

Care & Maintenance Guide for carpets

ITC Natural Luxury Flooring and their authorised dealers take quality control seriously and we want our customers to buy our products in full knowledge of how they might perform and how to look after their chosen product. Your authorised dealer should guide you with your product selection to ensure suitability for location, but to help you, here are a few things to be aware of when making your selection.

Colour matching and shade variations

As with all textile products, colours may vary slightly from batch to batch. Natural wool will vary as no dye stuffs are used to obtain the colour. With natural wool carpets, you can expect linear irregularities and colour flecks which are inherent characteristics of this type of carpet. If you are using 4 & 5 metre widths, the cuts are likely to come from different dye batches and the colour may vary.

Colour fading

Natural fibre will fade over time and the process may be accelerated by exposure to sunlight. Natural undyed yarns may fade more than dyed fibres, and this should be taken into consideration when choosing your carpet for areas that have strong sunlight.

Seams

Please consider and discuss with your authorised dealer the position of seams, particularly when choosing hand loomed carpet. It may not always be possible to correctly align the lines in cut and loop hand woven carpet where there is side to side matching involved. All woven carpets should be cut from the face carefully following the row.

Loop pile carpets

Loop pile carpets are easy to maintain and generally require less vacuuming than cut pile carpets. Only use a suction vacuum cleaner on loop pile carpets as cleaners with a beater bar or bristle brushes will agitate the pile fibre and may cause excess pilling. In addition, please consider that pets with sharp claws can snag and pull the loops in your carpet.

Pile reversal

Like shading, this occurs when the pile or nap of the carpet changes direction and thus reflects light at different angles showing the effects of shading which can become permanent. This can happen to every carpet construction and can be more apparent on plain carpet. There is no commonly known manufacturing process which can cause or cure this phenomenon and therefore it is not a manufacturing fault. Whilst the pile reversal may change the appearance it will not affect the wear performance.

Shedding

All carpets, whether they are loop or cut pile, will shed fibre when they are new. This is quite normal and with regular vacuuming with the correct choice of vacuum cleaner, your carpet will soon cease shedding. This natural process will not affect the appearance or durability of your carpet.

Sprouting or pulled loops

Occasionally an odd tuft or two can work its way to the surface and stand proud of the rest of the pile. This is probably due to one end of the tuft being longer than the other. i.e., J shaped instead of V shaped. Remedial Action merely requires that these tufts be scissor trimmed level with the rest of the pile. They should never be pulled out.

Flattening

Flattening will occur because of footfall which eventually flattens the pile particularly in principal areas of use. All pile types will flatten to a greater or lesser degree dependant on the amount of footfall to which it is subjected. To maintain your carpets appearance, it is recommended to vacuum regularly. As every household is different, the frequency of vacuuming should be based on how many people live in your home. For example, four people living in the house = vacuuming a minimum four times per week, especially in high traffic areas, using a decent quality vacuum cleaner that is suitable for the type of carpet installed.

Vacuuming regularly and thoroughly will prevent soil and dirt becoming embedded in the fibres. It will also help prevent premature wear.

- Old vacuum cleaners might not be suitable for your new premium carpets.
- Investment in a new cleaner will ensure your new carpet stays looking good for longer.

Crushing/Indentations

Furniture can make depressions or crush the pile over time. This effect can be reduced by using castor cups or pads.

Hand woven carpets

Carpets are handwoven on looms that do not rely on power to drive them and are operated totally by hand by our skilled workforce. No two carpets will be the same, unlike machine made carpets. These irregularities are not a manufacturing fault but a reflection of the hand-woven elements that make each carpet unique.

Installation

ITC Natural Luxury Flooring authorised dealers have fitting experts to ensure your carpet is professionally installed. We recommend the installation of our carpets should not be conducted whilst any building or renovation work is in progress. Carpets to be installed once work is completed.

Stain proofing treatments

When deciding whether to apply a soiling or stain protecting product to your new carpet, please consider:

- Treatments can change the colour of your carpet.
- They should only be applied by a professional company with a good reputation.
- Treatments may need to be reapplied at various intervals.
- Treatments may slow down the rate of soiling and buy extra time with spillages, but they cannot offer complete protection.
- If a topical soil protector is used and not applied properly it may invalidate your warranty.

