

# woolroom

BETTER SLEEP, NATURALLY

## Clean Sleep Report

SUPPORTING SUSTAINABLE BRITISH SOURCING

Woolroom, the UK's leading natural sleep specialist, committed to helping people enjoy the benefits of life changing sleep, naturally.



2024 Edition





**Many remain unaware of how their bedding fibres can impact both personal wellness and the planet...**

**CHRIS TATTERSALL**

Sleep Expert and Managing Director of Woolroom

“At Woolroom, we passionately believe in helping people enjoy the benefits of life changing sleep, naturally. Sleep is such an important factor and is a vital component for health and wellbeing. We spend a third of our lives sleeping, and that’s why we work hard to produce products which are crafted from natural and sustainable materials, proven to be better for people and the planet.

“To help us get a real understanding of the nation’s sleeping habits, we conducted research with Mortar Research to create the **Clean Sleep Report 2024**. What has emerged from the survey findings is that there is a clear disconnect between people’s attitude towards sleep and the amount and quality they’re actually getting. We also uncovered a striking disparity between people’s perception of the importance of sleep and their understanding of the environmental impact of their bedding choices. While there’s growing recognition of the importance of quality sleep for overall health and wellbeing, many remain unaware of how their bedding fibres can impact both personal wellness and the planet. Our mission is to bridge this gap by offering natural wool products that not only enhance sleep but also do right by the planet. We believe in providing the right solution that is scientifically proven to promote better sleep, using

the incredible natural qualities of wool to help people live healthier, happier lives.

“Every day, we hear from customers who have experienced profound improvements in their wellbeing after making the switch to our wool products. From fewer sleep disruptions to increased energy levels and improved mood, our customers consistently share stories of how Woolroom has helped them achieve a higher quality of life through the power of natural sleep solutions. It’s these testimonials that drive us to continue our mission of providing unparalleled comfort, support, and innovation in the world of sleep. Our ethos is that by cocooning yourself in wool, everything will work in perfect harmony to regulate your temperature and ensure you enjoy a longer, deeper and more regenerative sleep, naturally.”

A handwritten signature in black ink that reads 'Chris Tattersall'.

\*Research was carried out from January 25th-29th by Mortar Research. The sample was nationally representative of age, gender and region. The survey asked 2,057 respondents aged 18 and over about their sleeping habits and what affects their sleep quality.

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# The Woolroom Mission

Woolroom is a family-run business founded in 2008 and grew out of 150 years of experience in sourcing the very finest wool and textiles. Woolroom, is the UK's leading natural sleep specialist, bringing a wealth of expertise, knowledge and passion to every product made.

Years of experience and knowledge are put into the design and production of every Woolroom product, from its innovative built-in washability for ease of care, to the way products are made exclusively for Woolroom by skilled craftspeople across the UK and Europe. Every detail is considered to ensure optimum performance and a great customer experience.

Better sleep, naturally, is Woolroom's commitment to helping sleepers across the globe achieve the perfect night's sleep. Woolroom is proudly the only natural sleep solution to hold the prestigious approval of Allergy UK and is dedicated to raising awareness about the importance of what you sleep on, under and in. Through extensive research, Woolroom uncovered that natural wool is scientifically proven to improve sleep quality, suggesting that wool bedding can actually help provide up to 25% more stage four regenerative sleep - the point at which the body is thought to do the most repair and regeneration of cells.

Wool also creates a natural sleeping environment that is temperature regulating, hypoallergenic and naturally flame retardant, with an unparalleled ability to absorb harmful VOCs (Volatile Organic Compounds often found in paints, varnishes and cleaning products) in the structure of fibres. This ensures a better and

natural sleep all year round, helping the nation wake up feeling refreshed, revitalised and ready to face the day.

Achieving a great night's sleep is different for everyone. Woolroom offers a personal sleep consultation both online and in-store, providing customers with exclusive access to a team of sleep experts who will offer tailored advice and champion British wool for the miracle fibre it really is.

Confident in its commitment to creating the perfect sleep environment for the nation, Woolroom is the only UK bedding retailer to offer three unique sleep guarantees to customers if sleep isn't significantly improved

**30 Night Sleep Trial** on any individual bedding item which includes the following; duvets, pillows, mattress protectors and mattress toppers (excludes Woolly Sprung Mattress Topper).

**60 Night Sleep Trial** on bedding bundles which consist of the following; duvet, pillows and a mattress protector.

**100 Night Sleep Trial** on any mattress or Woolly Sprung Mattress Topper when purchased with a Deluxe Washable or Organic Washable Wool Mattress Protector (excludes Junior & Nursery mattresses).



Wool bedding can actually help provide up to 25% more stage four regenerative sleep

# The Great Sleep Disconnect

Sleep is an integral part of general wellbeing as it plays a vital role in the body's physiological and psychological functions. During sleep, the body works to repair and rejuvenate itself, crucially supporting cognitive function, emotional stability, the immune system and also a healthy metabolism.

Woolroom asked respondents what they believed to be most important to their general wellbeing and an incredible **83% said that getting a regular, good night's sleep was the most important factor**. Second, was **exercise with 69%**, followed by **diet at 67%**, **family at 60%**, **good work/life balance at 52%**, and **friends with 45%**.

However, despite this, **60% admitted they were getting less**

**than six hours sleep per night, with women faring worse at 38%** versus **men at 33%**. When broken down by hours of sleep, **23% reported they were getting on average six hours of shut eye each night, 8% reported five hours of sleep, and 4% reported only getting three to five hours of sleep** each night.

