

# Key Features

## **RWS Certified**

Our wool tops are certified by the Responsible Wool Standard (RWS), ensuring high standards of animal welfare, land management, and social responsibility.

## **Oeko-Tex Certified**

Our wool tops are all produced to the Oeko-Tex Standard. Ensuring that products are free from harmful substances, environmentally friendly, and produced under socially responsible conditions.

## **Traceable**

We provide full traceability from farm to final product, offering transparency and confidence in the origins of our wool.

## **Supporting Farmers**

We are committed to supporting local growers, ensuring fair practices and sustainable livelihoods.

## **Best Animal Practices**

Adhering to the highest standards of animal welfare, we ensure the well-being of the sheep is prioritized.

## **On Farm Checks**

Regular on-farm inspections are conducted to maintain and verify standards of quality and welfare.

## **Single Origin Sourced**

Our greasy wool is sourced from a single origin, Punta Arenas, Chile, ensuring consistency and quality in every batch.

## **100% Non Mulesed Guarantee**

The practice of mulesing is not permitted in Chile. It is not required given the breeding and climatic conditions, so we guarantee all wools 100% Non mulesed.



# Benefits of using PuntaPuro

## **Quality Assurance**

The combination of RWS certification, traceability, and single origin sourcing guarantees superior quality wool.

Members of BPG Magallanes. Coming together with different livestock corporations to develop good livestock practices in the region.

## **Sustainability**

By supporting best practices and farm checks, we promote sustainable farming and animal welfare.

## **Consumer Confidence**

With full farm traceability, consumers can be confident in the ethical and sustainable origins of their wool products.

## **Bespoke Marketing opportunity**

With full access to the growers and our pre-implemented certifications and traceability, we can assist in bespoke marketing strategies, connecting you directly with specific farms/growers



 Punta Puro

# Why is Punta Arenas the perfect place to grow wool?

## Cool Climate conditions

Punta Arenas has a cool, temperate climate, which is ideal for sheep. Sheep thrive in cooler climates as they are less prone to heat stress and insect, which can affect their health and productivity.

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## Abundant Pastures

The region is characterized by extensive natural grasslands. These grasslands provide ample grazing opportunities for sheep. The native vegetation is well-suited to supporting livestock.

## No Deforestation

The region naturally has limited forest cover compared to other parts of the world. The landscape is predominantly open, with vast stretches of steppe and tundra-like environments. Therefore, there is minimal pressure to clear forests for agricultural purposes.

## Sustainable Land Use

The long-standing tradition of sheep farming in the region has led to the development of sustainable grazing practices. Growers are well-versed in managing land in a way that maintains the health of the pastures.



 **Punta Puro**



**Standard  
Wool**

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# PuntaPuroRG

## Benefits of Regenerative Wool

Regenerative Wool from Standard Wool

### Environmental Sustainability

#### **Soil Health Improvement**

Regenerative wool farming practices focus on soil regeneration, which improves soil health and enhances its ability to retain water and nutrients.

#### **Carbon Sequestration**

Regenerative agriculture helps in sequestering carbon from the atmosphere, thus contributing to the reduction of greenhouse gases and combating climate change. Biodiversity Enhancement: Promotes biodiversity by encouraging diverse plant species, which supports various wildlife and micro-organisms.



# Animal Welfare

## **Ethical Treatment**

RegenAgri certification ensures high standards of animal welfare, providing sheep with a natural and stress-free environment.

## **Natural Grazing**

Sheep are allowed to graze freely on pasture, which aligns with their natural behaviour and diet, leading to healthier and happier animals.

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# Economic Benefits

## **Support for Local Communities**

Purchasing regenerative wool supports local farmers and economies, especially in regions like Punta Arenas.

