

Case Study: Fortnum & Mason



“The system of eco-friendly insulated packaging is nothing short of revolutionary”

When professional packaging designer Angela Morris was asked by the National Trust to help its tenant farmers by finding a more environmentally friendly means of keeping their home deliveries chilled during transit, her answer was nothing short of revolutionary.

Angela's idea was to use sheep's wool, an abundant and sustainable natural resource – there are over 22 million shearable sheep in the UK. She identified that sheep's wool is a 'smart fibre' with hygroscopic properties that absorb and release moisture from the air to create consistent temperatures. Following detailed research, Angela developed Woolcool, a system of eco-friendly insulated packaging that is now marketed by The Wool Packaging Company. Not only does it compete on cost, but Woolcool keeps chilled contents below 5 (degrees C) for at least 24 hours, performing better than any alternative packaging.

The environmental benefits are manifold. The innovation comes at a time when sheep farmers have seen the price of wool plummet because of man-made fibres and as a result, much of the wool went to waste. Woolcool creates a new market for these farmers and can use even the coarsest of fleeces. The processing is minimal, with the wool being washed and scoured without extreme temperatures or chemical treatments. There are even some useful by-products: the sludge produced from washing is used for natural fertilizers or slug pellets; and natural lanolin is separated out for use in cosmetics and pharmaceuticals. Since 2009, more than 500 tonnes of non-biodegradable plastic packaging waste has been saved

from landfill by UK customers switching to Woolcool. Much of that waste would have gone into landfill. Even the footprint from delivering Woolcool represents a dramatic improvement: since it is flat packed, three articulated lorries can deliver 10,000 units of Woolcool in comparison to 25 vehicles for equivalent polystyrene packaging.

Shropshire-based the Wool Packaging Company has become the only business providing sheep's wool packaging on a commercial scale.

To day in 2014, Fortnum & Mason will have been using Woolcool for 4 years and continue to be delighted with results achieved.



Woolcool
Units 11-12, Beacon Road,
Walton Industrial Estate,
Stone, Staffordshire.
ST15 0NN

Sales: +44 (0)1785 262030
sales@woolcool.com
www.woolcool.com