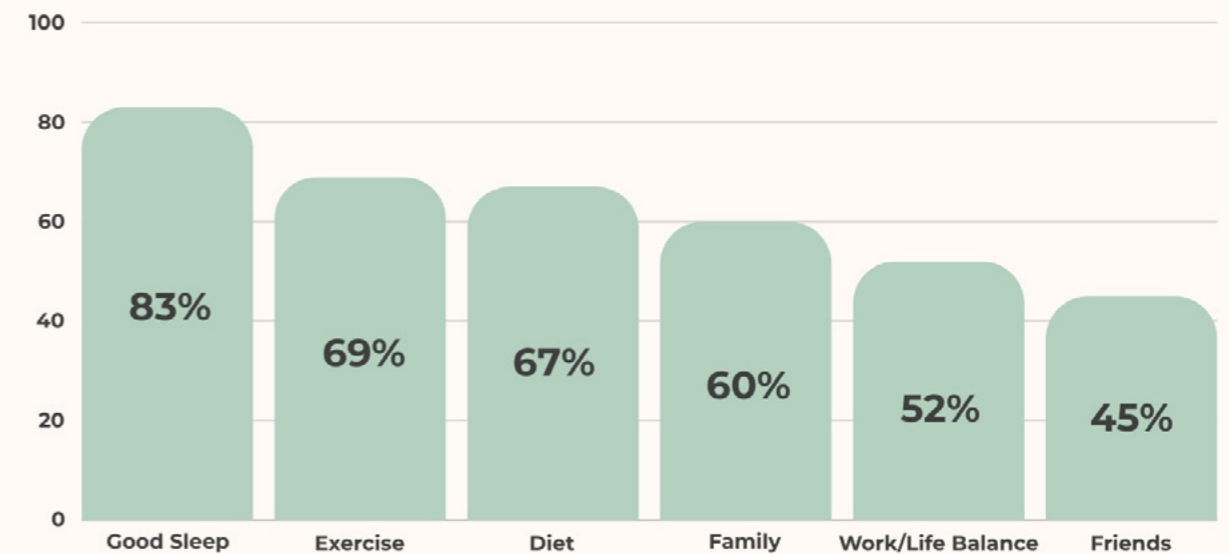
The impact of insufficient sleep can cause issues with both physical and emotional wellbeing, leading to the increased risk of conditions such as obesity, diabetes and cardiovascular problems. It also

can compromise the immune system, making individuals more susceptible to illness. Poor sleep can significantly impair cognitive functions like memory, attention, problem-solving, overall productivity and decision-making.



38% of women reported getting less than 6 hours sleep per night

## WHAT IS MOST IMPORTANT TO YOUR GENERAL WELLBEING?

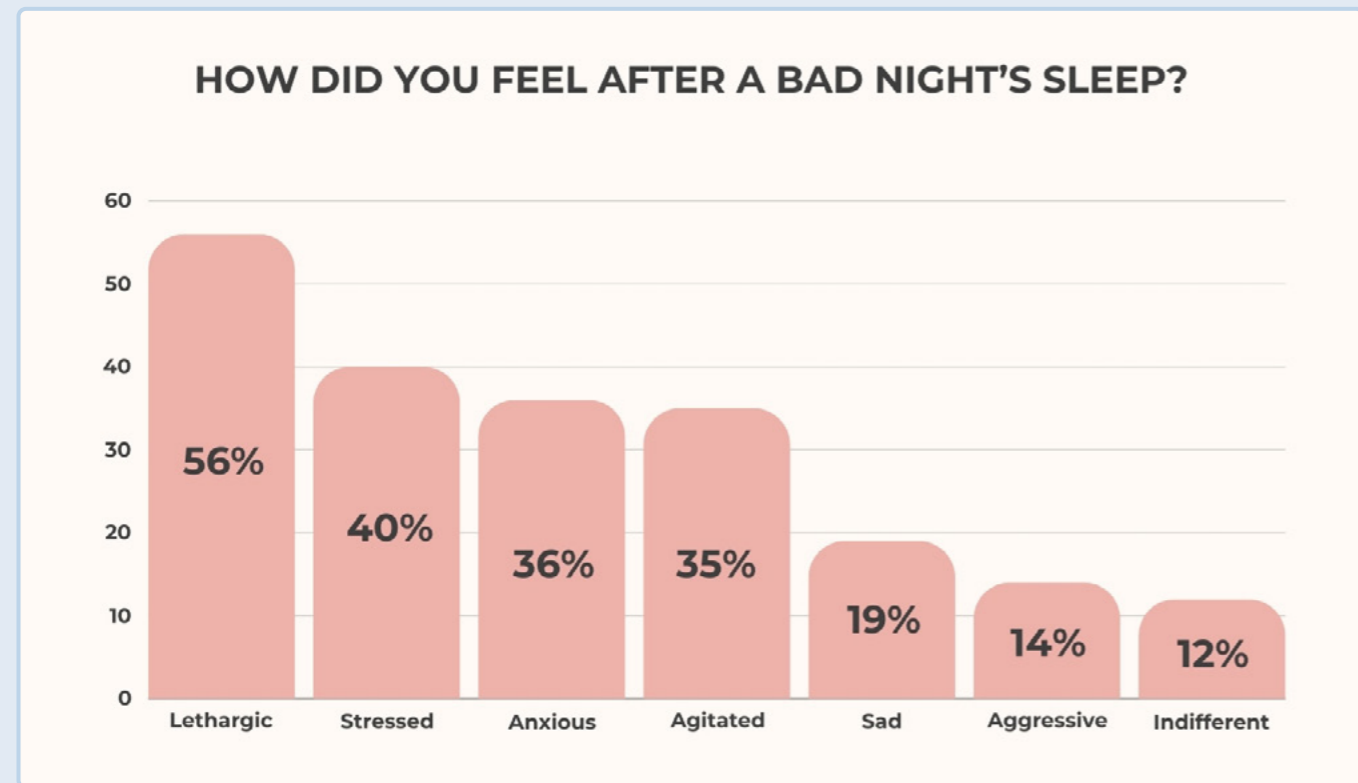


# The Power Of Sleep

There is a clear link between sleep and the quality of our overall wellbeing. A good night's sleep can improve mood and productivity, whereas a bad night's sleep impacts energy, increasing stress and anxiety levels.