## **Long-Term Viability**

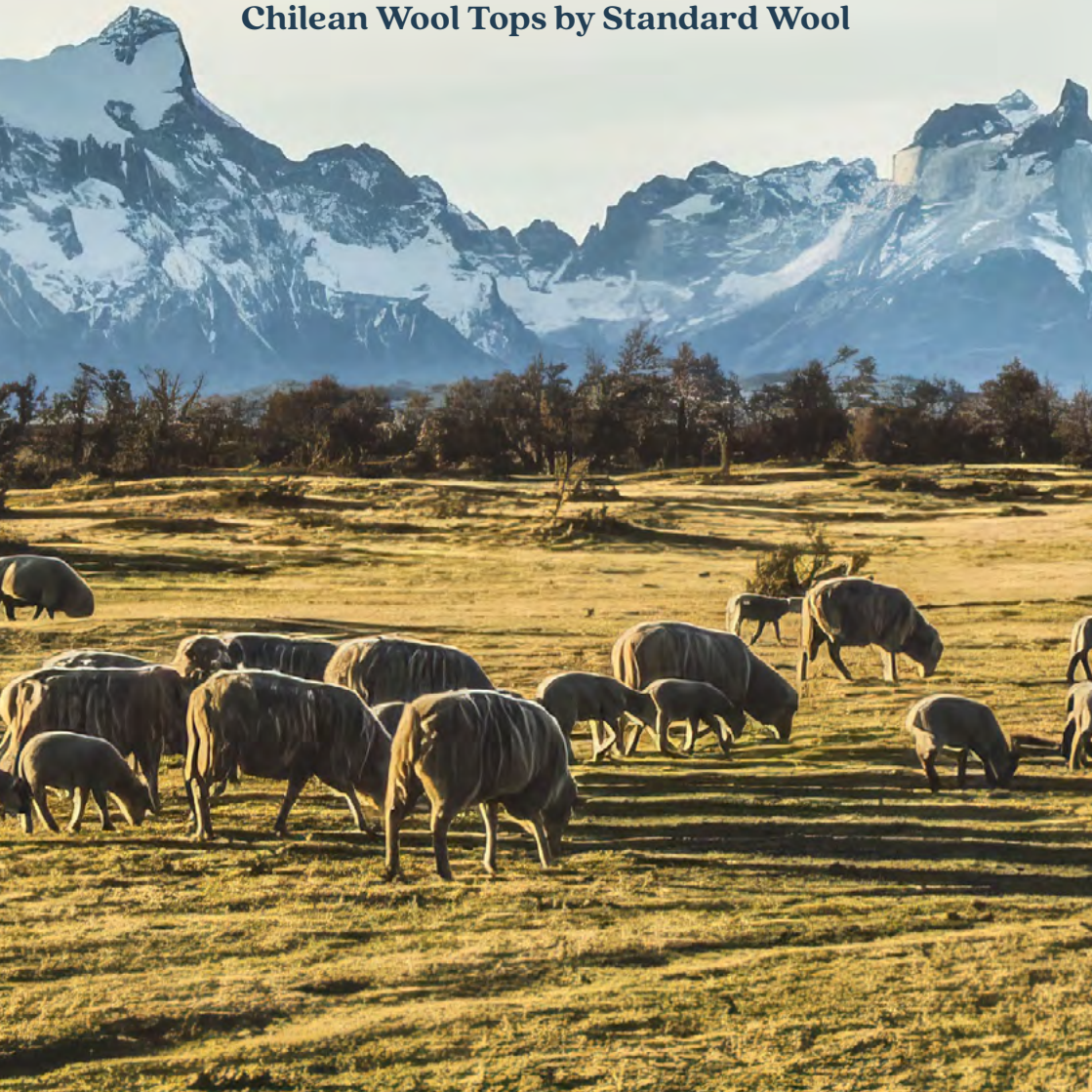
Regenerative practices ensure the long-term viability of wool production by maintaining healthy ecosystems and reducing the need for costly chemical inputs.

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# PuntaPuro

Chilean Wool Tops by Standard Wool



**Connecting the Wool Growers of Punta Arenas to  
the Final Brand Through Full Farm Traceability**