



Frequently Asked Questions



About WOW! Warranty...

Q: What do I use when my free spot remover runs out?

A: You can use any WoolSafe Approved spot remover www.woolsafe.org/uk/approved-products/spot_and_stain_removers

Q: How do I extend my WOW! Warranty?

A: Log in to your online account at www.wowwarranty.com and select the carpet warranty you wish to extend. Click on the renew button and a notification email will be sent to your WOW! Registered Carpet Cleaner (WRCC) who will contact you to arrange a date for your carpet to be cleaned. Alternatively, contact your WRCC directly.

Q: I can't get a curry stain out of my carpet and neither can my WOW! Registered Carpet Cleaner. Can I claim for a new carpet from the carpet supplier under the warranty?

A: No. WOW! Warranty is not a 'stain proof carpet' guarantee, it is an after care advice and spot removal warranty. Some stains are permanent so no guarantees are given to remove them. It is your choice whether you wish to claim on your household insurance.

Q: I've been told that once you clean your carpet the first time you will have to clean it more and more regularly because it gets dirtier quicker? Will that happen to me when I have my carpet cleaned to extend my warranty?

A: No it won't. Although the cycle you describe can occur if incorrect cleaning solutions are used, this will not happen to you. All WOW! Registered Carpet Cleaners use only WoolSafe Approved Products when carrying out warranty work. WoolSafe Approved products have been tested and proven not to cause rapid soiling.

Q: Do I have to pay for the WOW! Warranty?

A: No. The 12 month Warranty is completely free.

There is an option to extend the warranty each year if you have the carpet cleaned by your WOW! Registered Carpet Cleaner. For that annual clean you pay the amount agreed prior to the work being carried out.

Q: I can't remember my WOW! online account password and I want to contact my WOW! Registered Carpet Cleaner. What should I do?

A: Go to the login page at www.wowwarranty.com put in your username and click 'forgotten my password'. A temporary password will be sent to your email address. Access your account and the contact details of your WRCC are displayed.

Q: How much can I expect to pay for my annual carpet clean when I want to extend my warranty?

A: The price is agreed between the carpet owner and the WRCC. It is dependent on some variables such as level of soiling, amount of furniture to be moved, location etc. Expect to pay between £2.00 and £4.00 per Sq/m.

Q: We are reaching the end of the 12 months free warranty period for our living room carpet. The carpet doesn't look dirty at all, so why should it be cleaned so relatively soon after installation?

A: Even though you can't see it, the carpet will by now contain quite a lot of dust, fibres, pollen, sand and allergens. Carpet is great at removing dirt from shoes and airborne dirt particles from the atmosphere so you don't breathe them in. These pollutants are stored instead in the depth of the pile where vacuum cleaning cannot reach them. If not removed coarse grit and sand rubs against the fibres weakening them and causing premature fibre loss. Only deep, professional cleaning can remove these soils. It is therefore not only a hygiene issue to get your carpet regularly deep cleaned but also extends the life of your carpet Saving you money on replacement costs.

Q: We are very pleased with the free WOW! Warranty and the service we have received. However, the last spot removal, while getting rid of all the stain, has left a light mark on the carpet compared to the surrounding area. Has the carpet been bleached?

A: Almost certainly not. What has happened is, that not only has the spill been removed, but also some accumulated dirt. This will make the treated area lighter compared to the rest of the carpet which has not had such a good clean. When you have your carpet cleaned to extend your free warranty, point the spot out to your WOW! Registered Carpet Cleaner and they will make sure the difference will disappear.

Q: I have quite a large stain on both the living room and hall carpets that I can't remove completely. Only the living room carpet is covered by your warranty. Would the cleaner tackle to stain on the hall carpet too?

A: Under the terms of the warranty the cleaner is only obliged to treat the stains on your living room carpet (under warranty). However, you are free to come to a private arrangement outside of the warranty T&Cs for other carpets not covered.

Q: We have had a party at our house and there are quite a few stains on the carpet I can't get out. Does the warranty restrict the number of stains the carpet cleaner can take out?

A: While the warranty is restricted to three stain removal visits in any 12 months period, if there are, say, 3 or 4 stains, the cleaner will just take these out at the same time. However, if there are many more we suggest you have the whole of the affected carpet area cleaned.

