

PRESS KIT 2026

Wool & Wire

The Brand

Wool & Wire

Most home textiles cross oceans before they touch your floor.

Every Wool & Wire rug is crafted right here in Europe.

Wool & Wire makes rugs and wall hangings from raw, natural materials. We believe a woven rug changes a space. That's why every collection starts with the fibre itself - New Zealand wool, strong sisal, and wood fibre - shaped exclusively by artisans in Belgium, Austria and Finland.

It brings the kind of comfort that arrives without announcing itself. You notice that your feet feel good. And the room is quieter. It is the difference between a home that looks finished and one that makes everyone stay.

The People Behind the Fibre

Most brands hide their factory floors.

We build our name on ours.

Every collection is produced under fair conditions, by experienced craftsmen and women who have spent years at the loom. Their expertise shows - not on a hangtag, but in the smallest detail you run your fingers across.

Three Ateliers. One Wool & Wire.

Mass production scatters.

We bring it all together at our Antwerp Showroom.

Belgium, Austria, Finland - three countries where textile knowledge runs generations deep. Modern equipment handles precision. But the binding of every rug is still done entirely by hand.

The Wool & Wire showroom is where materials meet hands, with advisors who listen to how you live. Walk barefoot across New Zealand wool. Feel the density of Finnish wood fibre. See how natural light changes the surface of sisal. It is a space where comfort becomes something you actually feel.

Nothing Synthetic Touches the Floor

Most rugs begin with petroleum.

These begin with what grows.



100% New Zealand Wool

New Zealand wool from Merino and Romney sheep that graze freely on unpolluted hills. A natural, microscopic wax - lanolin - coats every fibre, repelling water and resisting grease without any chemical treatment.

The wool breathes, pulls moisture from the air, and quietly regulates the temperature of the room from the ground up. A dropped cup of coffee is not a disaster. It is a damp cloth and ten seconds.



Sisal

Sisal comes from the Agave plant, grown in the fields of Africa. Each plant ripens for five years before the fibres are strong enough to harvest.

Sisal holds its shape under heavy furniture, handles constant foot traffic, and lasts longer than most things in your home. The fibres are untreated, biodegradable, and return to the earth when they're done. The same plant makes tequila, which tells you something about its character.



Wood fibre

Wood fibre starts as a tree - pine and spruce from FSC-certified forests in Finland and Sweden. The timber is broken down into fibre, then rolled and spun into yarn (sometimes called paper yarn, because of how the fibre is processed).

The result is dense, smooth, and surprisingly light. Dust-resistant, antistatic, and stain-repellent - treated within the fibre itself, not sprayed on afterward. Spill something on it - the whole rug washes clean with water.

The Helsinki - Finnish Wood fibre

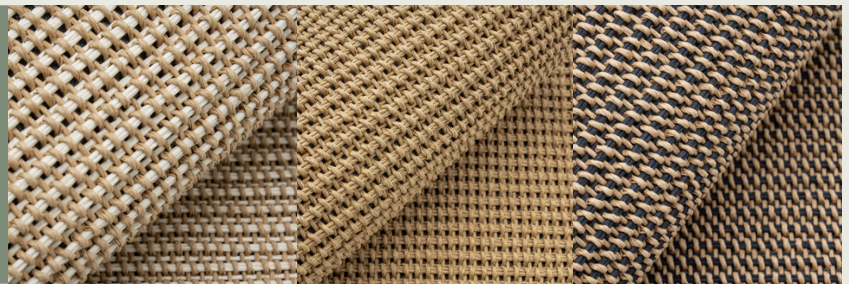
Named for a city built between forest and sea, where nature is never something you visit - it's where you already are.

100% wood fibre. The yarn needs neither dye nor chemical finishing. Dense enough to feel substantial underfoot. Light enough to wash entirely with water. Often specified for large-scale hospitality projects - your living room won't be a problem.

At 0.64 CO₂e per kilo, wood fibre carries the smallest carbon footprint in our collection. And somehow, the lightest feeling in the room.

Carbon	Footprint comparison
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0.64	Paper Yarn (undyed)
2.82	Cotton
45.4	Wool
8.53	Polyamide





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The Helsinki - 100% Finnish wood fibre

Effortless Comfort

Naturally crafted by European hands

01 **Natural Materials**

New Zealand wool, sisal and wood fibre. Three materials that grow, breathe, and return to the earth when they're done. Everything on your floor was alive once. Nothing chemically treated.

02 **European Hands**

Three ateliers across Belgium, Austria, and Finland. Generations of textile knowledge passed down. Edges bound by hand. Production that never leaves the continent.

03 **Quiet Comfort**

Acoustic calm. Temperature regulation. Stain resistance built into the fibre, not sprayed on. Comfort that arrives without announcing itself.



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