

Wool ComfortMeter

by AWTALtd.





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Introducing The Wool ComfortMeter!

Accurately and easily measure fabrics for next-to-skin comfort values.

Retailers and manufacturers now have a reliable means of objectively specifying and promoting a garment on the basis of superior comfort for the wearer.

The Wool Comfort Meter is an easy-to-use desktop instrument, which provides accurate objective measurements of fibre-ends in fabrics, which could irritate skin nerve endings, resulting in wearer discomfort.



What is textile comfort?

Textile fibre-ends which are fine enough to not push against the wearer's skin, results in a soft, comfortable feel. However, if coarser fibres are present, the ends can irritate skin nerve endings, making it feel scratchy or itchy.

The good news is that there is now a reliable, objective way to assess fabrics for the fibre-ends which could cause discomfort.



Please scan the QR code with your phone, or visit our

How does it work?

The Wool ComfortMeter analyses a fabric surface for presence of fibres known to cause prickle. The instrument calibrated was developed using extensive consumer wearer trials, where samples are assigned a single numerical score; the lower the score the higher the consumer comfort. A higher score means that the fabric risks some irritation to the skin.

If the fabric is intended for fashion wear under everyday conditions, a slightly higher score is acceptable (Column 1). In the case of active wear, where skin becomes more sensitive due to moisture and heat, a lower score will be required (Column 2).

	1 - EVERYDAY FASHIONS	2 - ACTIVE WEAR
% of consumer acceptance for comfort level	Comfort level Wool ComfortMeter	Comfort level Wool ComfortMeter
90	< 450	< 250
80	450 - 510	250 - 320
70	510 - 600	320 - 400
60	600 - 660	400 - 480
50	660 - 730	480 - 550
40	730 - 810	550 - 620

Table 1 - Scoring system comparison



The quest for comfort

The Wool ComfortMeter can be used by a retailer to test existing products or as part of their innovation and development process.

A retailer simply specifies their preferred Wool ComfortMeter score to its supply chain partners.

Retailers can monitor the consistency of the garment's comfort quality by testing batch samples and ensuring consistent quality between shipments.

Dialing up comfort

Retailers can target a level of comfort that satisfies the requirements of both their target consumer and production costs.

There are three broad levels of comfort for fashion and active wear within which a retailer can be certain they will be stocking a comfortable next-to-skin product.

Wool ComfortMeter scores outside this specified range will have a noticeable level of prickle and many consumers would find these uncomfortable, resulting in dissatisfaction.



Dialing up comfortable fashion and everyday wear

Extensive wearer trials have identified three levels of comfort which have been found to satisfy 70% of consumers wearing wool next-to-skin for fashion and everyday purposes.

COMFORT LEVEL	COMFORT LEVEL DESCRIPTION	HOW TO SPECIFY A COMFORT LEVEL
Luxurious comfort	<p>Wearer trials conclude 90% of consumers find garments in this range comfortable when worn next-to-skin.</p> <p>A product in this range will provide the wearer with the indulgent comfort experience expected from a luxury brand offering.</p>	To source products that satisfy this comfort level specify a score of Wool ComfortMeter 450 or lower.
Premium comfort	<p>Wearer trials conclude 80% of consumers find garments in this range comfortable when worn next-to-skin.</p> <p>A product in this range will provide the wearer with a premium wearer experience, suitable for leading high street brands and retailers offering premium quality.</p>	To source products that satisfy this comfort level specify a Wool ComfortMeter score between 450 and 510.
Everyday comfort	<p>Wearer trials conclude 70% of consumers find garments in this range comfortable when worn next-to-skin.</p> <p>The product provides a comfortable, entry level garment for consumers wishing to experience the elite attributes of a Merino wool garment.</p> <p>Garments in this range have been associated with a minor sensation of prickle but from our research possibly not enough for the consumer to not like the fabric.</p>	To source products that satisfy this comfort level specify a Wool ComfortMeter score between 510 and 600.

Table 2 - Specifying comfort for Merino wool fashion and everyday garments

Dialing up comfortable active wear

Extensive wearer trials have identified three levels of comfort which have been found to satisfy 70% of consumers wearing wool next-to-skin for active performance.

