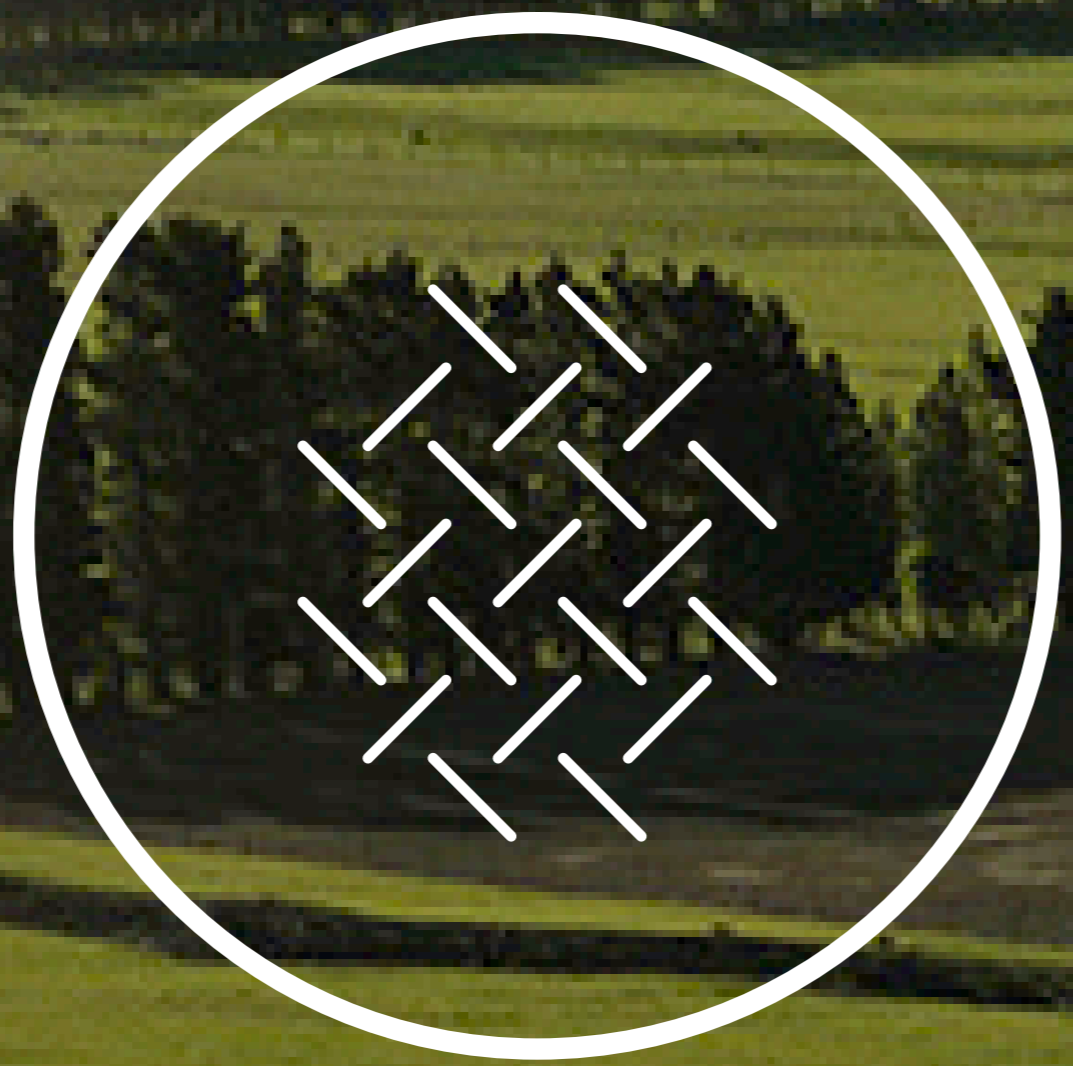
ETHICAL



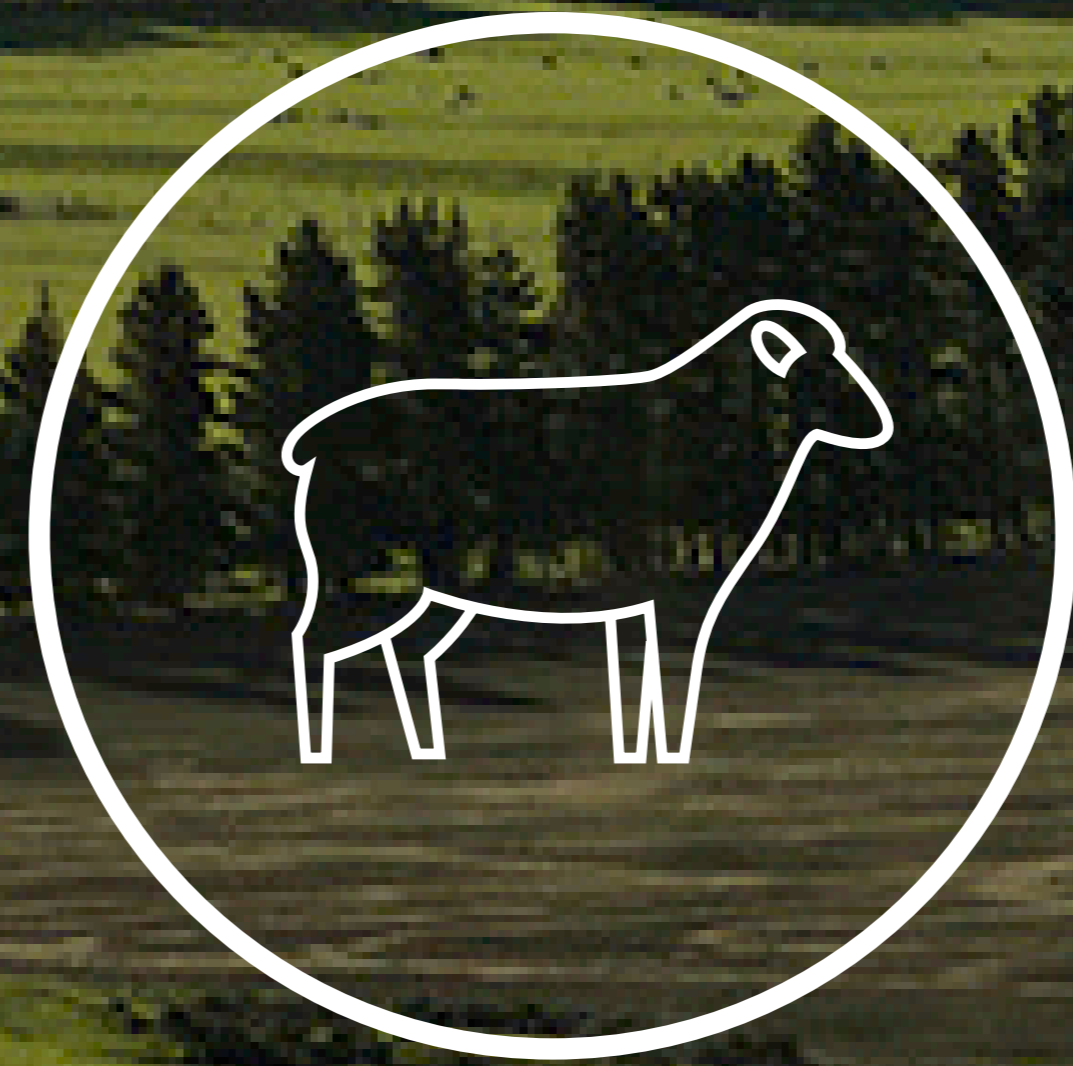
SOCIAL RESPONSIBILITY



TRACEABILITY



CONSISTENT FIBRE QUALITY



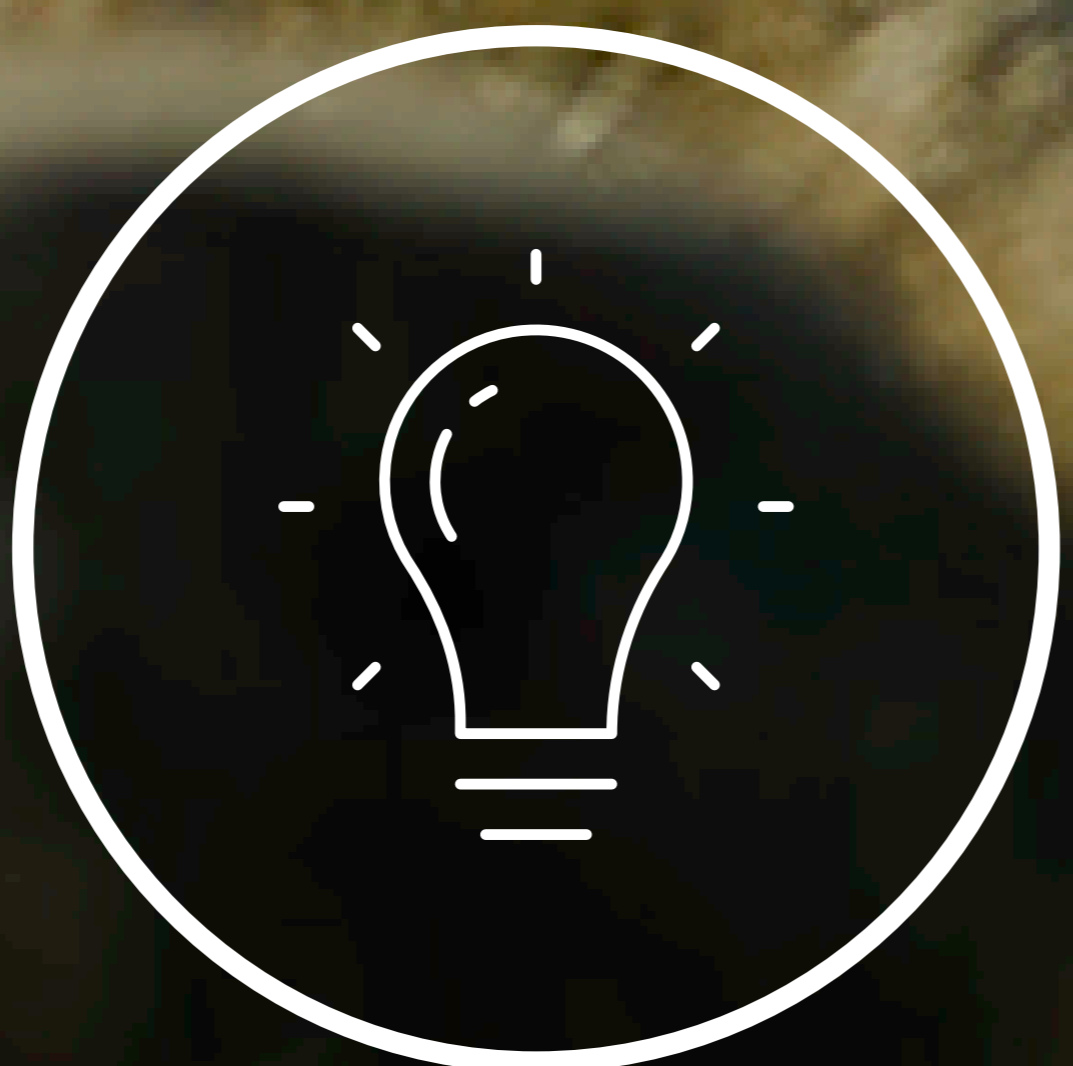
ANIMAL WELFARE



NATURAL PERFORMANCE



QUALITY



MARKETING + CREATIVE



RECYCLABLE



RENEWABLE

—ZQは環境保全、動物愛護、作業の安全に対する牧羊業者の実践を第三者が認証し、かつ、生産者を追跡可能なウールです—





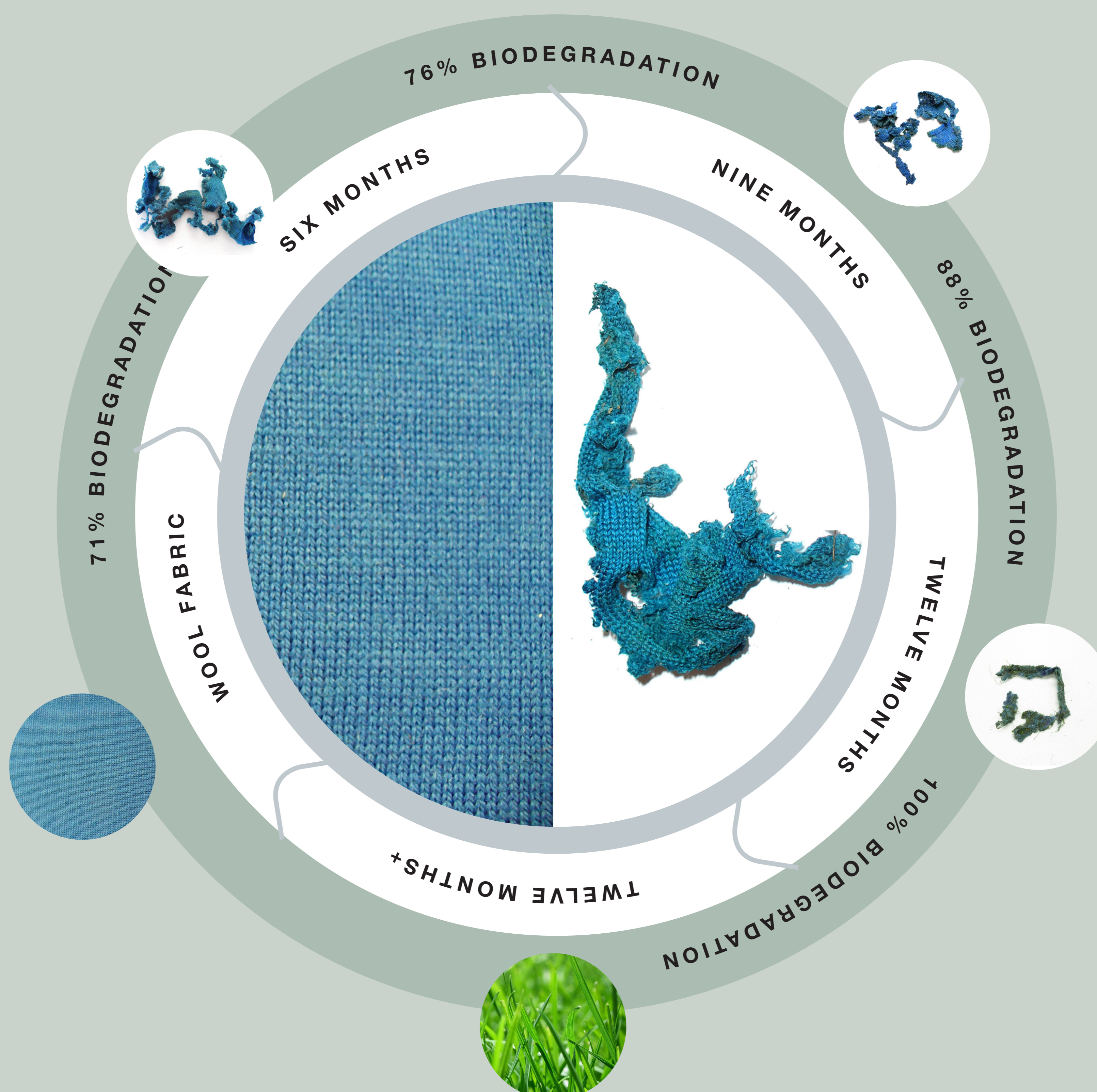