Q: We really like the service we get through the WOW warranty; it's keeping our carpet looking great. Is it possible to extend it to other carpets in our house? We are thinking about our bedroom and my husband's study?

A: Unfortunately not, sorry. However, it would be possible to have **all** the carpets in the house cleaned at the time of the warranty renewal. This would be almost as good, wouldn't it?

Q: When will I get my free bottle of Spot Remover?

A: A WOW! Registered Carpet Cleaner will contact you within days of your new carpet having been fitted in your home. He will bring your bottle of Spot Remover. Not only that, he will explain to you the correct way to use the Spotter.

Q: What if I am not contacted by my allocated carpet cleaner?

A: If you haven't heard from them within a week of your carpet being installed, email WOW! Warranty: customerservices@wowwarranty.com.

Q: If I purchase another carpet from the same supplier, again with the warranty, will I get another bottle of spot remover?

A: Yes, you will be eligible for another bottle.

Q: I bought a second carpet with your warranty on it six months after the first one. To prolong the warranties, can I have both cleaned at the same time? And when would that be?

A: Yes, it is possible to extend the warranties on both carpets so that they run concurrently. But that means having both carpets cleaned at earliest expiration date. While the initial warranty period of the second carpet will be shorter than 12 months, having both carpets cleaned together will save you money compared to if you had them cleaned separately.

Q: The T&Cs state the warranty only covers residential properties. I work from home and have a small 'home office' (one room, really). Would this room be covered by the warranty?

A: Yes, because the warranty is applicable to all owner-occupied residential properties, which includes any rooms used for study or office work.

Q: Under the terms of my warranty I have to use the WOW! Spot Remover to clean up spills. What's so special about it? Why can't I use another spotter?

A: The WOW! Spot Remover has been specially formulated to work on a wide variety of household stains. It is also WoolSafe Approved, which means it has been independently tested as being safe on wool carpets.

The problem with other spotters is that many products claim to be "suitable for use on all carpet types" or "suitable for use on wool carpets", but unfortunately, sometimes they are not. Even leading manufacturers of cleaning chemicals can overlook the specific requirements of wool carpets.

It is therefore very important to look for the WoolSafe Mark. Only products legitimately displaying the sheep mark are really safe for wool carpets and rugs.

Other Cleaning Issues...

Q: The carpet retailer I am buying my carpet from has suggested that I have it treated with a protector. It seems quite expensive, but is it worth doing? And is it safe on wool carpets?

A: Protectors, provided they are WoolSafe approved (ask if it is approved!), will not cause any damage and will show an improvement in resistance to soiling and staining,

especially on a light-coloured carpet. Spots are also easier to clean up.

Please remember, though, that these treatments are never quite foolproof: when you have a spillage you still need to clean it up as soon as possible. If you leave it a stain may still develop.

Q: I have had my chimney swept and despite the carpet having been covered some soot came on it. What is the best thing to do?

A: The stains caused by soot are very difficult to remove. If you try to remove them yourself, say with a special spot remover for greasy stains, you may not succeed and end up with a large greyish spot. It really requires the services of your WOW! Registered Carpet Cleaner. He'll have the right spot removers and know what to do.

Q: A 100% wool rug, which is very expensive and measures 3x5 metres, needs freshening up after 2 years, but due to its delicate nature we are unsure whether to do it ourselves or get professional help.

A: You could try cleaning the rug yourself using a WoolSafe approved carpet shampoo, but this may not be the best way to do it. If the rug is hand woven it may have been dyed with vegetable dyes, or dyes with limited colourfastness to shampooing. Before any DIY cleaning, always test the carpet or rug for colour fastness in an inconspicuous area. There may be other problems with (in)stability of the backing, fringes, etc. We would therefore strongly recommend that you ask your WOW! Registered Carpet Cleaner to clean it for you.

Q: Does the use of a dry cleaning solvent to remove an oily stain cause damage to a wool carpet?

A: No, solvents do not damage wool - remember, the preferred recommendation for many wool garments is dry cleaning. But the solvent CAN affect the carpet (or rug) backing - so use it sparingly.

Do be careful with dry cleaning solvents in other respects: always use them where there is plenty of fresh air ventilation and do not expose them to any naked flames, or other heat sources such as lighted cigarettes or heated hobs.