In today’s world, with people's increasing tendencies toward environmental consciousness and healthy living, organic products raise more and more interest in the textile sector. In textile dyeing operations, many synthetic dyes and auxiliary chemicals are currently in use. Production steps of these synthetic chemicals and discharging chemicals to the aquatic media after utilizing in textile dyeing operations can have toxic and pollutant effects on human and environmental health. Classical natural dyeing techniques are quite expensive, and there are no industrial application processes for the classical natural dyeing techniques. After industrial treatments, plant products such as *Rosa damascena* flowers produce considerable amounts of wastes that contain natural dyes. This industrial waste from rose flowers could serve as a source for the extraction of natural dyes. In this study, we investigated the industrial waste rose flowers used for dyeing of wool yarn and an industrial process designed for using herbal pulps as natural dyes. This industrial process using rose waste and wool yarn was on an industrial scale. Mordants were selected from non-toxic metal salts and some organic acids. Colour strength and fastness properties (washing, rubbing and light properties) of the yarn were tested. Test results of the dyeing demonstrated that herbal pulps have the potential to be used as a source for natural dyestuff extraction at low cost and show additional possibilities for industrial application. The Pb$^{2+}$ adsorption capacity of the ultimate rose pulp was investigated, and the results show that the rose pulp that remains after dye extraction can be used as an adsorbent.