



MOON

ESTABLISHED 1837

OUR STORY OF SUSTAINABILITY



Within our factory in the heart of Yorkshire, we make extra efforts to be a more sustainable business each and every day. Wool is of course a 100% natural, renewable and biodegradable fibre, which when combined with our commitments to sourcing, recycling and green energy create a product of the highest ethical quality.



www.moons.co.uk

📷 @abrahammoons

Discover #MoreAboutMoon



Our journey of sustainability takes us from the farms of our growers and the natural benefits of the wool itself, right through to the manufacturing methods at our unique British mill. In these pages you will find actions we are currently taking, as well as the commitments we are making for the future.

ALL OF OUR WOOL
GROWERS RESPECT
THE FIVE ANIMAL
FREEDOMS & ARE
MULESING FREE.

HEALTHY SHEEP =
QUALITY WOOL.

- 01 Freedom from hunger and thirst.
- 02 Freedom from discomfort.
- 03 Freedom from pain & disease.
- 04 Freedom from fear & distress.
- 05 Freedom to express normal behaviour.



ABRAHAM MOON SOURCING GUARANTEES



01 FULLY TRACEABLE

Records in place to track pure new wool consignments right back to the farms where the wool was grown.



02 FARMING PRACTICES

All sheep are free range and pasture fed, with every grower adhering to a strict animal welfare code.



03 QUALITY INSPECTED

Samples are taken from each wool bale in storage, tested for suitability and finally verified by experts.



04 ENVIRONMENTALLY SCOURED

Wool is scoured using only eco-friendly detergents, with zero bleach added to enhance the natural colour.



FARM VISIT

Masterton | New Zealand

Our international network of Wool growers are annually audited under a wide variety of criteria, covering areas such as animal welfare, land management and social impact. Whilst the majority of this is completed by an external accredited body, we're always keen to visit the source and see the quality work with our own eyes.

Pictured on these pages are just some of the sheep in Masterton whose wool will be ending up in an Abraham Moon cloth. We source the vast majority of our wool from mulesing-free countries including New Zealand, South Africa and Great Britain.



THE
MANY
NATURAL
BENEFITS
OF
WOOL





Colour

Wool absorbs many different dyes deeply and uniformly meaning that wool fabric is available in every shade. These rich colours offer an infinite choice and possibilities for the fashion industry.

→)||← Natural Elasticity

Wool has a unique crimp providing it with a natural elasticity allowing fabrics to return to their natural shape and be able to resist wrinkles and creasing.



Flame Retardant

The high nitrogen and water content make wool a naturally fire retardant fibre which is hard to ignite. Wool also does not melt or drip which is why it is used in protective clothing.



UV Protection

Wool has a natural UV protection factor of 30+ in more than 70% of cases, much higher than most synthetics and cotton.



Flexibility

A wool fibre can be bent back on itself more than 20,000 times without breaking, compared to about 3,000 times for cotton and 2,000 times for silk. This makes woollen fabrics resistant to tearing, additionally the outer skin of wool fibre acts as a protective film giving wool cloth improved resistance to abrasion.



Breathable

Wool can easily absorb up to 30% of its weight in moisture without feeling damp or clammy. The ability of wool to absorb moisture makes it comfortable in both warm and cold conditions. By absorbing perspiration, wool enhances the body's own cooling system and helps keep the skin dry. This characteristic makes wool a versatile all-season fabric.



Energy Efficient

Wool has good insulation properties and by helping reduce heat transfer through floors, walls and windows, woollens can contribute to energy, financial and carbon savings arising in buildings.



Hypoallergenic

Wool is resistant to bacteria, mould and mildew that can trigger allergic reactions in people. Wool also has microscopic pores that respond effectively to changes in humidity making it unfavourable for the growth and breeding of the house dust mite whose allergens are one of the triggers for asthma attacks.



Cleaner Internal Air

Enjoying a unique natural cell structure, wool can work in harmony with its environment. Not only does wool absorb harmful pollutants from the air, it does not re-emit them as it holds them permanently within its core. It's estimated that wool used in interiors can help purify the air for 30 years.



Easy-Care

The outside surface of wool fibre consists of a series of overlapping scales which means dirt sits on the surface making it extremely easy to remove with a simple vacuuming. This structure also means it does not absorb spills quickly allowing time for them to be easily blotted up.

