

The Wool Behind WoolGuard

Responsible sourcing with verified ecological outcomes



Responsible Wool Standard

Ecofleece wool comes from Responsible Wool Standard certified farms, supporting recognised requirements for animal welfare, land management and responsible farming practices.



Ecological Outcome Verified

The farms have been Ecological Outcome Verified through the Savory Institute framework, measuring outcomes including biodiversity, soil health, water function and ecosystem resilience.

WOOLKEEPERS™

The Woolkeepers® Community

The wool is grown by the Woolkeepers community, whose purpose is to raise standards, support sustainable long-term pricing and use wool as a force for good.

Responsible wool with measurable ecological value

WoolGuard provides organisations with a natural filtration solution, backed by responsible sourcing and verified farm-level environmental outcomes.

**A purpose-driven wool supply chain
working to create positive change.**