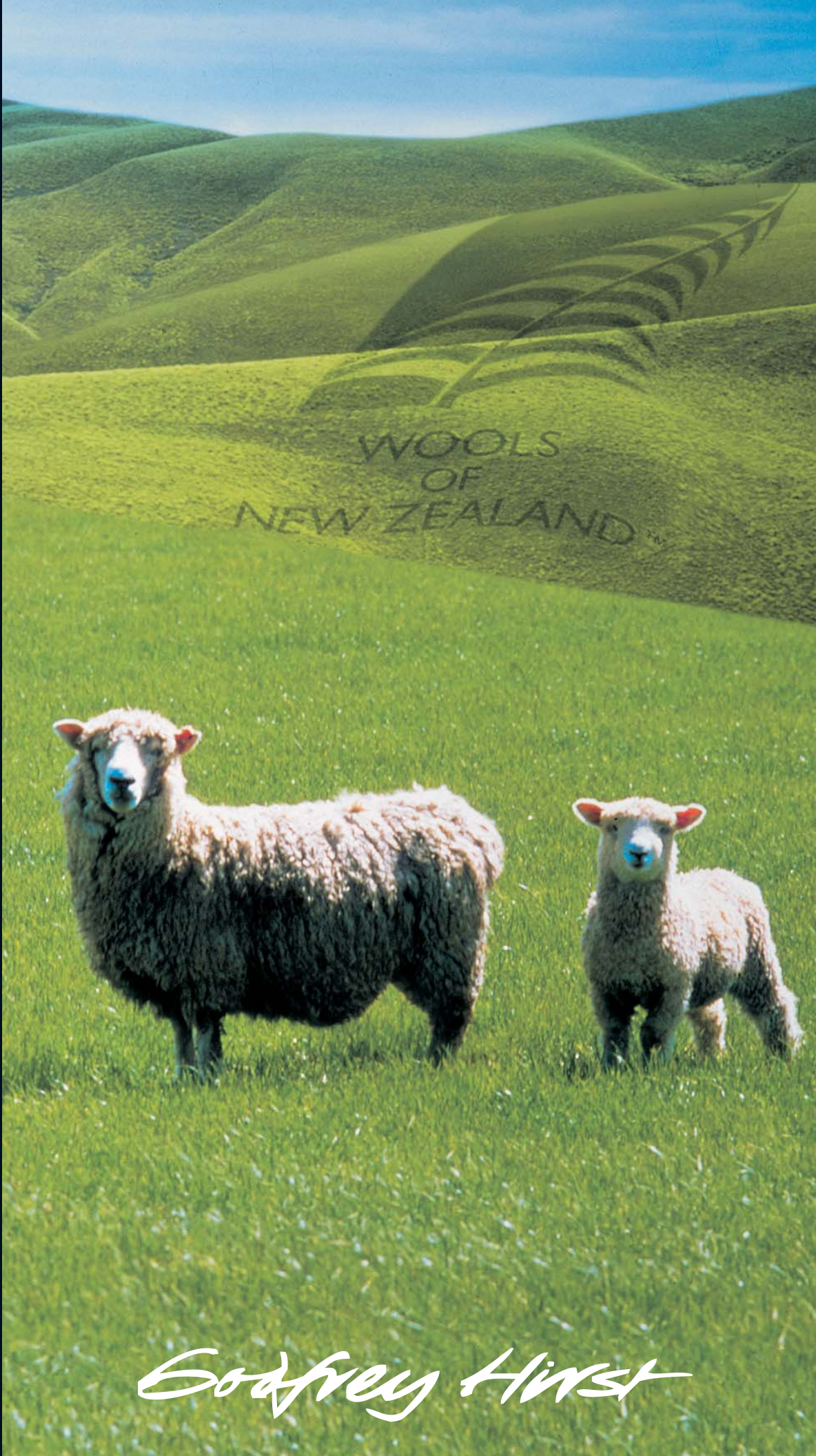


OUR GRASS ROOTS



WOOLS
OF
NEW ZEALAND™

Godfrey Hirst

It's Not Nice To Fool Mother Nature

THINGS YOU SHOULD KNOW

THE DIFFERENCE BETWEEN WOOL AND SYNTHETIC FIBERS

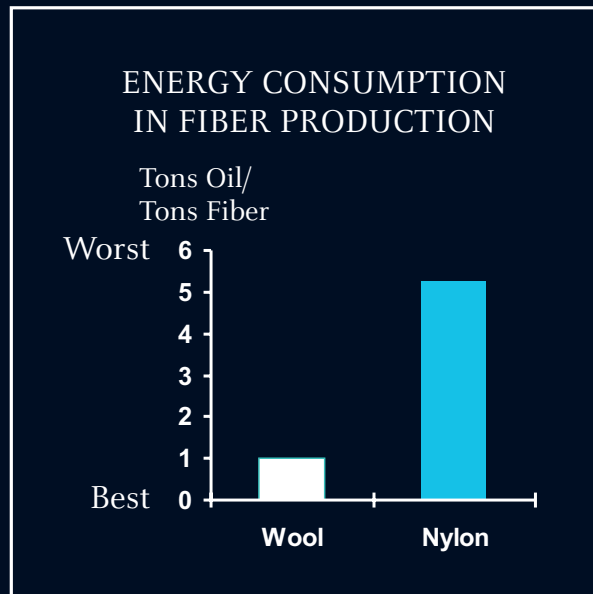
Wool is a natural product while synthetics are manufactured from man-made chemicals. Wool is the only authentic sustainable fiber.

Wool carpet is not only renewable and very durable, it is also low toxic and biodegradable. These are rare qualities in carpet considering most petrochemical based carpets can include as many as 120 chemicals and be a primary source of indoor air quality problems. Natural wool is one of the most durable carpet materials, lasting 25 to 50 years.

Wool is a natural fiber that synthetics strive to emulate. Wool resists and releases soil more easily, has the greatest resistance, absorbs noise and noxious gases from the air, resists odor, and resists fire more than other fiber choices.

Look for wool carpets with jute backing, as it has superior tuft bind. The soft look and rich feel of wool is still unmatched by any man made fiber, and can be more affordable than you think. Wool carpet is indeed a long lasting luxury carpet.

