



**Wool Owners Warranty**  
Keeping your carpets spotless...



## Carpet Care Guide

### Entrance or walk-off mats

The use of entrance mats at all outside entrances to your home is highly recommended, as it will significantly reduce the rate at which carpets will soil. The mats should be of adequate size to allow street dirt to be removed effectively from shoe soles and they must be cleaned regularly themselves.

### Protective treatments

Some wool carpets come with a protective fibre treatment to reduce problems with soiling and staining. These treatments, while effective in many ways, are not bullet-proof and will eventually wear off. Quick response to spills and regular cleaning is still required.

Carpets that have no protector applied by the manufacturer can be treated after installation on the floor by your **WOW! Registered Carpet Cleaner (WRCC)**, using a WoolSafe Approved protector.



### Regular cleaning

Regular cleaning must start straight after the carpet is installed. It will extend its useful life and maintain its appearance.

Vacuum clean regularly and thoroughly, which removes dust, allergens and gritty dirt that can damage the fibres.

### Spills, spots and stains

Deal with any spillage as soon as possible, preferably the moment it occurs. Use a WoolSafe Approved spot remover or the **WOW! Spot Remover** you were given by your WRCC, carefully following the instructions on the bottle and those given to you by your WRCC.

If you cannot remove all of the stain satisfactorily, call your **WOW! Registered Carpet Cleaner** and ask for his help.



### The WoolSafe Carpet Stain Cleaning Guide App

Available to download free on Android and Apple platforms this great tool is always at hand and easy to use. The app gives step by step instructions on how to remove most common household spills.



## Periodic deep cleaning

Even with regular vacuuming and careful removal of spots and stains, carpets will require periodic deep cleaning to remove dirt that vacuuming does not remove. How often this type of cleaning is necessary will, of course, depend on the amount of traffic and other use your carpet gets. However, annual deep cleaning is recommended. This ties in neatly with your **WOW! Warranty**, which you can extend for the life of the carpet by having it cleaned every twelve months by your **WRCC**.

## Deep cleaning the carpet yourself

If you are thinking about **not** extending your **WOW! Warranty** and deep clean the carpet yourself, carefully consider the following first:

1. Cleaning will be much more effective when done by a professional – and no one is better qualified to do the job than your **WRCC**.
2. Going out and renting a carpet cleaning machine, and the cleaning agent to go with it, may not be that much cheaper than engaging the services of a professional carpet cleaning company.
3. And then there is the hassle of moving furniture – some very heavy – out of the way before cleaning can begin. Your **WRCC** will do that for you!

But, if you really want to clean the carpet yourself, make sure to use only **WoolSafe Approved** cleaning products. Look for The WoolSafe Mark on the bottle or package.

WoolSafe-approved carpet care products have been independently and scientifically tested and are safe and effective for cleaning and maintaining wool and wool-rich carpets and rugs.



**Never** use any detergents such as dish washing liquids, soaps or other cleaners recommended for general household use. Although they may clean your carpet satisfactorily they will almost certainly cause problems such as rapid re-soiling, colour bleeding or other damage to the pile or backing of the carpet.

[Click here to find WoolSafe Approved products.](#)

## More useful information about carpets

### Draught marking

Carpets may show increased soiling around the edges of a room, under doors and near air ducts. This is called *draught marking*, *filtration soiling* or *fogging*. It is caused by the pile fibres filtering out dirt particles from the air blowing under skirting boards or doors, or from ducts.

It is very difficult to remove and really the job for a professional cleaner.

### Pile reversal

Pile reversal, also known as *shading* or - wrongly - *water marking*, is the effect whereby areas of cut-pile (velour or velvet) carpet appear to become lighter or darker in colour than the surrounding area, depending from which angle you look at it.

It is an optical effect, brought about by localised changes in the direction of pile lay, and made visible by the way light is reflected off the carpet surface.

It is caused by traffic patterns or unevenness in the floor, but it is NOT a carpet defect.

Loop pile carpets are not affected by pile reversal.

### Sprouting

Occasionally tufts may appear above the surface of the carpet.

Do NOT pull them out, but cut them level with the surrounding tufts with small scissors.

### Colour change

The carpet may change colour over time for a variety of reasons, usually due to pile flattening, gradual soiling and slight fading of the dyes used to colour the fibres.

A good professional cleaning will usually restore the carpet's appearance.

### **Fibre loss**

Many newly installed carpets, particularly those with a cut (velour or velvet) pile, tend to lose fibre during the first few weeks on the floor.

This effect, called *fibre shedding* or *fluffing*, is caused by the way the yarn is spun and the carpet is made. It is no reason for alarm, but a natural phenomenon, which will stop eventually. Just vacuum the carpet a little more gently for the first few weeks and empty the dust bag or receptacle regularly.