







Area rugs can be made from a variety of yarns or a blend of yarns and materials. Read the label on your rug and follow any special cleaning instructions and precautions provided by the manufactur-

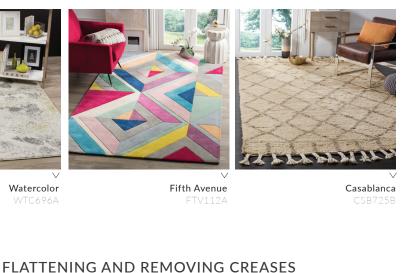
er of your rug. PROTECT FROM FURNITURE MARKS

KNOW YOUR RUG

Use rug protectors under the legs of heavy furniture to avoid flattening of your rug pile. Rotating your rug every few months will help relieve areas from excessive wear.



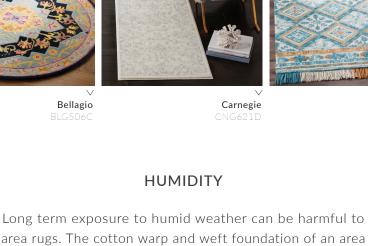
Watercolor



Packing and shipping may cause temporary creases in area rugs. To remove them back-roll/reverse roll your rug and allow time for the creases to relax.

AVOID DIRECT SUNLIGHT Direct sunlight will cause the colors in your area rug to fade over time.





rug can breakdown when exposed to excessive humidity. Avoid placing plants directly on top of area rugs and immediately blot dry any water spillage.



SHEDDING Wool rugs, especially new wool rugs, may shed. To reduce

ROUTINE MAINTENANCE

excessive shedding, vacuum your rug 1-2 times per week in the direction of the pile. Shedding should diminish within several weeks. See the 'Wool' section of Specialty Care for more information.



♦ Rugs placed in high traffic areas of the home, office or rugs exposed to household pets should be vacuumed more frequently.

 Avoid vacuuming the fringes of your rug, especially those on hand-knotted rugs. Use a broom to clean

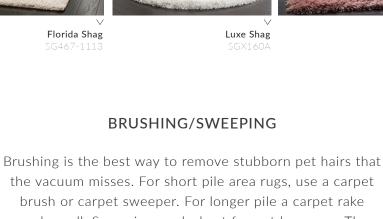
♦ Vacuum thoroughly at least once a week with a canister



vacuum.

fringes.

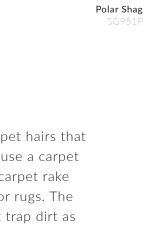
♦ Do not engage beater bars.



readily as other area rugs.

BEATING

For rugs that are relatively easy to handle, bring them outdoors and shake vigorously to remove excess debris. Hang



over an outdoor railing and beat with the back of a broom or a rug beater, varying in vigor based on the construction and condition of the rug.

ROTATE THE RUG Area rugs placed in high traffic areas will wear faster than those in lesser tread-upon locations. Rotating a rug every few months will help to evenly distribute any wear and fading.

VIDEOS

For tips on how to clean shag rugs, follow the methods provided in these videos.

STAIN REMOVAL

Act quickly following a spill to keep a permanent stain from setting into your rug.

LIQUID SPILLS

Use a clean cloth and press firmly around the spill to absorb as much as possible. Do not rub! This can set the stain deeper into the rug, making it harder to remove and increasing the likelihood that the stain will re-appear.

STAINS

clean the area with cold water and mild detergent.

♦ For harder to remove stains, professional rug cleaning

♦ For **pet stains**, make sure you have absorbed all remain-

Then, sprinkle baking soda over the affected area. After about five minutes, spray a solution mix on the affected area. Gently scrub and let sit. Vacuum up the remaining

See this handy video for another suggested method to

is recommended.

ing liquid with a dry paper towel.

remove pet stains from carpets.

Make a solution of water, white vinegar and mild detergent. Mix and gently apply the foam that rises to the top of the solution to the stained area with a clean cloth. Finish by using a damp, clean cloth to absorb any residue. ♦ For lighter stains or spills on synthetic yarns, sponge

SPECIALTY CARE

VISCOSE RUGS Viscose, or art silk, has the same soft, luxurious look and feel as silk, but at a much more affordable price. A carpet sweeper is recommended for 100 percent viscose rugs, but if you do use a vacuum, set the power to low and disengage the beater bars.

Viscose is extremely absorbent so remove stains using a damp cloth and a mild cleanser. For tough stains, use the stain solution suggested above and gently apply the foam that rises to the top to the stained area. Blot with a clean damp cloth to finish.

Keeping a viscose rug cool and dry is extremely important. Excessive moisture will cause the yarns to yellow or the dyes to bleed out. High heat can cause the rug yarns to shrink.



WOOL RUGS

Wool rugs shed as a natural consequence of how they are made. This shedding will gradually diminish.

♦ Use a high-quality rug pad under your carpet to reduce

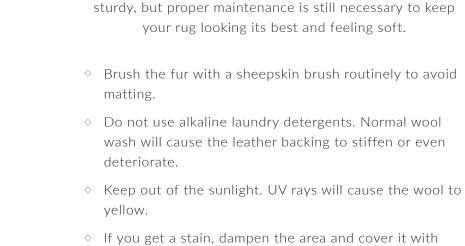
♦ Vacuum 1-2 times a week for the first few weeks using a low pressure vacuum cleaner without beater bars.

♦ Do not pull "stray" loops. Always cut them back with

NATURAL SHEEPSKIN RUGS

Sheepskin is naturally dirt repellant, water resistant and

cornstarch or potato starch. Once the area dries, shake



the starch out of the fur.

Sheep Skin

Cape Cod

surface friction.

scissors.

NATURAL FIBER RUGS

Rugs made from jute, sisal and seagrass natural fibers have a wonderful woven texture that actually allows dirt to fall through. Vacuuming the rug and underneath the rug is the easiest way to remove debris. In the case of a stain, natural fiber rugs can be scrubbed with a soft brush, but avoid getting these rugs too wet, as water can weaken the fibers over time.

Sheep Skin

Sheep Skin

Cape Cod



regular rugs. Rinsing a rug with a garden hose is an excellent way to blast away excessive grime.

Natural Fiber



Cottage

Courtyard

Dry indoor-outdoor rugs over a railing in the sunlight on both sides instead of placing it on a wooden deck or stone patio, which can encourage the growth of moss or mold on a damp rug.