Wool Education

Wool
The fabric designers choose first

WOOL 101
THE ESSENTIALS

@Experiencewool
POWERPOINT - WOOL 101

WOOL DYES

Migration (levelness)

Best:
- Levelling Acid
- Natural Dyes
- 1:1 Metal Complex

Worst:
- Half Milling
- 1:2 Metal Complex
- Reactive

Wet Fastness

Best
FIBER ENTHUSIASTS & INDUSTRY

FASHION DESIGN & TEXTILE SCHOOLS (DOMESTIC & INTERNATIONAL)

MILITARY

EDUCATIONAL ASSOCIATIONS (ASSOCIATION FOR OUTDOOR EDUCATION, ENVIRONMENTAL LEARNING FOR KIDS)

SOCIAL MEDIA

OTHERS? LET US KNOW!
Building an American Wool Brand
@ExperienceWool

ORIGINAL CONTENT
Most successful posts have been original content - videos, photos and wool fact graphics. Important to continue content creation.

WOOL BRANDS
Through giveaways, we expose followers to American wool brands they may not have tried before.

NEWS AND USER CONTENT
We also share wool news and interesting stories about wool from around the world, and feature user content that uses the hashtag #experiencewool

186% increase
74% increase
(Unrivaled Video Slide)
They don't know, what we don't tell them

experiencewool Ranchers and shepherds never relent in caring for their sheep. Snow days? They’re out there. Weekends? They’re out there. Holidays? They’re out there. Midnight checks? You guessed it...they’re out there.

Ranchers make sure their sheep are protected, healthy, and cared for 365 days a year — rain, snow, or shine.
Engagement is MOST IMPORTANT
LIKE
SHARE
TAG
REACH OUT