# 100% NATURAL



ZQ Merino grows in a thick coat on a happy sheep. It is natural, sustainable and biodegradable. Each year this coat is carefully trimmed off and turned into some amazingly soft and comfortable next to skin products such as apparel, underwear, hosiery and baby wear. ZQ Merino is a renewable fibre, meaning that it is able to regrow and replace itself. In contrast, synthetic fibres such as polyester and nylon are made using industrial processing of oil, which is a non-renewable fossil resource.

—ウールは天然のリサイクル繊維です—

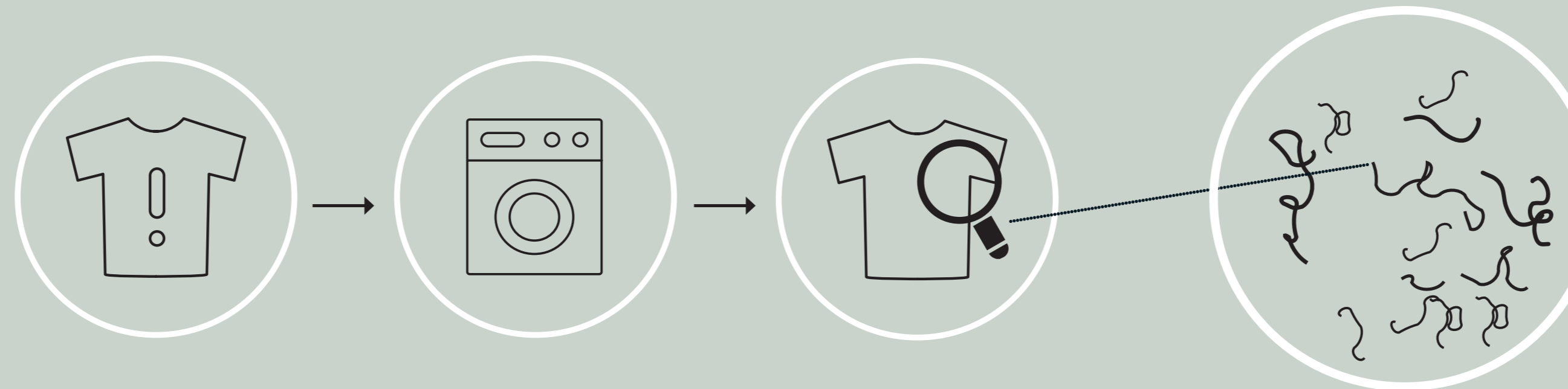
# NATURALLY BIO-DEGRADABLE



ZQ Merino is basically a protein composed of amino acids, very much like our skin and hair. Amino acids are the building blocks of life. When you bury a wool product in soil under the right conditions, it will naturally biodegrade. In the process, it will release essential nutrients.

—ウールは生分解して土に還ります—

# MICROPLASTICS



Fossil fuel-based fibres such as nylon, polyester, acrylic, and spandex do not biodegrade. Ever. They get smaller and smaller until they become microplastics. Microplastics act as magnets for other nasty contaminants in the environment. A single microplastic can be up to a million times more toxic than the water around it. [1]

[1] Chelsea M. Rochman, Eunha Hoh, Tomofumi Kurobe & Swee J. Teh, Ingested plastic transfers hazardous chemicals to fish and induces hepatic stress

—合成繊維を洗濯すると排出されるマイクロプラスチックは生分解しません—