WOOL PRODUCTION COMPARES FAVORABLY WITH THE MANUFACTURE OF MAN-MADE FIBERS IN REGARDS TO ENERGY CONSUMPTION



GREENWASHING

Don't be fooled by the growing trends of greenwashing. "Greenwashing" is what corporations do when they try to make themselves look more environmentally friendly than they are. It is a form of public relations propaganda which gives something the appearance of being environmentally friendly when it is, in fact, not.

An example of greenwashing is when companies use the term "natural nylon".

The definition of "natural" is: "existing in or produced by nature; being in accordance with or determined by nature." Man-made materials are not produced by nature.

It's Not Nice To Fool Mother Nature



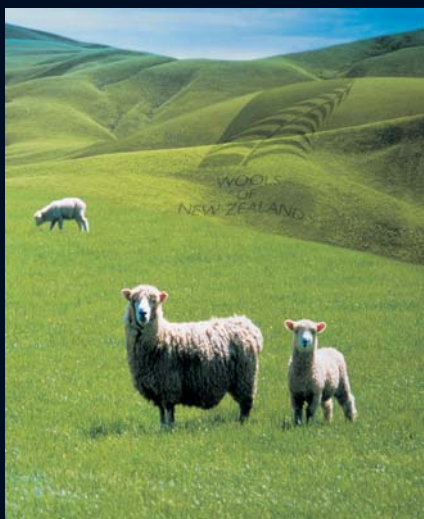
IT'S NOT NICE TO FOOL MOTHER NATURE

That is why Godfrey Hirst chose WOOL as its fiber of choice. Our fiber production process consists of The Natural Elements....Sun, Rain, Grass and Sheep. No artificial ingredients needed, no artificial ingredients added.