Trying to understand the repercussions of a poor night's sleep on individuals' wellbeing, Woolroom asked respondents how they felt following a night of disrupted slumber. Among the top responses, **56% expressed**

**feeling lethargic the next day**, highlighting the impact of inadequate rest on daytime energy levels. Additionally, **40% of respondents reported heightened stress levels**, emphasising the relationship between sleep quality and mental health. A further **36% admitted to feeling anxious**, while **35% described feeling agitated the next day**, highlighting the consequences of just one night's poor sleep on our physical, mental and emotional wellbeing.



When asked how often respondents felt the adverse effects after a night of poor sleep, the results were concerning, suggesting a wide-spread pattern of sleep issues. **40% admitted to feeling these effects 1-2 times per week**, while **19% reported experiencing these symptoms 3-4 times weekly**. Moreover, **5% said they experienced these effects 5-6 times a week**, with an alarming **7% indicating that they felt this way consistently, every single day**.

These revelations highlight the severity and impact lack of sleep is having on individuals and the need for effective solutions. Making seemingly small changes, such as the choice of bedding fibres, can have a profound impact on the quality of sleep. How? Woolroom delves further into the biggest barriers keeping the nation awake at night, and how natural solutions could be the answer to a better night's sleep, night after night.

**22% sought professional help due to the ongoing effects of lack of sleep**

In addition to frequency, Woolroom also delved into whether lack of sleep prompted respondents to seek professional help. The results were striking, with **22% of respondents acknowledging that the symptoms associated with lack of sleep had led them to seek help from healthcare professionals**, underlining the sleep endemic the country is currently facing.

# Transform Sleep with Natural Heat Regulation

Woolroom's survey delved into participants' awareness of how bedding and mattress choices can influence body temperature during sleep. Surprisingly, 22% of participants were unaware that these choices can have a significant impact on the length, and quality of sleep.

Wool's standout natural attribute as a bedding fibre is its exceptional ability to regulate and maintain temperature, a trait unmatched by alternative materials such as feather, down, and polyester. Fluctuating in temperature is often one of the main causes for disrupted sleep, with one in five (20%) reporting being too hot or too cold as the number one factor interrupting their sleep. **24% reported not being able to get comfortable** as the biggest barrier, **23% indicated stress was hindering their sleep**, while **10% noted that their partner's snoring was keeping**

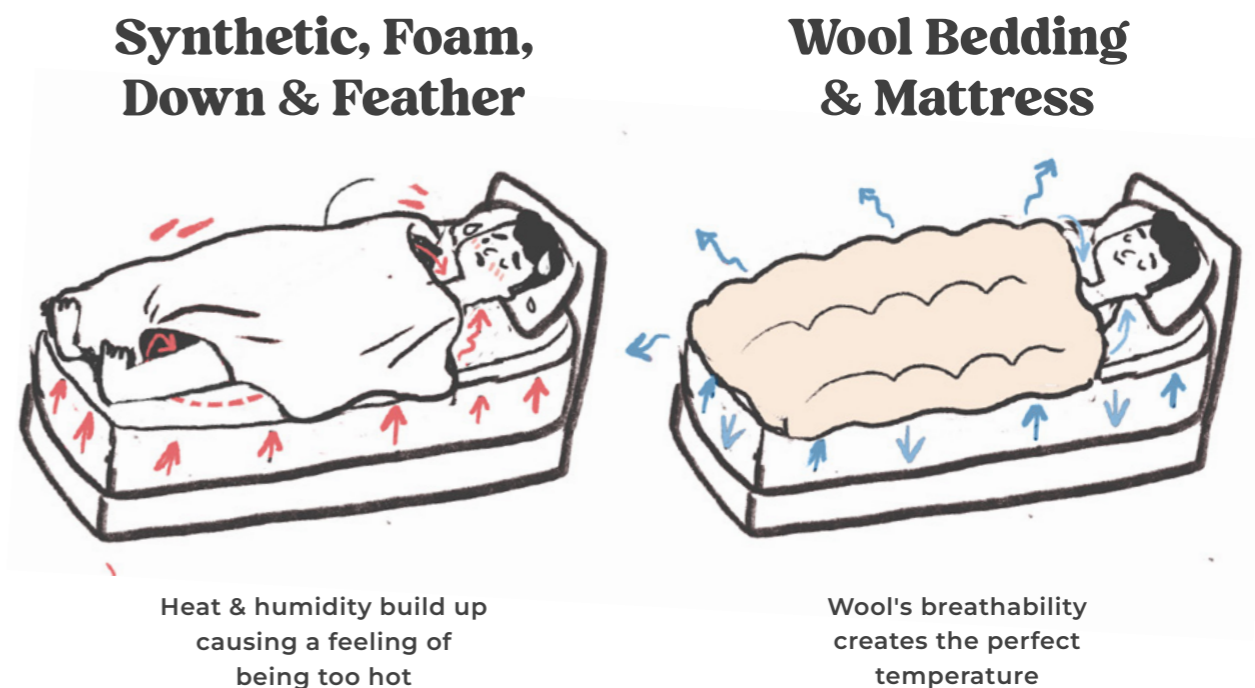
**them from getting proper rest.**

For the **14% of respondents experiencing discomfort due to being too hot**, and the **6% too cold**, the choice of mattress and bedding fibres can exacerbate these symptoms. Woolroom's survey revealed that a significant portion of respondents, **42%, are sleeping with heat-trapping bedding**. **23% opt for polyester bedding**, while **19% sleep with feather or down**, fibres that are scientifically proven to not regulate temperature nearly as effectively as wool. Only a mere **9% of respondents reported sleeping with wool bedding**, which has unique, natural temperature-regulating properties.

When asked what mattress respondents sleep on, **27% said they sleep on a memory foam mattress**, followed by **17% on a pocket spring mattress** with **13%**

**using a box spring mattress.** While popular, these mattresses are typically constructed with polyester materials and can contain harsh chemicals. They are also notorious for trapping heat, increasing discomfort for those already struggling with temperature regulation during sleep. The heat retention properties of these mattresses can lead to increased perspiration, disrupted sleep patterns, and overall discomfort.

