

AN EPIC JOURNEY THROUGH THE SECRETS OF
WOOL MAINTENANCE THAT HAS ENLIGHTENED A
GENERATION AND CONTINUES TO INSPIRE MILLIONS.

JOE AND THE ART OF



JOEMERINO.COM

WOOL MAINTENANCE

By Dr. Shepherd

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Sixth edition

Published by Joe Merino

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JOE AND THE ART OF WOOL MAINTENANCE

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THE ART OF WASHING YOUR JOE

You are a fortunate soul as your favourite pullover or shirt is made of antibacterial wool. This means there is no need to wash it every day. Overnight you can air out your Joe near a window. But it's important to wash your pullover every now and then because moths like your stains. Even the stains you can't see yourself. Don't worry, washing your Joe is easy!

1.1 HOW TO WASH IT

Do it yourself. Select the wool program on your washing machine (30C°) and check that spin speed is no higher than 600rpm. Use a (little) detergent for wool. Do not use any regular detergent or softeners. Do not mix woolen clothes with other materials when washing - jeans and zippers are very dangerous for Joe! If you want to pamper your Joe a little extra: take it to the dry cleaner.



DON'T WRING
YOUR
PULLOVER



DON'T WASH
WITH
HOT WATER



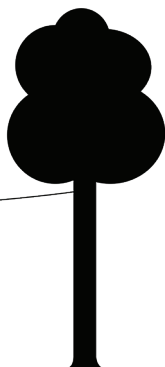
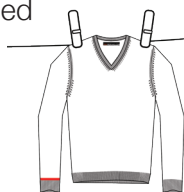
SPIN NO
HIGHER
THAN 600PM



DON'T USE
A
DRIER

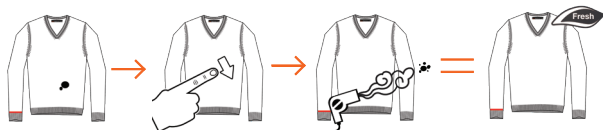
1.2 REMOVING ODD ODOURS

If your pullover or shirt is offensive to the nose after you have visited a bar or if you have fried fish for friends and family, just air your Joe Merino out over night.



1.3 REMOVING STAINS

Dry stains can be removed simply by scratching and blowdrying. Do you have a grease stain? Treat your stain with some ox-bile soap. Water the ox-bile soap down on a towel and put it on your stain. Let it sit for about 30 minutes, then wash your Joe in your washing machine as explained above.



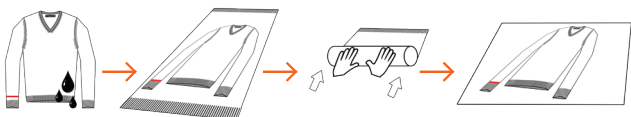
We recommended you use a special wool detergent like our own Joe Soap Cocktail. Visit one of our stores and get a free sample of Joe Soap Cocktail. Never use too much detergent, but more importantly, never use softeners.



Make sure you wash your pullover or shirt every now and then to avoid moths. Also, if you don't see any stains, it doesn't mean there aren't any...

1.4 WHAT TO DO IF YOUR JOE IS STILL SOAKING WET?

If your pullover or shirt is soaking wet after washing, lay it flat on top of a towel. Roll them both together so the excessive water is absorbed by the towel. Finally lay your pullover flat to dry.



1.5 SHRINKAGE

Stop blaming your significant other, a real man takes care of it himself!

It can not be stressed enough: washing at too hot temperatures kills your pullover.



1.6 IRON AWAY

When wool gets wet, it will crease a little bit. The creases will make it look like your pullover has shrunk a little. It is easy to reshape by ironing. Make sure to set you iron on wool (••) and steam when ironing your pullover.



Ironing is also a great way to revitalize the wool and make it all soft again. So don't be afraid: iron away!



The only thing you have to worry about are the ribs on the collar. Don't iron those - use steam.

2

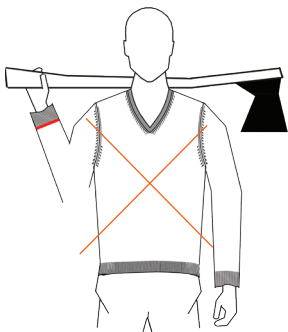
THE ART OF AVOIDING HOLES

Your Joe Merino pullover or shirt will improve your looks and boost your sex appeal. This will make it your favourite pullover. But like you, it has a sensitive side.