GODFREY HIRST TAKES A PROACTIVE APPROACH TO THE ENVIRONMENT

Guiding our production methods is our commitment to improved environmental performance. Green Manufacturing has resulted in a decrease of greenhouse gas and a significant reduction in water usage.



GODFREY HIRST'S RECOGNITION OF ENVIRONMENTAL ACHIEVEMENTS:

2005 Outstanding Achievement in Greenhouse Gas Abatement

2005 Save Water Award

Accredited as a Waste Wise Business

Committed to New Zealand Wool



grass → wool → carpet → grass

Wool is natural

Wool shorn from sheep is completely natural. It is composed entirely of amino acids, which are the building blocks of life.

Wool is sustainable

It is produced from a totally renewable resource: grass.

Wool is renewable

Sheep can be shorn every 9 – 12 months. New Zealand sheep produce the cleanest and whitest wool.

Wool is biodegradable

In soil, wool readily biodegrades to produce nitrogen, sulfur, carbon dioxide and water, which are all plant nutrients.

The Benefits of Wool Carpet



Wool carpet is naturally stain and soil resistant. The wool fiber's structure consists of overlapping scales, arranged much like roof shingles. These scales inhibit dirt from adhering to the fiber. Wool has significantly better soil release than any fiber. Wool cleans better, making stain protection unnecessary.

Wool carpet is naturally crush resistant. The wool fiber is naturally curly, and it has more crush resistance than any other carpet fiber.

Wool carpet is hypo-allergenic. Wool is non-allergenic and does not promote the growth of dust mites or bacteria.

Wool carpet is affordable. Godfrey Hirst is one of the largest wool manufacturers in the world, so it can provide an exceptional selection of value-priced carpets.

GODFREY HIRST'S COMMITMENT TO THE ENVIRONMENT

Godfrey Hirst's philosophy of minimizing the impact of operations on the environment has resulted in a manufacturing process that is efficient and environmentally responsible. Many incentives have been introduced to reduce, reuse and recycle.

Our aim is to minimize or eliminate all adverse impacts that the activities and products of Godfrey Hirst may have on the environment, while remaining a competitive leader in carpet manufacturing. Godfrey Hirst has established a fully vertically integrated production process to ensure complete quality control and consistency. One of only a few companies manufacturing wool carpet today.

Making a commitment to environmentalism means more than recycling carpet. It involves finding the most effective and least wasteful methods of making products from the start, including its choice of fiber.

To help fulfill this commitment, Godfrey Hirst works aggressively to improve indoor air quality, reduce landfill waste, minimize water usage, conserve energy and manufacture with wool.

Most companies producing wool carpet are either importing their products from countries that don't have stringent environmental practices or use commission tufters, spinners, and dyers to produce their products. They are green with envy because Godfrey Hirst is a vertically integrated company, enabling us to supervise every aspect of the manufacturing process. This allows us to control and insure that the wool carpet you purchase from Godfrey Hirst is of the finest quality, in all aspects of the manufacturing process. Combined with the superior advantages of New Zealand wool, we are able to offer you the very best in wool carpet and manufacturing. With our commitment to the environment, the combination is a winning one for both you, the consumer and the world at large.



Commitment to the Environment

With over 150 years of experience, Godfrey Hirst Carpets, based in Geelong, Australia, produces fine quality wool tufted carpets for Australia, North America and many other countries around the world.



Initiatives undertaken to minimize or eliminate all adverse impacts that Godfrey Hirst may have on the environment include:

Efficient use of energy and natural resources and provision for energy and resource recovery.

Development and implementation of an environmental continuous improvement plan.

Minimizing waste generation and maximizing recycling opportunities.

Ensuring all operations achieve compliance with environmental statutory requirements.

Godfrey Hirst Carpets
1000 Holcomb Woods Parkway
Suite 118-B
Roswell, GA 30076
1-800-480-7134
www.godfreyhirst.com