WITHIN OUR BRITISH FACTORY

Zero Waste

We have initiated practices on the production line to move towards a zero waste model of manufacturing. This includes the capture and re-use of loose fibre during both the Carding & Spinning processes, and baling-up the Selvedge after Weaving to be recycled into insulation and/or carpeting underlay.

Investment

Brand new machinery with better energy efficiency, new electric motors for older machinery, and LED lighting throughout the factory have all been installed as part of re-investments of any of our family-owned company profits over the past five years. Modernised scouring machinery has also seen us reduce our water usage in the past decade; our in-house Yorkshire water supplies more than our need.

Green Energy

10% of our total power is generated by over 300 solar panels installed on the roof of our Warehouse & Finishing departments; an extension built in 2013 with energy saving features such as motion sensed lights. This section of the mill is in fact fully self-sufficient, with any power we don't use being sold back to the National Grid.

Single-Use Plastics & Recycling

We're committed to reducing single-use plastics throughout the mill. In 2019 we introduced a plastic free packaging option for our full range of woven accessories, and plastic yarn cones and polythene wrapping are both recycled internally. We also recycle cardboard, and metal bands from bales are sold to be re-used elsewhere.



SO HOW DO WE USE THE WOOL?

Let us walk you through
our craft from start to
finish at Netherfield Mills.
We are a fully vertical woollen
mill, which means all stages of
manufacturing are completed
at a single site.

Dyeing & Blending

Our secret to rich colour lies within the blend. After dyeing the natural wool in any one of 500 individual shades, precise quantities are then mixed together to create component shades, much like mixing paints.

Between 2-7 different dyed wools are used for each & every blend, the recipe to which remains a closely guarded secret!



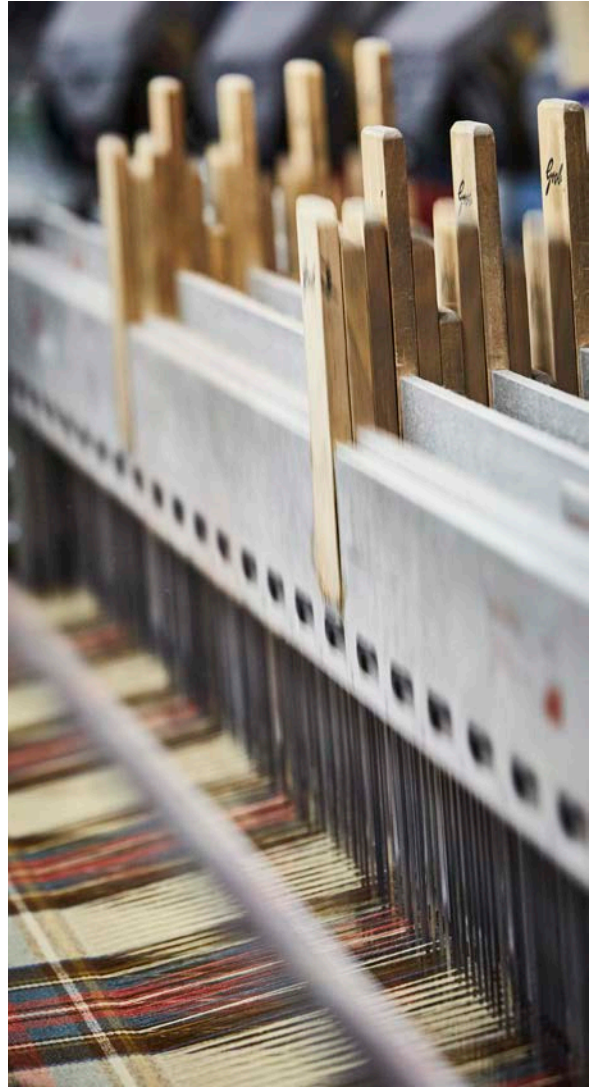
Carding & Spinning



For true consistency in both colour & durability, both of these processes are absolutely vital. Carding takes the blended wool and gradually combs the fibres apart; creating an even shade before spooling off precise quantities of loose yarn.

When spun, these yarns are far thinner but also far more resilient, ready to be woven into their stunning final form.

Warping & Weaving



These are the first stages of the production process where the intricacy of the final design begins to show. Taking our *mélange* yarns, we vertically align up to 6,000 threads in the warp.

Once the threads have been quality checked to confirm their exact order, we put the warp beam into loom. This is where the horizontal threads, or weft, is added to create the full pattern, whether that be a traditional check or classic herringbone.

Our Unique Finish



We use pure Yorkshire spring water, pumped up through a borehole from 800ft below the mill itself, in order to create the softest finish possible.

