

GENERAL CARPET CARE

If you give it minimal care, a good quality rug will last for generations. First, and foremost, you should always use a rug pad. It will protect the underside of the rug, make it softer to walk on, and keep the rug from sliding around the room. Different types of padding should be used, depending on the where your rug will be placed. Carpet cushion or padding is a critical flooring component. It is the foundation for your carpet, responsible for enhancing both comfort and durability. Padding is constructed of several different materials, including sponge rubber, foam rubber, urethane foam, bonded urethane, and felted combinations of hair and jute.

In addition, you should use protectors on the feet of any tables or chairs that will be resting on top of the rug. This will prevent indentations and wear. It is also important to keep your rug clean. Dirt and grit settled in the rug work like sandpaper to wear away at the knots. Regular vacuuming should be sufficient. However, be careful of the fringe! Another problem to avoid is moths, which feed on wool. Most oriental rugs are made of wool; therefore putting down an oriental rug is akin to setting out a feast. Most moth damage occurs in areas concealed under furniture, so periodically move the furniture and vacuum these areas. Another tip is to put out a bowl of feathers, which moths love even more than wool. By watching the feathers for damage, you can detect potential moth infestations earlier.

If your rug sustains serious damage such as a tear- this is not something to be handled by anyone less than an expert. The same thing is true if your rug is stained. Since many dyes are made from organic substances, it takes a great deal of experience to clean a rug without bleaching it.

Finally, note that all rugs, no matter how fine, will fade somewhat over time. But in high-quality rugs, this process is similar to the aging of a fine wine. The colors become mellower and the pattern more subtle.

HAND MADE CARPET CARE AND MAINTENANCE:

VACUUMING: An area rug receives a lot of abuse from dirt, sand, dust, various spills, and foot traffic. Vacuuming area rugs with a quality machine will go a long way towards prolonging the appearance and life of your carpet. Vacuuming is the best way to remove everyday dirt and dust. In the first year, we recommend vacuuming at least two to three times a week to remove excess fuzz that accumulates on the rug's surface. This fuzzing is perfectly normal and will not shorten the life of your rug. It is merely the result of loose fibers created during the weaving process. "Pilling", is a condition of the carpet face, in which fibers from different tufts tangle with one another, forming masses of fibers and tangled tufts. Pills can result from excessive heavy foot traffic, or using powder cleaners or deodorizers that "clump" fibers together (they may be cut off with scissors). **DO NOT USE A VACUUM WITH A BEATER BAR BRUSH. USE ONLY A SUCTION VACUUM.**

VACUUM TIPS:

Check the vacuum bag regularly. A vacuum becomes less efficient if the debris bag is too full (over half full for most machines). Vacuum across in both directions of the traffic pattern to prevent matting. Vacuuming removes most dry soil, but street grime, oily soils, and air pollution can build up eventually and your area rug may require cleaning. The accumulation of these particles can cause gradual dulling.

AREA RUG STAIN REMOVAL: If an area rug becomes spotted or stained, work quickly. When possible, scoop up solids and blot liquids immediately after a spill occurs. Absorb as much liquid as possible with a white cloth or paper towel without scrubbing the area to prevent matting or fuzzing. Contact a hand-made rug cleaning professional immediately.

SPOT CLEANING: Spot on a daily or weekly basis. By hand, a clean cloth towel and spotters containing MILD (pH range of 5-9) WOOL ONLY dilute detergents that do not leave residues to spot. When performing spotting, blot the affected areas. Rubbing can cause fiber damage. Immediate attention to spills and spots will give the best results.

HANDTUFTED CARPET CARE AND MAINTENANCE

DAILY CLEANING: Regular vacuuming is a primary consideration in carpet care. On a cut pile we recommend an upright, beater-type vacuum cleaner. Make sure that the beater bar on your upright vacuum is not set too low. This can cause an irritation of the pile surface and cause sprouting of some tufts of yarn. For loop pile carpets we recommend suction-type vacuum cleaner to minimize fuzzing and sprouting. Vacuuming twice a week in a residence or medium traffic office is

generally sufficient. But, no harm will be done if you vacuum more frequently. For heavy-shag or silk-shag type carpet use a suction-only type vacuum. A beater type vacuum may cause the long pile lengths to tangle in the vacuum rotors.

SPOT CLEANING: While there is no guarantee of a stain's removal, the sooner you tend to a spill or spot the better. The longer the spill remains on the carpet the harder it will be to remove. A general caution in the treatment of any spill is **"BLOT; DO NOT RUB"**. Take a white paper towel or some absorbent material and cover the spot with the paper towel. Blot the paper towel over the spill. Continue this process until all of the excess moisture from the spill absorbs into the paper towel. Keep using fresh, dry paper towels. When you think you've spent enough time blotting up the spill, continue for another 5 minutes. Make sure when you blot the paper towel over the spill that you barely pick up additional moisture. Now take a slightly damp paper towel and repeat the above process to dilute any residual moisture from the spill. Then take a dry paper towel and repeat the process to remove all excess moisture. If the stain is still visible it is time to call a professional cleaner.

Remember, **"BLOT; DO NOT RUB"**.

For stains sitting over an hour, there are some mild spot removers on the market. However, use caution when applying these products and make sure they apply to wool carpets. In doubt, call a carpet cleaning professional.

