Basic Guide for Wool Carpets

With regular care, you can add years to the life of your carpet but no carpet lasts forever, or is 100% stain-proof. Follow these basic guidelines to keep your carpet at its best.

Properly maintained carpets enhance the appearance and atmosphere of interiors. To protect the investment made in your carpet and extend its life, it is important to clean it at regular intervals, rather than waiting until the carpet is heavily soiled.

Maintaining the beauty of your Just Shorn wool carpet is exceptionally easy. In fact, it’s a lot easier than most people think. Wool’s unique and complex fiber structure releases soil up to 25% more readily than synthetic fiber carpet. Furthermore, the natural resistance of wool fibers provides you with time to act as liquid spills stay on top of the pile longer, rather than seeping into the base of the pile and backing.

There are three basic steps to protect your investment:

1) Vacuum regularly
2) Remove spills immediately
3) Professionally clean by hot water extraction

Prompt and immediate attention to any spillages or stains is paramount to avoid the penetration of the stain into the carpet fibers and pile and prevent potential discoloration and unsightly markings. Liquids (particularly hot liquids) must be attended to immediately. If allowed to cool or dry, the stain will be almost impossible to remove. However, care must be taken as haphazard attempts at spot removal can cause permanent setting of stain, pile distortion and loss of color.

Cleaning Guide

1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon, and for liquids blot up by applying pressure with white paper towels or tissues. Use a wet/dry vacuum if the spill is large. Never scrub or rub the carpet during the stain removal or rinsing process, as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion.

2. Determine the appropriate method of stain removal from the table below.

3. Pre-test any treatment on a small, inconspicuous area of carpet to ensure against damage and possible color change.

4. Ensure carpet is press-dried with a clean white cloth or white paper towel between steps in the treatment process to remove excess moisture. Do not rub, as rubbing can alter the carpet’s texture.

5. After the spill or stain has been treated, place several layers of white paper towel over the area and place a flat weight on them. A hair dryer may be used to speed up the drying process but do not overheat the area. Do not walk on the carpet until dry.

6. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately. Should more aggressive spot cleaning methods be used, there is a risk of the stained area becoming permanently discolored. It is essential that the entire room be hot water extracted so that any apparent color change is consistent.

Stains should be differentiated from soil. For example, many sugar based spills - such as soft drinks and coffee - leave a sugar residue after removal. Similarly when spills are cleaned with a detergent solution and the area is not sufficiently rinsed with plain water, a sticky detergent residue can be left. This sticky residue readily attracts soil from ordinary shoe traffic, and the resulting discoloration appears to be a stain. If so, repeat stain procedures above, ensuring that any residual cleaning mixtures are fully removed.

Which treatment?

Most common household food and beverage stains (not stains containing dyes or substances that destroy or change the color of carpet) may be treated solely with warm water applied to the stained area. Make sure this water is not hot. Then, using a clean white cloth or sponge, treat with a mixture of one teaspoon of approved wool detergent and one teaspoon of white vinegar mixed in 1 litre of warm water. Apply to the stain and rinse with warm water. Repeat treatment until no stain is evident on the cloth or towels used to press dry the area. For other substances: It is important to identify the source of the stain to ensure use of the appropriate method of removal.

Cleansing Agent/Treatment

1. Cold Water
2. One teaspoon mild laundry detergent approved for wool and one teaspoon of white vinegar in 1 liter of warm water.
3. Chill with aerosol freezing agent or ice cubes in a plastic bag. Pick or scrape off gum.
4. Clear nail polish remover without lanolin.
5. Clear household disinfectant.
6. Clear household disinfectant.
7. Vacuum immediately. If any residue, call professional carpet cleaner.
8. Rinse with warm water.

