

CARING FOR YOUR

RUGS

MACHINE MADE RUG ADVICE

SPOT CLEANING TECHNIQUES: Daily vacuuming is the most essential cleaning activity; however, immediate treatment must be

taken for spills, spots or stains. Remember to act quickly! Many spills can be removed if immediate action is taken; the longer the delay, the higher the probability of a spill becoming a permanent stain. Complete removal of everyday spills may require repeated use of a single solution or a combination. Always use the solutions in the recommended concentration. Continue using each solution if there is a noticeable improvement or transfer of the spill.

Follow these simple steps carefully in sequence.

Step One: Blot liquids with a dry, white, absorbent cloth or paper towel without printing. Do not scrub the stain! Scrubbing can cause pile distortion in the affected area.

Use a dry cloth or paper towel until the area is arid.

For water-soluble stains (with or without odour), spray with a solution mixture of $\frac{1}{4}$ teaspoon of clear dishwashing liquid (non-bleach, non-lanolin, no optical brighteners) and 1 cup of warm water. Allow the detergent solution to remain on the affected area for 10 to 15 minutes to lift the stain. Blot in a single direction with a white paper towel. Spray with water to rinse. Blot dry in a single direction with a white towel and repeat if necessary.

Never use an automatic dishwasher detergent because many contain bleaching solutions that can destroy the area rug's colour and damage fibres.

Never use a laundry detergent, as they may contain optical brighteners (fluorescent dyes) that dye the fibres.

For semi-solid spills, gently scrape up with a rounded spoon. Solids should be broken up and vacuumed until completely removed.

For semi-solid spills, Step Two (If water fails)

the next step is a solvent. Pre-test any spot removal agent with a few drops to an inconspicuous rug area to ensure the solvent will not damage the fibre or the dye. After applying several drops to the testing area, hold a white cloth on the wet area for 10 seconds. Examine the area rug and cloth for colour transfer, colour change or damage to the area rug. If a change occurs, select another cleaning solvent.

Apply a small amount of the selected solvent to a white cloth, allow it to sit for about 10 minutes and work in gently. Work from the edges of the spill (or stain) to the centre to prevent the spill (or stain) from spreading. Do not scrub! Blot the area, absorbing as much as possible, and repeat if necessary.

PROFESSIONAL CLEANING Unusual spots and stains may require specialised removal procedures to avoid permanent damage to fibres or dyes. We suggest sending your area rug to a reputable professional who cleans such high-quality rugs. You should always check their references. In-home cleaning is not recommended.

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OUTDOOR RUG ADVICE

Vacuum or sweep your area rug regularly to prevent dirt from getting deep into its fibres. Sweeping under your area rug is also advised to avoid damage from mildew or mould.

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- If you have spills on your area rug, please just cut the affected area (do not rub), with a soft absorbent cloth.
- To remove dirt spots, use a solution of mild soap or water.
- Hosing your area rug is a cleaning option. To hose the whole area down, spray the area rug off using a garden hose and allow it to dry under the sun. Turn the area rug over to let the other side to dry, if required. Be sure the entire area rug is dry before placing it back down (especially in the home), as mould or mildew can form in wet areas.
- While your outdoor area rug is suitable for outdoor/ indoor use, storing it indoors during severe or prolonged weather conditions is strongly recommended.
- If you have purchased a hand-hooked outdoor/ indoor area rug, special care should be taken when vacuuming with a beater bar vacuum. The beater bar could catch or pull the loops in the area rug's pile, causing severe damage. If loops or tufts appear above the area rug pile, do not pull them. This is not a defect but a common condition called "sprouting". Use scissors to cut the loop or tuft and trim the ends even with the area rug's pile.

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JUTE/ SISAL RUG ADVICE

- Jute is a soft, flexible and hard-wearing fibre well-suited to a natural rug or floor covering material. Our jute designs feature thick, bold weave structures that are comfortable underfoot and add a distinctive element of texture to a room. Jute fibre is considered an eco-friendly material that is 100% biodegradable and recyclable.
- Jute rugs are relatively easy to maintain because dirt does not cling to the stiff fibres but rests loosely in the weave. Natural fibres do not readily show dirt.
- Regular Maintenance: A recommended first step is to keep a coarse doormat at your front door. This will provide a great deal of protection for your new rug. The goal is to remove as much of the outside dirt as possible from the shoes of anyone entering your home.
- Regular vacuuming is the best care you can take to keep your Jute rug's fresh appearance. Visible and loose dirt should be vacuumed with a solid brush-suction vacuum. Vacuum your rug from different directions, making several passes over the area.
- Caution: Jute rugs do not like getting wet, so do not place a rug with high moisture. Jute rugs are for indoor use; do not use them outdoors, as the weather and humidity can cause them to break down.

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WOOL RUG ADVICE

- A popular natural fibre, Wool is soft, warm, and insulating. It holds colour well and generally cleans easily.
- Shake the Rug. If the rug's size and your outdoor space allow, take it outside and shake it vigorously to dislodge dust, dirt, hair, and other soils embedded in the fibers.
- Vacuum Both Sides of the Rug regularly to assist with allergies and build off the day-to-day dust.
- Spot-Treat Stains (if required)
- Deep-Clean Rug (use professional service)
- New wool rugs may experience some shedding within the first few months; however, this will diminish over time with frequent vacuuming.

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VISCOSE RUG ADVICE

- Always look to stain guard your rug - ask for a recommended provider online or instore
- One of the most important steps when spot-cleaning a viscose rug is to treat the stain as quickly as possible. This prevents the stain from spreading deeper into the rug's fabric and damaging other fibers. Follow the steps below to treat your rug's stains.

BLOT THE STAIN

- If you spill a liquid onto your rug, use a paper towel or clean lightly-colored rag to gently dab the affected area. Do not scrub or brush the area with your towel; that may remove more liquid, pushing it further into the rug and spreading it to nearby fibers.

MIX YOUR CLEANER

- Instead of using water, use a citric or acetic acid solution. Cleaning powders of this solution can be mixed with cool water to create an approved cleaning solution. This solution works for viscose rugs because the natural acidity prevents the rug's fibers from yellowing. These solutions can sometimes reverse the effects of yellowing to restore your rug.
- If you do not have this type of cleaner, you may use white vinegar or mild dish soap instead. Dilute the solution with equal parts cold water and equal parts vinegar or soap. No matter your solution, you should use either paper towels or a light-colored cloth that won't transfer dye to the rug.
- It is important to dry your rug as soon as possible to lessen the chances of moisture damage. Hair dryers are a quick and easy solution, but they should be used on a cool, gentle setting to prevent heating the rug's fibers and causing colour bleeding.
- Even with the proper at-home care, we recommend taking your viscose rug to a professional cleaner every two or three years to keep the rug beautiful and dirt-free.