Unlike synthetic materials or feather and down, wool has the remarkable ability to transport moisture away from the body and regulate temperature, keeping sleepers comfortably warm in winter and cool in summer. Its breathability and insulation properties make it an ideal choice for achieving a balanced and restful sleep environment, regardless of external temperatures.





# The Science Of Sleep

Pioneering research conducted by Leeds University for Woolroom\* revealed that wool bedding could be the secret to staying cool and **boosts chances of a deeper, regenerative sleep by a whopping 25%**.

The study conducted at a Leeds University laboratory used a modified Sweating Guarded Hot Plate technology and tested commercially available feather/down duvets against polyester and wool to examine their thermal insulation properties and moisture management – factors essential to keeping us cool and preventing a disturbed night's sleep.

Wadding samples of each duvet were pre-conditioned under two environments, in the cooling down phase from a temperature of 70°C and in the warming up phase of an environment of 17°C and 45% relative humidity – the typical settings for the average bedroom.

In both environments, it was found that the wool duvet performed significantly better at managing moisture over an eight hour period than both the polyester and feather/down duvets. Moisture management was tested by measuring the water vapour resistance of each sample of wadding: a higher score indicates a fibre that traps moisture, leaving it unable to escape and causing a build-up of heat with subsequent waking.

Feather/down wadding allowed the least amount of water to escape, **with wool allowing 43% more moisture transmission than polyester and a massive 67% more than feather & down duvets** (see graph).

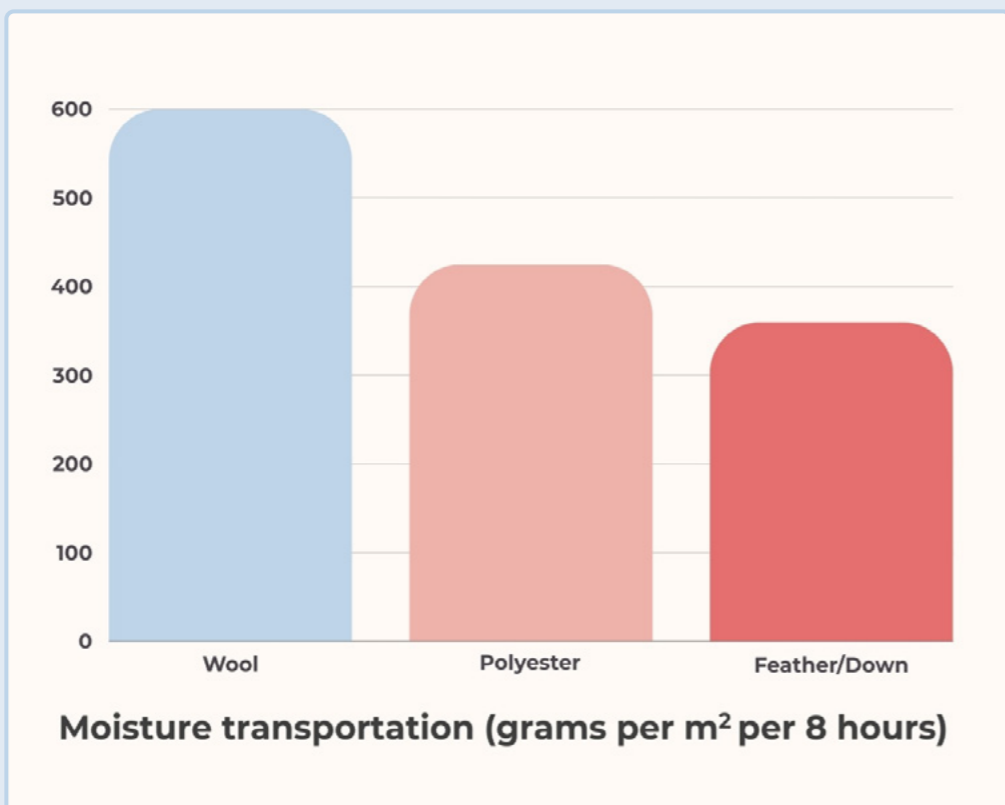
When testing thermal insulation, wool was found to reach 35.1°C, the optimum temperature for sleep, faster than feather/down and polyester bedding. It was also found to maintain this temperature constantly while feather/down and polyester took far longer to reach 35.1°C and were unable to maintain this, regularly reaching 36.1°C and above.

Sweating Guarded Hot Plate technology allowed the wadding to be tested in conditions that mimic the human body during the night. When applied to a typical night's sleep, higher temperatures

lead to increased moisture levels produced by perspiration. The maximum sweating rate that can be coped with by wool wadding is higher than both tested polyester and feather/down, meaning that wool can diffuse a larger amount of moisture across an eight hour period compared to the other fibre types.

