

Wool Owners Warranty

Keeping your carpets spotless

WOW! Warranty Terms & Conditions



1. These Terms & Conditions describe the details of the WOW! Wool Owners Warranty (the “warranty”).

This includes the carpets that are covered, the responsibility of the carpet purchaser or owner (the “owner”), the warranty services provided by the appointed WOW! Registered Carpet Cleaner (the “WRCC”) and the types of stain excluded.

2. Carpets eligible for the warranty

The WOW! Wool Owners Warranty only applies to selected carpets from:

Clarendon	Georgian Carpets	Manx
Crucial Trading	Kersaint Cobb & Company	Mr Tomkinson
Gaskell Wool Rich	Kingsmead Carpets	Stoddard Carpets
Thomas Witter	Whitestone Weavers	Hugh Mackay
Himalaya Carpets	Brintons Carpets	Victoria Carpets
Natural Elements Flooring		

This is subject to the carpet being professionally installed. The list of participating suppliers is subject to change.

3. Eligible geographic locations

Wow! Warranty applies only to carpets installed in the United Kingdom and the Republic of Ireland.

4. Registering your warranty

For your warranty to be valid it must be registered with WOW! Warranty Ltd (www.wowwarranty.com) at the time of purchase or before the date the carpet is installed. Failure to register will make any warranty recommended or implied at the time of purchase invalid.

5. When the warranty becomes effective

5.1. The warranty becomes effective the moment the installation of the carpet is completed. Stains that occur prior to a visit by a WRCC are not covered.

5.2. Failure to agree to a visit or keep appointments to receive spot removal advice from a WRCC will void the Warranty.

5.3. Any stains, soiling or other damage to the carpet as a result of the installation (fitting) process is not covered by the warranty, but must be

6. Installations covered by the warranty

The WOW! Warranty applies for owner-occupied, indoor residential installations and to carpet purchased by the full time tenant in a rental property. Please keep your receipt.

7. Free warranty period

- 7.1. The warranty, including any extensions, is free for a 12 month period and covers WOW! spot removal advice and, in case the spot cannot be removed by the carpet owner, professional spot removal by the WRCC.
- 7.2. Spot removal by the carpet owner must be carried out according to the advice given by the WRCC or on the WOW! Spot Remover supplied.
- 7.3. Using any other spot removal product, or advice from any other source (apart from that supplied by The WoolSafe Organisation, www.woolsafe.org), will invalidate the warranty.

8. Warranty extensions

- 8.1. The warranty can be extended before or at 12 months after installation.
- 8.2. The Warranty can be extended multiple times and for the life of the carpet which, for the purpose of this warranty, is a maximum of 10 Years.
- 8.3. To extend the warranty the carpet must be professionally cleaned by the WRCC. The cleaning must be booked on or before 12 months after installation and must be carried out within 13 months of installation. Subsequent cleans must be booked within 12 months and carried out within 13 months. Warranty extensions run from the last expiration date of the warranty or the date on which the carpet was cleaned, whichever date is earliest. Any services requested from the WRCC between warranty expiration and renewal are not covered under the terms of the free warranty and are provided at the discretion of the WRCC.
- 8.4. The warranty provided is extended to the original purchaser only and is not transferable.
- 8.5. Any other carpet, or other floor covering, already installed in the building cannot be included in the warranty. However, subsequent carpet(s) supplied by and fitted on behalf of, the manufacturers listed under Clause 2, can be included in warranty extensions (see also 6).

9. Warranty limitations

- 9.1. The warranty is limited to your carpet after-care and subject to fair usage.
- 9.2. The warranty covers spot removal using cleaning chemicals. Carpet repairs and carpet re-colouring/dying are not covered.
- 9.3. A maximum of three (3) emergency stain treatments (in one or more visits) per 12 month warranty period is allowed, unless otherwise agreed with your WRCC.
- 9.4. For all other issues relating to the carpet, such as appearance change, wear, colour, etc., refer to your manufacturer's warranty.
- 9.5. For installation issues contact your retailer or carpet fitter.