PROFESSIONAL CLEANING: Clean carpet as needed. This depends on how much use the carpet gets and how dirty it is. A regular cleaning every one or two years is a good rule of thumb. For hand-tufted carpets and carpets made from wool or wool and silk, we recommend a steam cleaning method. This is the most effective cleaning and gives the least damages to the carpet. Make sure to hire a qualified professional with experience in cleaning wool carpet.

SHADING: Almost all cut pile carpets shade. This effect, called watermarking is caused by a slight directional change in the pile forcing light to reflect differently on the surface. It is similar to shading in beautiful, velvet fabrics and may be mild to extreme. **THIS IS NOT A MANUFACTURING DEFECT.** Although shading cannot be eliminated, regular vacuuming can help.

SPROUTING: After some use you may experience various sprouting of small tufts of yarn: when loose tufts of yarn pop up or extend above the surface of the pile. This may occur for several months on a new carpet. On our silk carpets or silk and wool blends some sprouting of the silk fiber may occur because silk is a very smooth fiber and small fibers can slip slightly and sprout to the surface. **THIS IS A NORMAL OCCURRENCE AND IS NOT A MANUFACTURING DEFECT.** Check to see if the beater bar on your vacuum is set too low. This may cause irritation of the pile and more fibers to loosen. These individual threads can be cut even with the pile surface. In addition, it is possible to experience the unraveling of some yarn in loop-pile carpets. If it is only one tuft, it is okay to cut this. If a piece of yarn unraveled it may require re-weaving. This is a simple process and **IS NOT CONSIDERED A MANUFACTURING DEFECT.** Contact our office if this occurs.

SHEDDING: In the first several months a new wool carpet may experience some shedding of fiber. When vacuuming the carpet, you may notice the entire bag filled with this fiber. This should cause no concern as it is normal and expected. Loose fibers, which are not held tightly by the yarn, are removed by vacuuming. The amount of fiber removed will decrease with each vacuuming and finally be very minimal.

METHODS FOR CLEANING VARIOUS AREA RUG FIBERS:

Natural fibers may require additional consideration before cleaning. Do not use oxygen cleaners on wool or silk.

WOOL: Avoid excessive agitation and heat. Generally wool fibers may be cleaned by most cleaning methods. Wool should be cleaned with neutral detergents and dried quickly. Use special care when using household cleaning products, as bleaches and other alkaline products such as bathroom cleaners easily damage wool.

VISCOSE/BANANA SILK/BAMBOO SILK/RAYON: These are cellulose fibers and may be cleaned using a very gentle soap, blot with a fine cloth in the direction of the pile. To avoid shrinking and possible browning, avoid excessive drying and agitation. As with wool, take care with alkaline products.

COTTON: Do not use harsh chemicals on cotton. When stain initially happens blot it, do not apply water or any other cleaning solvents which would allow the stain to spread. Professional cleaning is recommended where they will use soft soap on both sides. The area rug will be rinsed, and then put in the temperature room for drying.

SILK: Clean silk using a dry cleaning process. These fibers may be damaged by natural and synthetic acids (e.g. lemon juice), and sunlight. Consult a rug cleaning specialist for additional information about cleaning silk.

SISAL/JUTE/ABACA: Never saturate your carpet with water or cleaner as this will stain the natural fibers. Whenever possible, clean up a spill immediately after it occurs. A liquid spill left untreated will act as a magnet to any dirt particles that are in the rug, causing the dirt to rise to the surface. This dirt may cause a dark stain. If liquid, blot up as much as you can with a clean, undyed cloth, pressing firmly all around the spill to absorb as much of the liquid as possible. If the material is solid, scrape up what you can with a spoon or the dull edge of a knife or spatula.

FIBERS CHARACTERISTICS, MAINTENANCE & CLEANING

PLEASE NOTE:

Weave lines, shear marks, and striations may appear in the carpet or rug. These natural irregularities are inherent characteristics of hand made and hand tufted carpets and are not to be considered manufacturing defects.

Shading or watermarking on cut-pile and loop-pile carpets is a normal occurrence.

Shear marks or random shearing on loop carpets or cut-and-loop carpets are inherent characteristics.

Shedding of loose fibers can occur for several months after use. This is caused by excess yarns that appear on the surface after use. Clip, **DO NOT PULL** loose fibers.

Frequent vacuuming with a quality machine will prolong the appearance and life of your carpet. A suction vacuum is preferred. Do not use a vacuum with a beater bar brush on carpets with either a loop pile or silk or viscose fibers.

Fading can occur in all carpets and is a result of carpet being exposed to direct or indirect sunlight. Ozone fading or oxidation can also occur.

Carpet cushion or padding is a critical flooring component and is highly recommended. It provides the foundation for your carpet and adds both comfort and durability.

If an area rug becomes spotted or stained, address immediately. When possible, scoop up solids and blot liquids after a spill occurs. Absorb as much liquid as possible with a white cloth or paper towel without scrubbing the area to prevent matting or fuzzing. Contact a rug cleaning professional.

Area rugs should be cleaned as needed. It is suggested every 3 – 5 years depending on appearance. Be sure to use a qualified professional experienced in carpet cleaning.