

## PILE REVERSAL

Like shading, this occurs when the pile or nap of the carpet changes direction and thus reflects light at different angles showing the effects of shading which can become permanent. It is also described as 'watermarking'.

This can happen to all cut pile carpets be they Axminster, Wilton, Tufted or even Oriental and hand-made rugs. Like shading, it can be more apparent on plain carpet because heavy patterns can disguise the effects. It can occur quite quickly after installation.

A tremendous amount of research has been carried out over many years by many institutes to determine the cause of this phenomenon but none of it has proved conclusive. There is no commonly known manufacturing process which can cause or cure this phenomenon and therefore it is not a manufacturing fault.

## FADING

Carpets with a high wool content can and do fade over time. This type of fading is caused by exposure to ultra violet light which lightens or bleaches the wool in the same way that human hair is lightened by exposure to the sun. The degree and speed of fade can vary depending on the colour chosen and the local conditions to which the carpet is subjected. To reduce fading of carpets in rooms with strong exposure to the sun (e.g. south facing rooms with patio windows), judicious use of sun blinds or curtains is recommended.

## ABRASION

Pet paws, claws, rubber soled shoes and heels can be abrasive on carpets, particularly where use is constantly concentrated to small areas (i.e. in front of armchairs). Move furniture occasionally to avoid any distortion to the carpet pile.

## PILLING

Pilling can sometimes occur on loop pile carpets. The expression is used to describe little balls of fibres which collect on the pile surface. It is similar to the type of pilling which can occur on a sweater. To avoid pilling, vacuum with a cylinder cleaner using the suction head only, and restrict the use of rubber soled shoes and pet claws which both act abrasively on the pile surface.

## INDENTATIONS

The feet of furniture will create indentations on any carpet. To help reduce marking, regularly move the position of furniture and other heavy objects where possible. To help lift the pile back up, use a coin to 'gently' tease the pile upright.

## STAIRS

Stair carpets receive heavy wear especially on the nosings. In some cases shifting the stair carpet can help compensate for this, ask your carpet retailer for further details.

## TREATMENTS

Care must be taken if applying stain guards or other such treatments after installation. Over saturation can result in damage to the structure of the carpet.

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**PLEASE NOTE** This advice is offered as a service to our customers. Cormar Carpets cannot be held liable for any loss, damage or injury arising out of any action taken on the advice given in this leaflet.



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Your new  
**Carpet**  
CARE GUIDE



## CARING FOR YOUR NEW CARPET

*Thank you for purchasing your new carpet from Cormar.*

*We trust you will be pleased with your purchase. To help you care for your carpet this leaflet has useful advice on installation, vacuuming, cleaning and maintenance.*

## INSTALLATION

Good quality fitting and installation is essential for your new Cormar Carpet.

- Have the carpet fitted by a professional fitter.
- Ensure the floor is clean, level, firm and dry before the carpet is laid.
- A good quality, new underlay is always recommended when fitting a new carpet.

## VACUUM CLEANING

Man-made fibre carpets and wool twist pile carpets should be vacuumed regularly as soon as they are laid.

## VACUUMING LOOP PILE

Loop pile carpets should be vacuumed with a cylinder cleaner using the suction head only. Avoid using beater heads and brushes - they will catch and lift the fibres, giving your carpet a bobbled or felted appearance.

## VACUUMING CUT PILE

Cut pile carpets should be vacuumed with an upright cleaner with a beater bar and brush.

## MAINTENANCE

The key to good carpet maintenance is to avoid particles of loose dirt and dust from working their way into the carpet pile where they will act abrasively on the fibres and discolour the carpet.

- Vacuum your carpet regularly at least two or three times a week.
- A large, strong doormat will reduce dirt from outside being spread around the house.
- Avoid where possible laying light coloured carpets next to external entrances.

## CLEANING

Follow these general rules below for dealing with spillages. For more persistent or unusual stains contact a professional carpet cleaner.

- Spillages are more easily removed if tackled immediately so act promptly and blot off all the liquid stain with dry kitchen roll or a clean dry white cloth.
- Semi solid substances should be removed with a plastic spatula.
- To clean off any remaining stain use a clean damp cloth soaked in warm water with a little white vinegar to blot the stain.
- Use a dabbing action with the cloth and then blot out the remaining liquid with dry kitchen towel.
- Do not rub the pile surface or oversoak the stain.
- Always work from the outside of the stain inwards to minimise the stain spreading.

## FURTHER GUIDANCE

### SHEDDING

All carpets using a spun yarn will shed excess fibre when first installed. This is to be expected and does not mean there is a defect. The short fibres given off represent a very small fraction of the pile.

### LONG TUFTS

Occasionally you may find a stray tuft extending above the pile surface. Provided your carpet is a cut pile, carefully cut the tuft with sharp scissors to the level of the surrounding pile.

### NATURAL FIBRES

As a natural fibre, pure new wool is washed and scoured before being spun into carpet yarn. Throughout the manufacturing process it is also inspected and natural minor imperfections removed. Even so, fitted wool carpets may, on rare occasions, contain slight traces of the sheep's outdoor environment. As such Cormar reserve the right to carry out small on site rectifications. Your statutory rights are not affected.

### FLATTENING

All cut pile fabrics of any fibre type will flatten to some extent in traffic lanes and areas of concentrated wear. This can make the carpet appear a different shade but is in fact caused by the pile reflecting light differently. Regular vacuuming will help to prevent flattening (see vacuuming advice section). This flattening and shading is a normal reaction to localised traffic and is not detrimental to the performance of the carpet.