Spillages and Stains: General advice for all carpets, except Viscose carpets

- Scoop as much material as you can from the stain.
- Blot the stain with a clean white cloth. The cloth needs to be white, so it does not transfer colour to the carpet. Do not rub!

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- Rinse by applying warm water to the stain via clean white cloths. The water should not be hot, just warm.
- Repeat until you no longer see a stain.
- If the stain persists – make a solution of ¼ teaspoon liquid soap in 1 cup of warm water.
- Apply the solution to the stain with a clean white cloth. Work from the outside of the stain towards the centre to avoid spreading it.
- Let the cleaning solution soak for about 5 minutes.
- Blot with a clean white cloth until no stain transfers to the cloth. Again, do not rub!
- Rinse with clean warm water and a white cloth.
- Blot to remove excess moisture and cleaning solution from the carpet.
- Repeat until all the detergent is gone from the stained area.
- Absorb the remaining moisture with white paper towels.
- When the carpet is finally dry, vacuum and brush the cleaned area to restore its texture.
- While nylon carpets can be treated with various products, we recommend you avoid ones containing bleach, as these could damage the colour of your carpet.

Cleaning Wool Carpets

For excellent advice on cleaning wool carpets, please visit the Wool safe website:

<https://www.wool-safe.org/>

Periodic Cleaning

Over a period, even with rigorous and regular vacuuming, your carpet may well have an accumulation of debris, deep in the pile that requires a thorough clean. We would always recommend the services of a professional cleaning company to undertake the shampooing or steam cleaning work for you.

Viscose Carpets

Viscose is a natural fibre derived from wood pulp and contains cellulose. Although Viscose has the shiny appearance of silk, it is not as durable, and the cellulose fibre easily breaks down in the

presence of water. To maintain the appearance of your Viscose Carpet it is important to ensure it is not used in areas where there is a risk of staining through unfortunate spills or placed in areas that are susceptible to damp such as bathrooms, kitchens, or porches. An option to treat a Viscose Carpet as soon as it has been laid, with a special stain resistant solution is offered by some quality professional cleaning companies.

Wool Carpets

The quality of the fibre is such that it is naturally resistant to soiling. Loose dirt and dust particles stay near the tops of the fibres, making it easier to remove them through regular vacuuming. Superior quality wool, has a natural elasticity allowing the fibres to cope well with everyday footfall and to resist excess crushing, caused by furniture. Wool prevents water-based spills from penetrating deep into the fibre, due to a natural protective outer layer on the fibres. These natural attributes of quality wool carpets, together with regular vacuuming and immediately dealing with spills, make it easy to look after your new wool carpet.

Nylon Carpets

Nylon fibre is strong and retains its shape more readily than other fibres, allowing it to maintain its original appearance for longer - providing it is correctly and regularly vacuumed. Nylon fibre is better at resisting the absorption of fluids and dirt, thus making cleaning easier.

Please be aware of whilst our nylon carpets are thoroughly tested, site conditions must prevail on any installation. Different on-site conditions such as areas where there is a risk of food and beverages being spilt, must be taken into consideration. Hot beverages such as tea, coffee, soup, and chocolate will cause staining which will be more prominent on light plain colours. It is still important, as with other fibres, to ensure stains, however caused, are dealt with as quickly as possible and the carpet is vacuumed regularly.

Polyester Carpets

Polyester offers a lustrous look, smooth texture and exceptional softness and is naturally stain and fade resistant. Occasionally in a high pile cut velvet carpet, an isolated single strand can appear on the surface. Never try to pull these long strands of yarn out, they should be trimmed level with a sharp pair of scissors. These strands cause no harm to the quality or usage of the carpet. Although Polyester is a naturally fade resistant fibre, exposure to strong sunlight will eventually cause fading.

Carpet protection film

ITC Natural Luxury Flooring do not recommend the use of carpet protection film as it can trap moisture and depending upon the film used leave a residue, both of which can be detrimental to the appearance of your carpet.

If you have any questions about caring for your ITC Natural Luxury carpet or rug, please do not hesitate to contact us.

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