<table>
<thead>
<tr>
<th>STAIN TYPE</th>
<th>ORDER OF TREATMENT</th>
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<tbody>
<tr>
<td></td>
<td>Step 1</td>
</tr>
<tr>
<td>Blood</td>
<td>1</td>
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<tr>
<td>Chewing Gum</td>
<td>3</td>
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<td>Coffee</td>
<td>2</td>
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<td>Feces</td>
<td>2</td>
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<td>Nail Polish</td>
<td>4</td>
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<tr>
<td>Paint</td>
<td>1</td>
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<tr>
<td>Rust</td>
<td>5</td>
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<tr>
<td>Soot</td>
<td>7</td>
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<tr>
<td>Urine (fresh)</td>
<td>1</td>
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<tr>
<td>Urine (old)</td>
<td>2</td>
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<tr>
<td>Vomit</td>
<td>2</td>
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<tr>
<td>Wine (white)</td>
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While care has been taken in compiling the treatment guide, removal of these stains cannot be guaranteed. No responsibility is accepted by Just Shorn for claims arising from any proposed treatments. If stains fail to respond to treatment, call a professional carpet cleaner immediately.

Warnings: Supermarket cleaning products are not recommended. Some chemicals and cleaning products like bleaches can permanently discolor or dissolve carpet fibers, and if used should be used with great care strictly in accordance with their use and safety instructions. If used, always pre-test a cleaning agent in an inconspicuous place, to ensure it does not remove color or damage fibers. Do not apply stain repellant treatments which contain silicone as they are unnecessary and tend to accelerate soiling of carpets.

Other ways to protect your carpet

Door Mats: Place door/barrier mats outside all exterior doorways, and at entrances to carpeted areas to trap dirt and moisture from shoes. Remember to clean these mats regularly.

Furniture: Use furniture cups and occasionally rearrange furniture to alleviate pressure marks. Chair pads should be used under desk chairs with castors. The use of furniture coasters to distribute the weight of heavy items is also recommended, especially for furniture with wheels. Take care when moving furniture with wheels by putting a protective barrier between the wheels and the carpet.

Rugs: Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localized and uneven wearing. Rugs should be cleaned regularly, at which time you should clean and restore the pile of the carpet underneath. Check rugs for colorfastness before placing them on carpet as the color in some rugs may bleed through. After cleaning your carpet, allow it to dry completely before replacing rugs.

Chemicals: Exercise extreme caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. They are strong chemicals that can permanently discolor or dissolve carpet fibers.

Direct Sunlight: Carpets like all other dyed textiles will slowly lose color over time when exposed to direct sunlight. Protect your carpet from prolonged periods of direct sunlight with curtains, blinds, shades or awnings.

Daily Care

Cleaning methods vary by fiber. However, the most important thing you can do for your carpet is vacuum it thoroughly and frequently, particularly in high traffic areas. Vacuuming not only prolongs the life of the carpet, but also enhances its appearance.

After your carpet is laid, vacuum lightly and frequently in the first week to remove surface lint, dust and fluff. Thereafter, continue to vacuum thoroughly at least weekly, and more frequently in high traffic areas. This will remove soil and grit before it works its way below the surface of the pile where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for lightly soiled areas will suffice while five to seven passes for heavily soiled areas are necessary. Vacuuming first against the natural pile direction lifts the pile, helping unsettle and remove dirt and grit while reducing matting. When finishing, vacuum in the direction of the pile lay to achieve a uniform texture.

To effectively clean your carpet, use only a quality vacuum cleaner. Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag (particularly important if you are dust-sensitive). A vacuum with a rotating brush which agitates the pile and loosens soil is best for low cut pile carpet. To prevent excess fuzzing, turn off the brush or change the head when vacuuming loop pile, cut pile, or Berber carpet. Ensure the vacuum is kept in sound mechanical condition and brushes are cleaned and replaced when worn out. Check and adjust the height of beaters regularly to ensure the carpet is not damaged by excessive beating. Change or empty dust collection bags frequently and replace filters as recommended by the manufacturer.

Area Cleaning

Your carpet should also be professionally cleaned using hot water extraction every 12 to 18 months to revitalize it and remove oily, sticky, and well-settled soil that vacuums can't. Such soil can cause a gradual but significant dulling of colors. Shampooing, do-it-yourself steam cleaning or dry cleaning are not recommended.