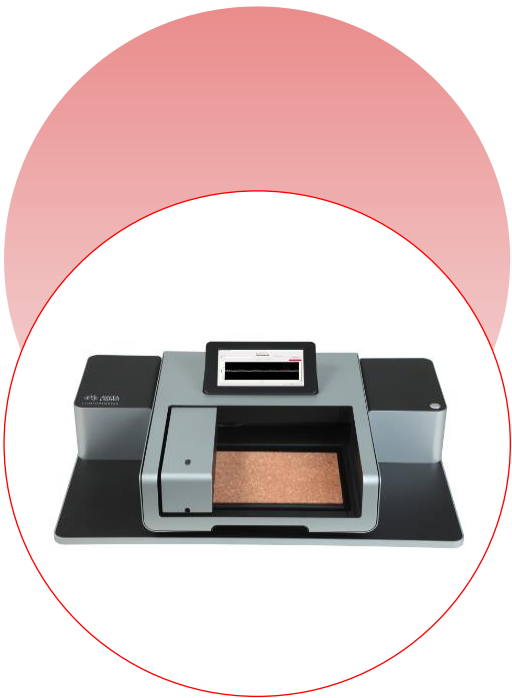
COMFORT LEVEL	COMFORT LEVEL DESCRIPTION	HOW TO SPECIFY A COMFORT LEVEL
Elite Performance	<p>Wearer trials conclude 90% of consumers find garments in this range comfortable when worn next-to-skin whilst engaged in performance activities.</p> <p>The Elite Performance level supports wearers engaged in extreme sports or related activities, providing a comfortable next-to-skin experience which performs even during intense activity under challenging conditions.</p>	To source products that satisfy this comfort level specifies a WCM score of 250 or lower.
Performance Enhanced	<p>80% of consumers consider this garment comfortable when worn next-to-skin whilst engaged in performance activities.</p> <p>The Performance Enhanced level is the ideal foundation for outdoor wear, providing a comfortable next-to-skin experience suitable for use in activities such as trekking, climbing and kayaking.</p>	To source products that satisfy this comfort level specify a WCM score between 250 and 320.
Active Everyday	<p>70% of consumers consider this garment comfortable when worn next-to-skin whilst engaged in performance activities.</p> <p>The Active Everyday level provides perfect next-to-skin comfort for urban performance, an entry level garment for consumers wishing to experience the elite attributes of a Merino wool garment.</p> <p>Garments in this range have been associated with a minor sensation of prickle but from our research possibly not enough for the consumer to not like the fabric.</p>	To source products that satisfy this comfort level specify a WCM score between 320 and 400.

Table 3 - Specifying performance for Merino wool active wear garments

Wool ComfortMeter

Model: V2

Technical Information



The AWTA Wool ComfortMeter V2 instrument meets the test standards of both the International Wool Textile Organisation standard IWTO-66-2017, as well as the Chinese standard FZ/T 01158-2022.

The Wool ComfortMeter V2 Model boasts a sleek and contemporary standalone design, exuding elegance and functionality. Its compact form factor ensures it blends seamlessly into any workspace, allowing you to maintain a clutter-free environment while focusing on your critical tasks.

Experience a smooth and responsive user interface with the V2 Model's 7-inch capacitive touch screen. Enjoy effortless navigation and interact with your data

like never before. Whether you're analysing complex datasets or conducting detailed research, the touch screen offers a seamless user experience. It allows seamless connectivity to peripheral devices like monitors and printers, catering to diverse market segments.

Technical Specifications

Power				
Input Voltage	AC 85-264 V (50/60Hz)			
Rating	120 W			
Interface				
Display	7" Touch Display			
Ports	1x Power Inlet	1x Ethernet (RJ-45)	1x HDMI	2x USB 3.0
Dimensions and Weight				
Dimensions (WxDxH)	650mm x 490mm x 153mm			
Weight	16 kg			
Environmental Parameters				
Operating Temperature	18-22 °C			
Operating Humidity	62-68 %			
Manufacturer Warranty	1 Year			



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