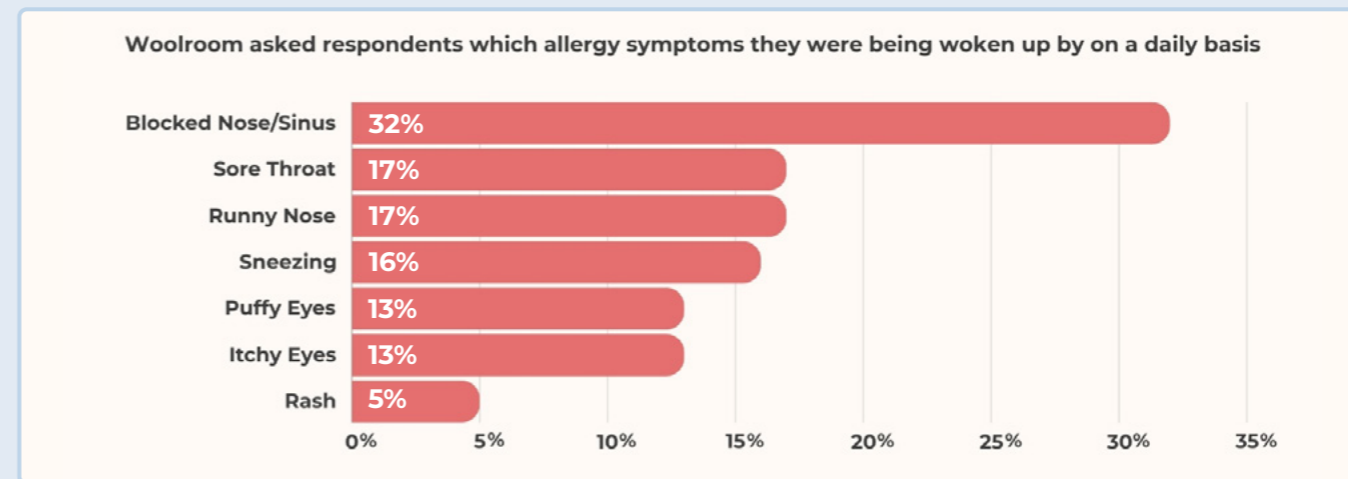
Wool remains at a consistent optimum temperature when compared with feather and down or polyester duvets. Testing at two different temperatures also allowed the conclusion that these benefits are down to the fibre properties and structures of wool rather than the thickness of the duvets.

\*Findings by Leeds University for Woolroom established in 2016



# Sleep Clean With Anti-Dust Mite Bedding

When trying to achieve a restful night's sleep, the type of bedding fibre can often be overlooked, but it is fundamentally important, especially for those with allergies. The fibres within bedding can either aggravate or work to alleviate allergy symptoms, making it crucial to select materials that promote optimal respiratory and skin health. Dust mites are microscopic creatures that thrive in soft furnishings. They love warm and humid environments, especially man-made fibres and feather/down bedding. They are a common allergen trigger, causing discomfort and disturbances during sleep. That's why opting for a natural bedding fibre such as wool can help improve the symptoms of asthma, rhinitis and eczema, due to wool's naturally hypoallergenic properties.

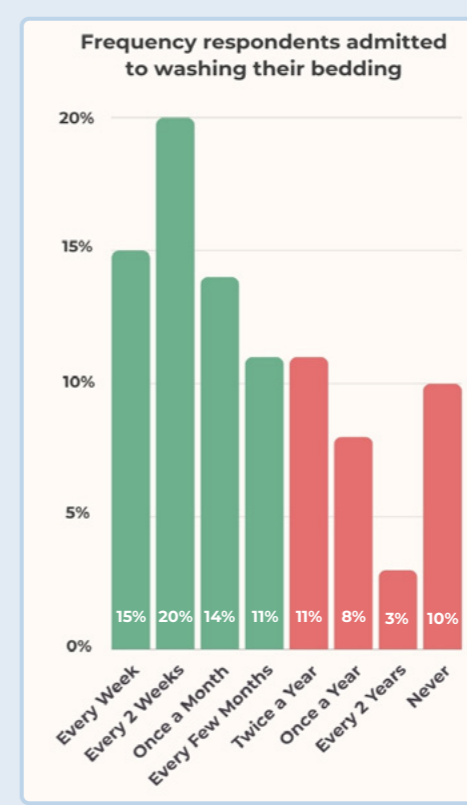


The results of the survey also found that respondents were losing on average one hour of sleep per night, amounting to an entire night's sleep lost per week due to allergy symptoms. With its ability to naturally manage moisture, wool can resist house dust mites and fungal spores, prone to trigger allergies while you sleep.

## HOW CLEAN IS YOUR SLEEP REALLY?

Bedding fibres like feather, down and synthetic materials can harbour dust mites and other allergens. Regular washing may provide temporary relief, but often falls short in eliminating these irritants entirely if the bedding is not washed at 60°C. When asked how often respondents washed their pillows, duvet inners and mattress protectors, the answers revealed some unsettling findings concerning the lack of bed-washing in general. Respondents admitted to washing their bedding with the following frequency (see graph).

Woolroom has revolutionized the landscape of eco-friendly bedding with their groundbreaking creation:



the world's first fully organic and machine washable wool bedding. This innovative solution eliminates the hassle of maintaining environmentally conscious bedding, allowing customers to enjoy the benefits of organic materials without any compromise. After years of dedicated research and development, Woolroom has set a new standard in the industry, offering unparalleled convenience and sustainability to consumers worldwide.

Woolroom is the UK's only natural bedding retailer to hold the Allergy UK Seal of Approval, and wool's miracle properties makes it the perfect sleeping fibre for tackling night-time allergy symptoms for both adults and children.

# Beat The Menopause Heat

The menopause is a transformative phase in a woman's life, often bringing challenging symptoms such as night sweats and hot flushes. These symptoms can lead to restless nights and increased discomfort, significantly impacting the sleep quality and overall well-being of peri-menopausal and menopausal women.

by respondents in Woolroom's survey. Wool bedding offers an excellent solution to help women stay cool and dry throughout the night with its ability to transport moisture during sleep, serving as an effective method to maintain the body at the right temperature. The unique properties of wool, such as its breathability and moisture-

transporting capabilities, make it an ideal choice for menopausal women seeking relief from nighttime overheating. By incorporating wool bedding into their sleep routine, women can create a cool and refreshing sleep sanctuary that promotes restful sleep, helping to alleviate peri-menopausal and menopausal symptoms.