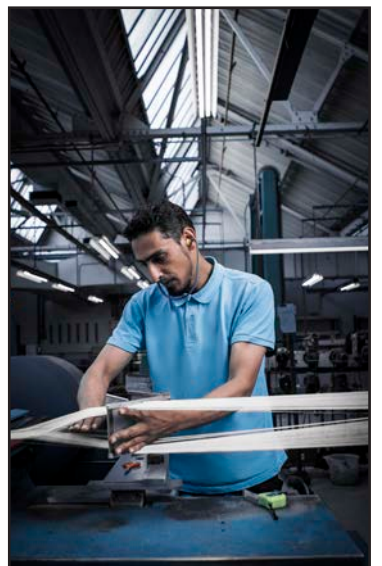
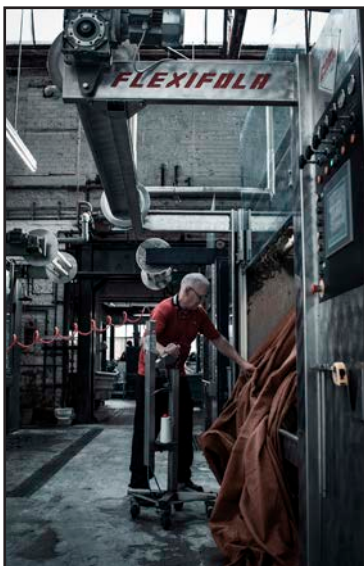
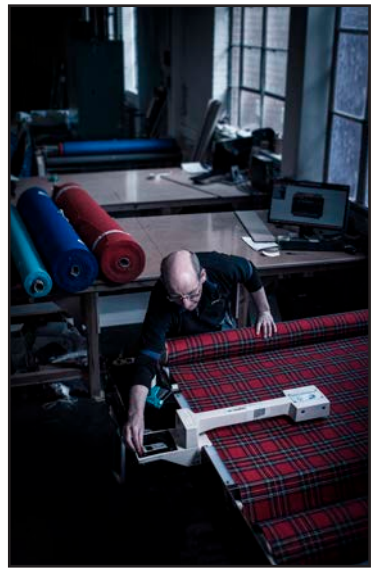
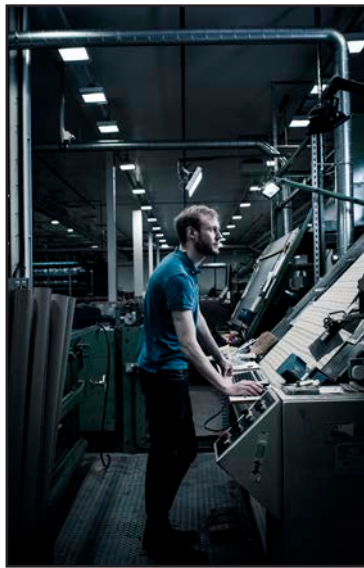
Known as scouring, this rids the wool of any mechanical greases and brings it back to a farm-feel.

After steam pressing and a highly rigorous quality control process our fabrics & accessories are sent to be packaged; thoroughly British from start to finish.



THE FACES BEHIND THE FABRIC





Plastic Free Packaging

We've been working hard in recent years to dramatically reduce our use of plastics, whether that means the sourcing of other more sustainable materials for the purpose or using recycled alternatives.

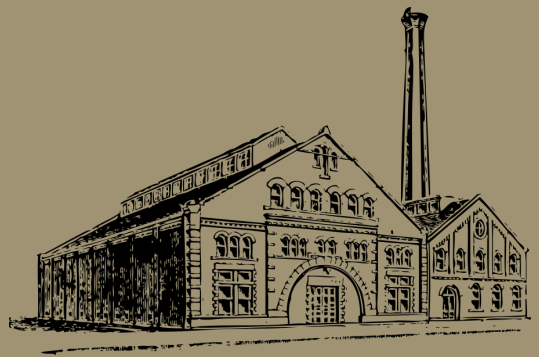
One of the key areas where we have made significant progress is in our warehouse & despatch departments, where Moon & Bronte by Moon products are stocked and labelled up ready for the end customer.

We've developed a wholly plastic free packaging alternative for our interior & fashion accessories; wrapped in recyclable cardboard and appropriately branded for display in-store. This packaging is now our brand standard, cutting out the previous use of poly bags.



WE ARE COMMITTED TO BEING SINGLE-USE PLASTIC FREE BY 2022.





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