Carpet Traits

Carpet gets more abuse than most other furnishings, and like all textile products, has traits which may affect its appearance over time. The following conditions are normal and not considered manufacturing defects.

Shading/Vacuum Cleaning Marks

In cut pile products, especially luxurious solid color velvets or saxonies, light can play strange tricks and make it appear lighter or darker from different angles. This is caused by disturbed pile reflecting light differently than the surrounding body of the carpet. It is a visual feature of the carpet design and can be removed or lessened by vacuuming or rushing the pile, and is not considered a defect.

Shift Lines

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of the carpet construction. Lines may be more apparent with “large” designs or patterns. Color, directional pile lay, and light sources are also contributing factors, as certain light at certain angles shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet’s wear or durability.

Phasing/Panelling

Phasing occurs when carpet design includes a random assortment of contrasting colors, and these colors coincide in production. Similarly, in loop pile carpets, shading effects of color patterning can appear as paneling down the length of the carpet. Both are an accepted part of the design and in no way affect performance.

Changes in Appearance

All carpets will change in appearance over time, particularly in areas of high foot traffic. A good quality pad will extend a carpet’s appearance. Tips of tufts in a cut pile carpet, over time and
use, may lose a degree of yarn twist, known as blooming. Most
apparent in traffic areas or in front of chairs, this is normal and
should be expected. Carpet styles with dense pile and tightly
twisted tufts minimize the likelihood of excessive tip bloom.

Crushing

The compression of carpet tufts due to foot traffic or furniture
is known as crushing. Regular vacuuming or using your fingers
to lift and groom the pile in severely affected areas should help
reduce changes.

Wrinkling (and Rucking)

Wrinkling may occur after installation. It can be caused by
excessive humidity, inadequate underlay, or not using the
recommended installation procedures, especially relative
power stretching. A competent installer can usually correct this
problem.

Footprints

Most deep, cut pile carpets may show footprints and vacuum
cleaner marks. Selecting a carpet with a denser construction and
lower pile height will minimize this effect.

Filtration Soiling

Dark discoloration due to air borne pollutants may appear along
walls, vents and doorways. This may be removed by professional
cleaning. However, it is usually due to an imbalanced ventilation
system, and will likely return unless the ventilation problem is
remedied.

Color/Texture Variation

It is normal for installed carpet to show minor color and texture
variation from selling samples, or minor variations between
production runs and dye lots. Manufacturers of Just Shorn
carpets operating formal ISO accredited quality assurance
programs seek to minimize the potential for variability and
ensure any variation is within recognized textile industry
standards.

Spills & Stains

Acting quickly when spills occur can prevent stains. Even if you
don’t get to the spill immediately, this simple removal process
combined with the correct cleaning agent can make a huge
difference.

1. Scoop up any solids before cleaning

2. Using a clean white towel or cloth, blot out as much liquid as
possible

3. Clean the carpet stain by applying the correct cleaning agent
on to a clean towel (not directly onto the carpet)

4. Rinse area with cold or lukewarm water

5. Blot dry with a towel, or use a fan to speed up drying process

For more detailed cleaning recommendations, please see the
Cleaning Guide section.

Pest Prevention

Most Just Shorn carpets will have insect resistant treatments
applied during manufacture. However, moths and/or beetles in
some areas have developed a tolerance to treatments.

Good housekeeping is essential to control textile pests. Regular
vacuuming along skirting’s, under furniture and in corners will
discourage insects and reveal any infestations at an early stage.

If you believe there may be minor infestation, you should
thoroughly vacuum the area (spraying the contents of the
vacuum cleaner with insecticide prior to disposal) and treat the
infested area, extending 6 inches beyond the boundaries of the
activities with an insecticidal aerosol spray or dust following
the manufacturer’s directions or precautions. In the case of
serious infestations or if the initial treatment is not successful,
it is recommended that you contact a professional pest control
operator.