## SLEEP DISRUPTION DUE TO MENOPAUSE

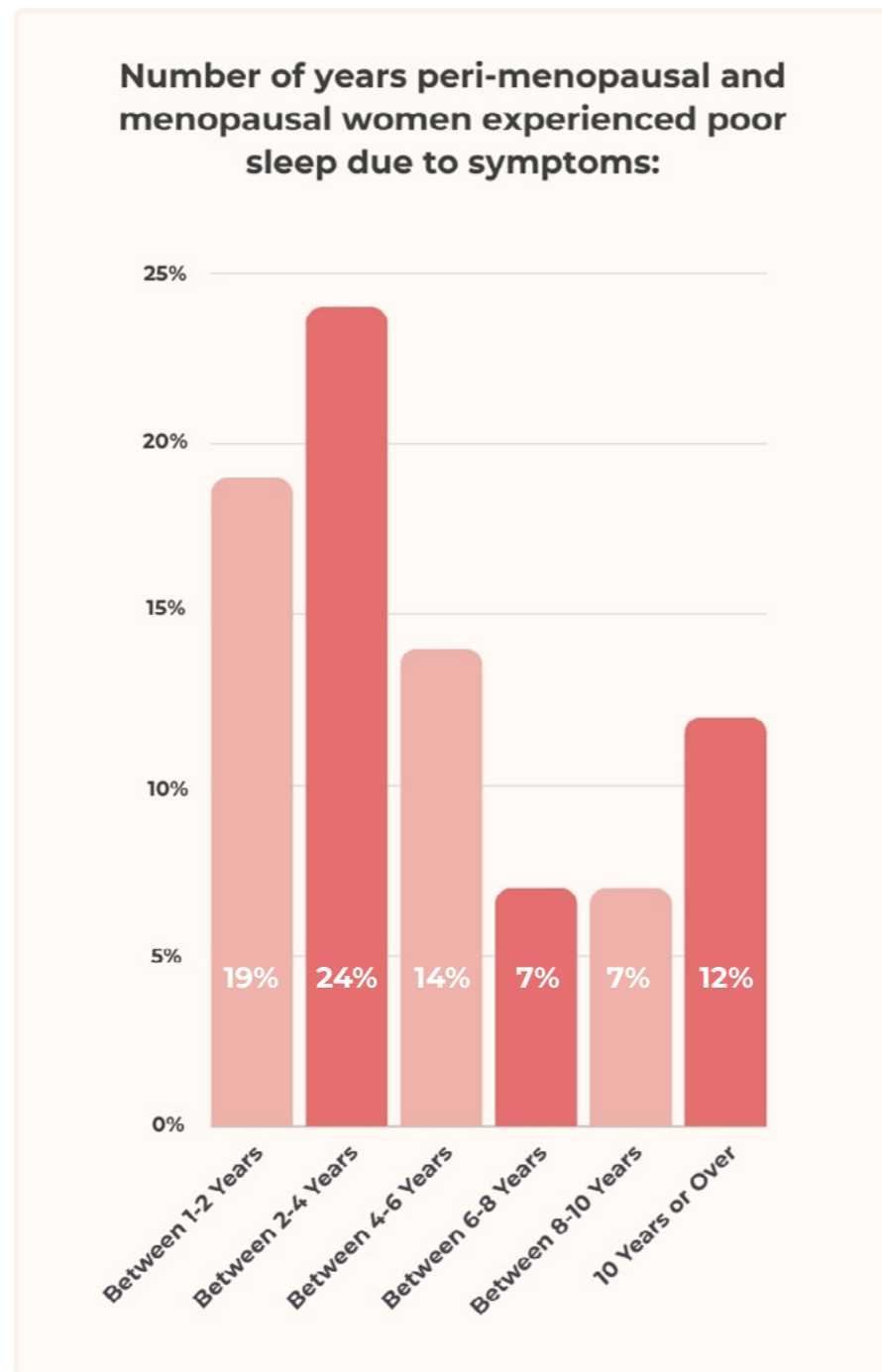
Woolroom surveyed peri-menopausal and menopausal women to uncover the impact their symptoms have on sleep. The results revealed that on average, women are losing over two hours of sleep per night, which is roughly two days of sleep per week. Furthermore, when asked about the duration of their sleep disturbances, respondents reported suffering from poor sleep due to their symptoms for an average of four years, with only 1% of respondents saying they didn't experience any disrupted sleep due to their symptoms.

## THE IMPACT ON MENTAL HEALTH

The survey also found that lack of sleep is not only affecting women physically but also taking a toll on their emotional wellbeing. **More than half (57%) reported feeling stressed, 44% admitted to feeling anxious and 22% said they felt sad** the next day after a bad night's sleep due to their symptoms.

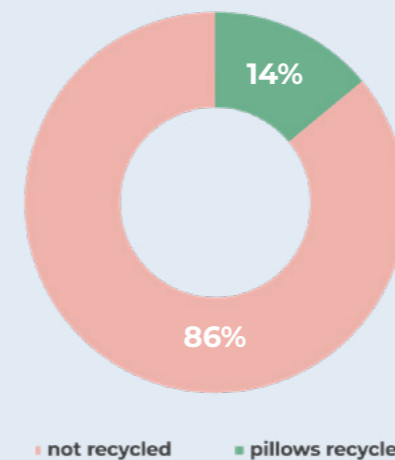
## HOW TO SLEEP COOL DURING MENOPAUSE

Creating a comfortable sleeping environment during menopause is essential for managing symptoms like night sweats and hot flushes; the two worst symptoms experienced



# Woolroom: Making a Difference

An estimated seven million mattresses are thrown away every year in the UK, with **only 14% of them being properly recycled**, each taking between 80 to 120 years to decompose. Additionally, a staggering 14 million pillows, duvets and mattress toppers end up in UK landfills, highlighting the urgent need to use more sustainable, natural and long-lasting bedding materials.



Synthetic bedding and mattresses, often made from petroleum-based materials such as polyester and polyurethane foam, have gained popularity over the last few decades due to their affordability and convenience. However, their production and disposal are contributing significantly to our mounting plastic waste crisis and contain many toxic chemicals. Additionally, these materials take centuries to decompose, they clog landfills, pollute our oceans, endanger marine life, and threaten our delicate ecosystems worldwide.

