

Woolroom Launches Luxury Woolly Mattress Combining Advanced Coil Technology with Natural Materials

New mattress pairs 8,500 precision coils with traceable British wool and a naturally flame-resistant Merino blend cover.

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EINPresswire.com/ -- [Woolroom](#), a sleep and home textiles brand specializing in British wool, has launched the [Luxury Woolly Mattress](#), its most advanced mattress to date. The new design combines modern coil technology with natural, fully traceable materials as the company continues its focus on creating alternatives to foam- and synthetic-heavy mattresses.

The Luxury Woolly Mattress features 8,500 precision coils in the King size, including edge-zoned inner coils, nano coils and micro-duo coils. Together, these coil systems, covered in the latest breathable and natural bamboo fabric, provide responsive, three-dimensional support while allowing Woolroom to maintain a mattress construction free from foam and latex.

“For years, consumers have been told they have to choose between advanced mattress technology and natural materials. We wanted to challenge that,” said Chris Tarttersall, Managing Director of Woolroom. “The Luxury Woolly Mattress brings those two worlds together. We’ve taken the latest developments in coil technology and paired them with the material we’ve understood for generations: wool.”

Layers of traceable British wool surround the mattress’ coil system, while a Merino and natural



Woolroom's Luxury Wool Mattress

viscose blend cover uses wool's natural flame-resistant properties to meet US flammability requirements without synthetic flame retardants. The mattress also contains no synthetic adhesives and is hand-tufted with wool pom-poms to help keep its natural fillings in place.

Woolroom developed the Luxury Woolly Mattress around wool's natural breathability and moisture-management properties. Rather than relying on foam for contouring and pressure relief, the Luxury Woolly Mattress uses a combination of nano, micro-duo and individually pocketed coils alongside layers of wool to provide support while allowing air and moisture to move through the mattress.

"The goal was to make something natural that is still able to perform to our own and our customers' expectations," Tattersall said. "Our approach has always been to understand what wool does exceptionally well and then use thoughtful engineering around it. This mattress represents the furthest we've taken that philosophy."

Approximately 11-12" deep, the Luxury Woolly Mattress is available in medium and firm tensions to accommodate different sleeping preferences. Each mattress is designed in the United Kingdom and handcrafted in South Carolina by fourth-generation mattress makers, combining Woolroom's British wool heritage with American mattress craftsmanship.

The launch also builds on Woolroom's broader commitment to traceability. The wool used in each mattress can be traced back to farms in the United Kingdom through the company's [Wool ID® program](#), which Woolroom developed to provide greater transparency around sourcing, animal welfare, and the farms behind its products.

The Luxury Woolly Mattress launched August 10, 2026, and is available in multiple sizes and two firmness options, with standard pricing starting at \$2,650. To learn more about the Luxury Woolly Mattress, visit [Woolroom.com](#).

About Woolroom

Founded in 2008 and rooted in more than 150 years of British wool expertise, Woolroom is a family-run sleep and home textiles company with origins in Bradford, England. The company creates pillows, comforters, mattresses, protectors, pads, toppers and other home textiles using natural materials, with a particular focus on British wool. Through its Wool ID® Traceable Wool Program, Woolroom works to provide transparency from farm to finished product while supporting British farmers and established animal-welfare standards. The company operates under its guiding principle, From Sheep to Sleep, and its mission of Better Sleep, Naturally.

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