Every pullover and shirt leaves our shop in flawless condition. If you find a hole, there's always a reason. But don't worry, we will solve it. We have an excellent repair service. Email us at info@joemerino for more information about this service.

2.1 CHOOSE THE RIGHT OCCASION

Lumber jacks should not take Joe to work. They should wear Joe on the weekends.



2.2 BEWARE OF ZIPPERS AND BELTS

They may look harmless enough, but zippers and belts are your precious pullover's arch enemies.



2.3 FIGHTING MOTHS

Moths eat stains on your fine materials. To outsmart those little cheeky bastards you have several options.

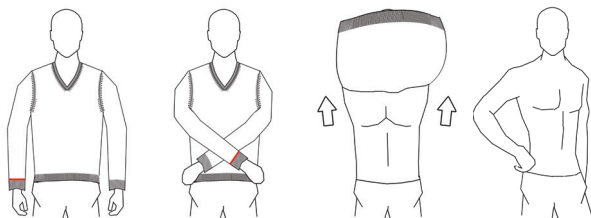


One is buying a gun. Effective, but overkill.
Joe prefers a non-violent method:

- Keep your pullover clean, it will have more stains than you think.
- Wear your pullover a lot and let it air after wearing.
- Don't let your pullover pine away in a dark wardrobe.
- Always wash your pullover before putting it away for summer, and store it in a plastic box to be safe.

3

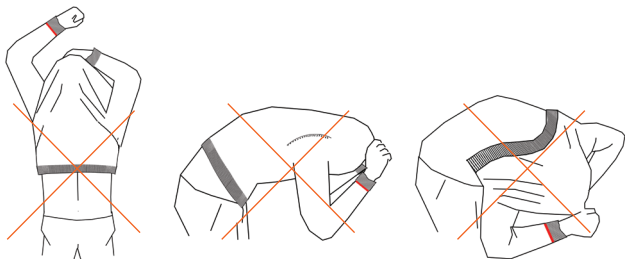
THE ART OF TAKING OFF A PULLOVER



Taking off your pullover can be a bit tricky as it can lead to stretching and damaging your pullover. Pay attention and use the technique above.

This demonstrates how 99% of women take off their pullovers. Just follow their lead.

After practicing you will never have to find yourself in awkward positions like the ones below.



4

THE ART OF PILLING KILLING

As it is made of fine merinowool your pullover will always suffer a little from pilling when rubbed. It is something we just have to live with. Joe does everything to minimize this by using low-pilling yarn, long fibres, right machine tension, right washing etc.

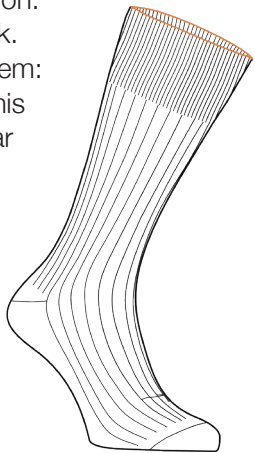
You can help by not rubbing your pullover against harsh materials like desks, belts, inner jacket pockets, trees, walls, etc. But should you still find some pilling, use the special razor thingie you can get at your local Blokker or other store. Or just go to a Joe store. If your pullover is pilling allover, please contact us and we will find a solution.

5

THE ART OF SOCKS

After mastering the art of creating the finest pullovers available, we moved on. We developed the perfect sock. Here's how you take care of them: with total ease. (Please note: this rule doesn't apply to our regular shirts).

Because of the antibacterial Merino wool you could wear the perfect sock for several days in a row. If you feel the need to wash them, no worries, just wash them with the rest of your laundry (40C°). Even tumble drying is no problem. Or as we call it: T.E.C.: total easy care.



If there is a problem:
email, call or drop by at one of our stores.
We always find a solution!

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“When dishing out the cash for a pullover, you better make sure you know all the secrets of pullover maintenance. The instant classic Joe and the Art of Pullover Maintenance is a must-read for every pullover owner young and old, married or single.”

— *The New York Times*

“Joe and the Art of Pullover Maintenance is another brilliant breakthrough by Dr. Shepherd. It will improve the relationship between men and pullovers world wide.”

— *The Economist*