To understand the country's awareness of synthetic mattresses and their decomposability, Woolroom asked respondents how long they thought it takes for

a synthetic mattress to naturally decompose. **27% believed it would take between one and ten years**, and a staggering **50% did not know at all**, highlighting a significant gap among consumer's knowledge of the environmental impact of these products.

Furthermore, **12% of respondents believed a memory foam mattress to be the most sustainable**, whereas the reality is, it will take hundreds of years to decompose due to the quantity of harmful chemicals used to create them. **25% believed wool to be the most eco-friendly mattress**; however, **40% of all respondents were unsure** which mattress type was the most sustainable for the planet.

Taking all actions necessary to protect the environment is at the top of Woolroom's agenda. Woolroom is also dedicated to educating the nation about the sustainable benefits of wool bedding and mattresses over other fibres, and underlining the damage some of these alternatives have on the planet. Synthetic bedding fibres and

mattresses are having a devastating impact on the environment, but by switching to a more sustainable choice, such as wool, will contribute to a healthier and cleaner planet.

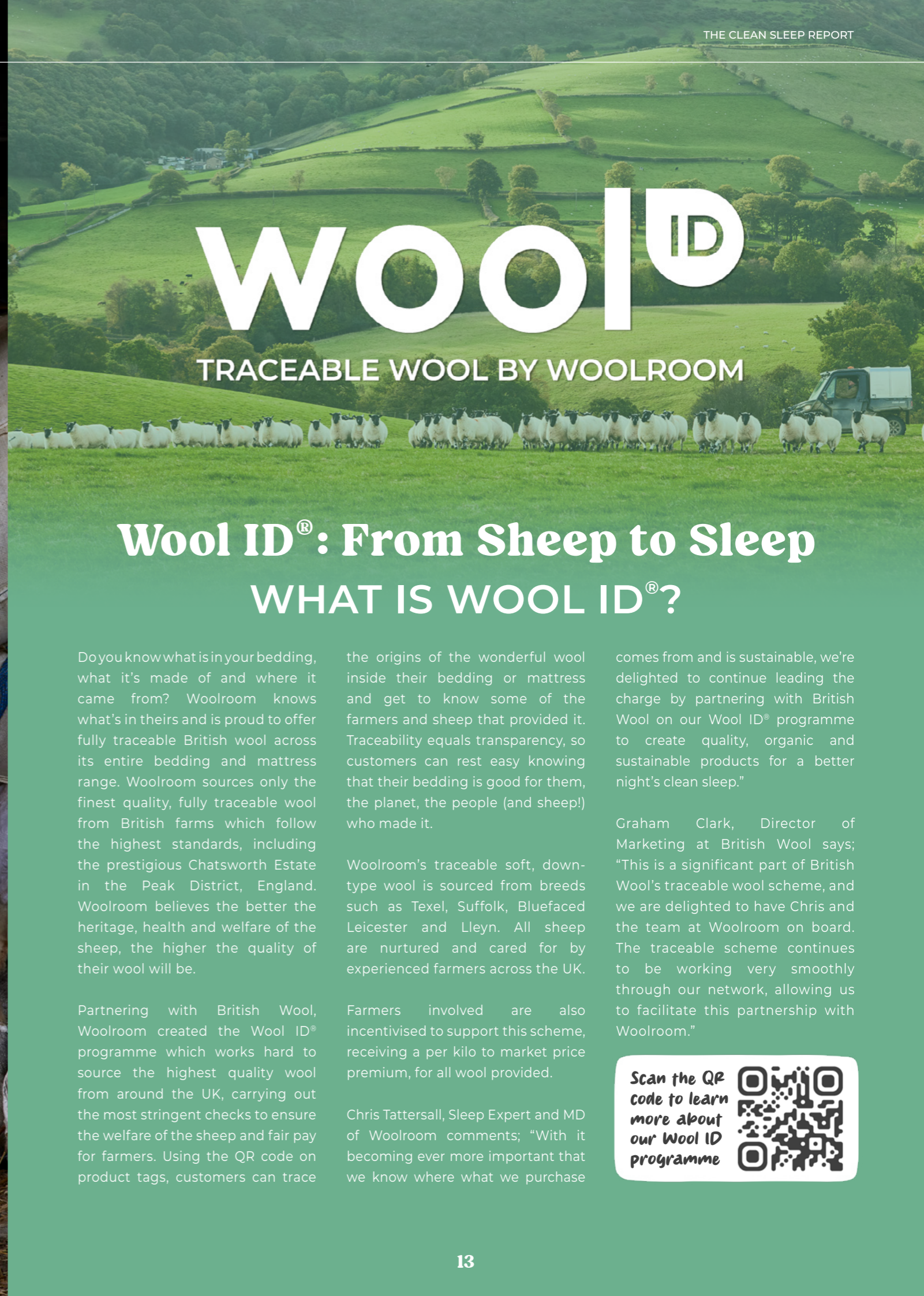
**40% of respondents were unsure which mattress type was the most sustainable**

Wool, grown on the back of sheep, is the most natural, sustainable, renewable and biodegradable fibre in existence today. It is produced through a cyclical process, on a diet of sunshine and grass. Shorn annually, sheep ensure a consistent supply of wool without depleting natural resources and causing irreversible devastation to the environment. The production process of wool-based products has a significantly lower environmental impact compared to synthetics, and as the only completely natural, and renewable bedding fibre, wool takes six to 18 months to naturally decompose into nitrogen-rich compost and only 60-90 days in water.



Synthetic/foam mattresses sent to landfill take between 80 to 120 years to decompose





# WOOL ID

TRACEABLE WOOL BY WOOLROOM

## Wool ID®: From Sheep to Sleep WHAT IS WOOL ID®?

Do you know what is in your bedding, what it's made of and where it came from? Woolroom knows what's in theirs and is proud to offer fully traceable British wool across its entire bedding and mattress range. Woolroom sources only the finest quality, fully traceable wool from British farms which follow the highest standards, including the prestigious Chatsworth Estate in the Peak District, England. Woolroom believes the better the heritage, health and welfare of the sheep, the higher the quality of their wool will be.

the origins of the wonderful wool inside their bedding or mattress and get to know some of the farmers and sheep that provided it. Traceability equals transparency, so customers can rest easy knowing that their bedding is good for them, the planet, the people (and sheep!) who made it.

comes from and is sustainable, we're delighted to continue leading the charge by partnering with British Wool on our Wool ID® programme to create quality, organic and sustainable products for a better night's clean sleep."

