

# The Felt Store

## About Us Page

### **Our Story**

The Felt Store started as a small idea and flourished quickly in its relatively young life. Since 2008, we have grown to become a leading source of felt and felt products within North America, and are expanding to serve people and businesses around the world.

Since the beginning, we've focused on providing our customers with the high-quality products and services they need. Whether drawing from our manufacturer's 50 years of felt experience or collaborating with the creative industry to develop new products, our commitment is to serve you with the best knowledge, technology, and capabilities the industry has to offer.

### **Young Company, Ancient Product**

At The Felt Store, we share a passion for one of the oldest and most remarkable materials in the world. Some of its first findings date back to 700 BC, when felt was used by tribes in the Altai Mountains to make clothing, saddles, and tents.

Felt is a versatile textile that can be made from the matting together of natural and/or synthetic fibers. High-quality felt is typically made of wool. Felt from sheep, Angora rabbits, llamas, or buffalo fibers is resilient, mats and grips easily, and has water repelling as well as flame retardant qualities.

Wool felt is still sought after today for its many advantages, including the ability to regulate temperatures when damp, maintain its shape under wear and tear, and provide excellent acoustics and insulation.

### **It Starts at Home**

We acquire our core product line of felt from a local, Canadian manufacturer because the quality proved to be higher and more consistent than the cheaper international suppliers. Starting with sheets and rolls of felt, we've expanded our product line to include footwear, felting materials, home accessories, apparel, and designer collections. We now offer a wide range of custom services, including CNC cutting, kiss cutting, die cutting, roll slitting, dyeing, sewing, and pressure-sensitive adhesive coating.

## **Creative Collaboration**

We're always on the lookout to expand possibilities. That's why we encourage collaboration with emerging and established designers and artists. The Felt Store has taken part in the Interior Design Show in Toronto since 2010. The award-winning felt installation in 2012 was a collaborative sculpture created by RAW Design with designer and architect Mark Tholen.

Whether supporting institutions like The Humber Institute of Technology and Advanced Learning or the Virginia Tech School of Architecture and Design, we work to educate the public on the beauty and benefits of felt.

To find out about sponsorship opportunities, visit our [sponsorship guidelines](#), or [contact us](#) for further partnering inquiries.

## **Gone Global**

In 2015, we started offering international shipping, serving thousands of people worldwide. Our expanded range of product specifications and services allows customers to choose the color, length, thickness, density, and fiber content of their felt.

## **Environmental Impact**

Sustainable development is key to the long-term success of any business. Many of our felts are made of biodegradable materials, including virgin wool or a mix of natural fibers. We also use press or needle felting processes, which do not require the use of chemicals nor do they create toxic waste.

Over years of improving the art of felt-making, our suppliers have developed ways to reduce waste and recycle wool in the manufacturing process. As we continue to gain knowledge and experience in all aspects of our business, we will keep our commitment to reduce our environmental footprint.