

• at Hibernia we look at products from a different perspective • we believe that making a commitment to the environment means much more than recycling petroleum-based carpet • it involves finding effective and less wasteful methods of making products from the start • Hibernia has made a commitment to creating products which have the least amount of impact on the environment • our goal is to create a healthier planet for the people of today and future generations • as we begin to progress into the future, we will continue to embrace the improvement of our manufacturing processes, in order to reduce land-fill waste, minimize the use of water, and conserve energy •

# MISSION

hibernia's sustainable journey



hibernia woolen mills

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# SHEEP

powered by the earth

- wool fibre is generated by the perfect example of a truly genuine sustainable manufacturing facility - sheep
- this factory is solely powered by the resources of the natural world - air, water, sun, and earth
- sheep live off the land in order to generate wool which is harvested twice a year for wool fibres and textiles



# WOOL

the ultimate sustainable fibre

- wool is generated by one of earth's most sustainable factories
- at the end of its life-cycle, wool fibres biodegrade into nutrients which improve soil fertility
- natural properties of wool fibres can improve indoor air quality
- natural coloured wool is free of dyes and dye chemicals
- wool is a naturally renewable resource, which is harvested bi-yearly from sheep



# BACKINGS

ecological components

- our backing is made from jute, a natural plant fibre which is harvested annually
- it is biodegradable and the roots of the plant play a vital role in increasing soil fertility
- there is no need for harsh fertilizers