Woolroom's traceable soft, down-type wool is sourced from breeds such as Texel, Suffolk, Bluefaced Leicester and Lleyn. All sheep are nurtured and cared for by experienced farmers across the UK.

Graham Clark, Director of Marketing at British Wool says; "This is a significant part of British Wool's traceable wool scheme, and we are delighted to have Chris and the team at Woolroom on board. The traceable scheme continues to be working very smoothly through our network, allowing us to facilitate this partnership with Woolroom."

Partnering with British Wool, Woolroom created the Wool ID® programme which works hard to source the highest quality wool from around the UK, carrying out the most stringent checks to ensure the welfare of the sheep and fair pay for farmers. Using the QR code on product tags, customers can trace

Farmers involved are also incentivised to support this scheme, receiving a per kilo to market price premium, for all wool provided.

Chris Tattersall, Sleep Expert and MD of Woolroom comments; "With it becoming ever more important that we know where what we purchase

*We often overlook the impact of our daily choices such as the bedding fibre we sleep with. That's why at Woolroom, we are continuously working to minimise our impact on the environment by creating products and services that do right by the planet. Reducing the long-term effects of plastic is essential if we want to protect our planet, and by choosing wool bedding, we can reduce our reliance on fossil fuel-based products and stop the release of microplastics into our ecosystems, to ensure we are safeguarding our planet and life for years to come.*

- Chris Tattersall, Sleep Expert and Managing Director of Woolroom

Scan the QR code to learn more about our Wool ID programme





# Who is British Wool?

British Wool is a farmers' organisation working on behalf of around 35,000 registered wool producers. British Wool collects, grades, markets and sells British wool on behalf of producers to the international wool textile industry for use in flooring, furnishings, and apparel. Wool that has been through its grading system is quality assured and fit for purpose. Products bearing this distinctive logo of the shepherd's crook and Union Jack are made from British wool – a mark that consumers can trust.

## SHEARING AND WOOL HANDLING TRAINING

British Wool operates a programme on shearing and wool handling as the approved provider for courses in the UK, and is supporting the next generation in learning and developing these traditional but vital rural skills.

## GRADING

As part of the process for using wool, every fleece must be individually assessed and graded, and this is used to determine its overall quality. Grading every fleece adds value for Woolroom's producers as this separates the better-quality wool from the poorer, with the better quality achieving a higher price.

## TESTING

All British wool is independently tested for micron, colour, and dry yield (the latter is the weight left after the wool is scoured and washed) before it can be sold at auction. Testing the wool to international standards gives buyers confidence in the high quality of British wool.

## AUCTION

The auction system is a tried and tested method of selling products from the farm. British wool is sold across 20 auctions throughout the year, which enables British Wool to feed wool onto the market in a controlled way, maximising its value and reducing the risks around price volatility.

## MARKETING AND PROMOTION

Increasing demand for British wool secures the long-term future of the fibre. As an organisation, British Wool works collaboratively with manufacturers and retailers to raise consumer awareness of the unique characteristics, benefits, and features of British wool.

## RESPONSIBILITIES OF THE WOOL GROWERS?

Each of the 35,000 registered wool producers are required to verify animal welfare by adhering to The Five Freedoms, recognising that consciously investing in the flock produces a superior wool fibre.

## WHAT ARE THE FIVE FREEDOMS?

- ✓ Freedom from hunger and thirst
- ✓ Freedom from discomfort
- ✓ Freedom from pain, injury or disease
- ✓ Freedom to express normal behaviour
- ✓ Freedom from fear and distress



# Sustainability Credentials

## TRACEABILITY

The Wool ID® traceability programme ensures that every part of Woolroom's supply chain from the farm onwards is robustly audited. Consumers can use a QR code to trace the wool back to the exact flock and farm, all of which are independently audited and adhere to The Five Freedoms, enshrined in the Animal Welfare Act, 2006.

## THE ENVIRONMENT

Woolroom ensures to include eco-friendly materials throughout its collections, including natural and reusable packaging. The Deluxe Washable and Organic Washable Bedding ranges use unbleached, organic cotton, because non-organic cotton uses 16% of the world's insecticides and 24% of the world's pesticides, risking harmful environment contamination.

## THE FUTURE

Wool naturally biodegrades, forming nitrogen-rich compost in 18 months, with wool fibres that end up in water systems biodegrading in just 90 days. This means when Woolroom's mattresses or bedding reach the end of their life, they won't pollute the environment for years to come.

## THE CUSTOMER

Woolroom is a family business, and is passionate about providing customers with the advice they need, highlighting how sleeping with wool can offer many benefits. Woolroom offers a 30 Night Sleep Trial on individual bedding products, a 60 Night Sleep Trial on bedding sets and a 100 Night Sleep Trial on all adult mattress purchases (when purchased with a mattress protector).

## SCIENTIFIC EVIDENCE

Woolroom has worked with Allergy UK and both Bangor and Leeds Universities to prove that its bedding is truly hypoallergenic and beneficial to a customer's sleep. Scientific tests proved

that Woolroom bedding can significantly improve the quality of your sleep. Wool bedding enables a 25% deeper and more regenerative sleep when compared to other bedding types.



Research at the University of Leeds even showed that wool is a natural air purifier!



# woolroom

BETTER SLEEP, NATURALLY

Visit [www.woolroom.com](http://www.woolroom.com) to learn more

Contact: [woolroom@finnpartners.com](mailto:woolroom@finnpartners.com)  
or call 02072 875006 for more information.