10. Warranty Service Providers

The warranty is serviced by WoolSafe Approved Service Provider cleaning companies appointed by WOW! Warranty Ltd.

WOW! Registered Carpet Cleaners (WRCCs) are the only recognised carpet cleaners permitted to carry out warranty work.

Using a non-WOW! Registered Carpet Cleaner will void your warranty.

11. If your allocated WRCC is (temporarily) unavailable Contact WOW! Warranty Head Office immediately.

Stain removal advice will be provided and the support of an alternative WRCC will be arranged.

12. No guarantee is given to remove all stains

As with any other carpet pile fibre, some stains are impossible to remove from wool, even by a professional cleaner, and are permanent. Fortunately these are in the minority, but a few examples and reasons are given below.

Some stains:

- 12.1. Remove the dyes (e.g. bleach, acne medication),
- 12.2. Dry to a permanent, hard state (e.g. glue, some paints),
- 12.3. Have very fine particles (e.g. soot, lilly pollen, brick dust, print toner, etc.)
- 12.4. Dye the fibre (e.g. hair dye, vomit, some food dyes, berries etc.)
- 12.5. Damage the carpet fibre (e.g. burns, rot, insect damage, mould, caustic chemicals etc.)

Generally, when carrying out carpet stain removal on twist pile wool carpet a certain amount of pile definition may be lost, especially if prolonged treatment is required.

WOW! Warranty does not cover odours.

13. Every attempt will be made to remove stains

However, if a stain cannot be removed to the satisfaction of the owner – after due effort by the WRCC – and is therefore considered to be permanent, it is the owner's decision whether they wish to claim on their home contents insurance.

14. Responsibilities of WOW! Warranty Ltd

WOW! Warranty Ltd will not be held responsible for any loss or damage incurred during the servicing of the warranty

Complaints, or claims of damage or loss, are between the carpet owner and the WRCC.

15. Negligence or deliberate stains

The warranty specifically excludes any stains that

- 15.1. have been made deliberately or intentionally by the carpet owner,
- 15.2. were caused by heat, fire, flooding or similar incidents,
- 15.3. Caused by pets e.g. urine (not accidental)
- 15.4. resulted from the use of unsuitable or corrosive chemicals, or
- 15.5. as a result of using the carpet for (a) purpose(s) for which it was not intended.

16. Carpet Owner obligations

- 16.1 Agree to and keep an appointment to receive carpet care advice from your WRCC. Failure to do so will void the warranty. (See also 5)
- 16.2 Take reasonable care to maintain the carpet, e.g. install door mats (walk-off mats) and vacuum clean regularly.
- 16.3 Attempt spot removal immediately after a spillage occurs.
- 16.4 Follow spot removal instructions given by a WRCC or those given on the WoolSafe Stain Removal Guide App

17. Charges & Fees

No charge is made for the stain removal advice or spotting product given on the initial visit by your assigned WRCC.

No charge is made for spot removal call-outs (subject to fair usage, see 9.3). Subsequent annual carpet cleanings to extend the warranty are paid for by you, the carpet owner.

18. In case of a complaint

In the first instance inform your WRCC of any complaint and give them the opportunity to rectify the issue to the satisfaction of all parties.

In the event that you are not fully satisfied with the service you receive from your allocated WRCC, or in case of a dispute that cannot be satisfactorily settled between the owner and the WRCC, contact WOW! Warranty Ltd in writing by letter or email.

WOW! Warranty Ltd reserves the right to appoint an independent adjudicator acceptable to all parties to try to resolve the dispute.

19. Your statutory rights

Your statutory rights are not affected by this warranty.

20. Contact details

Customer Services

WOW! Warranty Ltd

49 Boroughgate,

Otley, LS21 1AG, UK

email: customerservices@wowwarranty.com