



BROCKWAY

KIDDERMINSTER

THE CARE OF YOUR NEW
'BROCKWAY CARPET'

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THE CARE OF YOUR NEW 'BROCKWAY' CARPET

The purchase of a carpet is an important household expense. Few other items in the home receive treatment which can so affect their properties and appearance; a carpet in one house can appear totally different from an identical carpet in another house after a period of use. Expert fitting, regular and correct cleaning, sunlight, the effect of concentrated wear in confined areas, spillages, proximity to outside doors, "favourite" chair positions, are all factors which will affect the appearance over a period of time. It is important that you take advice from an expert carpet retailer as to the appropriate quality for a particular location, as a wide range of qualities in both natural and synthetic fibres are available. Remember that the plainer the carpet, the greater the likelihood of its appearance being affected by general wear and tear and the possibility of an element of shading becoming apparent. Such shading is not a manufacturing fault but the effect of light reflection on the lie of the pile.

We offer the following advice and information, which, by the nature of the product and the circumstances of usage, cannot cover all contingencies, in the hope that it will give some assistance in prolonging the life and appearance retention of this important purchase.

After Installation:

As soon as installation is complete you should inspect the carpet with the fitter present to make sure you are satisfied with your purchase. If the carpet has been laid on stairs, make sure an extra 12" has been included so that the carpet can be periodically adjusted up or down before wear becomes apparent on the stair nosings. (The nosings of stairs are subjected to very much greater wear than anywhere else in your home).

Prevention is better than cure:

Soil barriers - To protect the carpets appearance it is advisable to provide mats especially in front of outside doors to scrape off both grit and moisture from shoes. There are other soil traps in a house where an additional rug or mat will be beneficial, one instance being the area leading out of a kitchen.

Our wool rich carpets have the soil retardant feature of the natural fibre, so these finishes are only justified on the very lightest and most soil sensitive colours.

The Maintenance Programme:

I.

Loose soil should be removed from the carpet daily by vacuuming. It is often recommended that a cut pile carpet is left unvacuumed for a few months after it is laid to keep fibre shedding at a minimum. However, shedding is quite normal and does not accelerate wear so it is better to gently vacuum the carpet to remove the fluff and prevent a build-up of loose soil.

There are two main types of vacuum cleaners; plain suction and suction with revolving bristle strip and beater. The plain suction vacuum is gentlest on your carpet, but may be slower to remove embedded dirt, whereas, the brush and beater machine are very satisfactory, providing they are correctly maintained and there are no sharp edges to cause damage to the carpet. Before wet cleaning is undertaken it is essential that the carpet is thoroughly vacuum cleaned to remove as much embedded grit and dust as possible, and to also open up the pile.

2. Wet Cleaning

Frequency of wet cleaning will depend on the individual location. Periodic wet cleaning is best left to a reputable professional carpet cleaner, preferably a member of the Carpet Cleaners' Association. The method we recommend is spray extraction where hot detergent solution is sprayed through nozzles into the carpet pile, followed by extraction of the loosened dirt through suction. It is important with our carpets that the pile receives the minimum mechanical agitation and this excludes all cleaning techniques which rely on a scrubbing action of the pile i.e. rotary or cylindrical brush shampooers and brush assisted spray extraction equipment. After wet cleaning the carpet must be allowed to completely dry before the room is vacuumed and put back into use. Because some cleaning techniques leave residues of shampoo or spray extraction chemicals in the carpet it is essential they conform to certain minimum requirements.

- (a) They should leave a dry powdery preferably crystalline residue.
- (b) They should have a pH between 5.5 and 8.
- (c) They should not contain bleach or fluorescent brightening agents.

3. Your stain removal back-up should cover: -

- (a) A recognised carpet shampoo for removing water based stains.
- (b) A solvent for removing greasy stains.
- (c) A special stain remover for ink, fruit-juice, coffee etc.,
- (d) Chewing gum remover.
- (c) White tissue or kitchen roll.
- (f) A small sponge for applying shampoo.

Your carpet retailer usually supplies 'kits' of stain removers and shampoos, which will enable you to remove most stains. Follow the instructions scrupulously and

observe the various points below. Whatever the nature of the stain or spillage, speed is all important and the following procedure should be followed: -

- i. Gently blot or scoop up with a knife or spoon the staining substance and, where possible, immediately absorb it with a clean undyed cotton cloth or kitchen roll, **DO NOT RUB THE PILE** as this will cause unsightly pile distortion.
- ii. Identify the stain and refer to the stain removal table*
- iii. Before using a stain remover, test the fastness of the colour on an off-cut of the carpet or in a place which is concealed. If you apply solvent do not pour it direct onto the carpet but pour it on to a piece of cloth.
- iv. Treat the stain from the outside towards the centre.
- v. After the stain remover has acted use a clean dry cloth to absorb the product which has been applied - brushing gently against the direction of the pile.
- vi. Leave to dry and do not walk on damp parts. Once the carpet is dry go over it with a vacuum cleaner.

CONSTRUCTION AND APPEARANCE CHARACTERISTICS

Fluffing

When a carpet is new loose fluff appears on the surface. This is merely short lengths of fibre which do not reach the base of the tuft. They represent only a minute proportion of the fibre in the pile and will work out of the pile if gently vacuumed. If left on the pile they can cause "pilling".

Tracking

All pile fabrics flatten as the pile is walked upon. This causes a different level of light reflection to the eye and will appear as a slight variation in shade. This phenomenon is called tracking, and can be minimised but not entirely avoided with careful maintenance.

Shading

This characteristic is confined to cut pile high quality carpets, and is more noticeable on plain or tonal carpets especially those in the lighter colours.

When a carpet is made all the tufts lie parallel to one another and all equally inclined in the same direction. During use the slant of the tuft gradually increases and may even change directions and as the side of the tuft reflects light to a much greater degree than the cut end, the illusion is created that the carpet is changing colour. It is when the pattern of use causes the slant of the tuft to lie in random and opposite directions that shading occurs. It is not within the power of the manufacturer to control this characteristic and in many countries is considered the 'hallmark' of a high quality carpet.

When it does occur and becomes a worry, professional wet cleaning can improve the appearance but will not eliminate the characteristic altogether.

Sprouting

Occasionally a single tuft may sprout above the carpet surface.

When this occurs, scissors should be used to simply trim the protruding tuft level. Do not pull out as damage could result.

Burns

Our wool rich carpets minimise the problem because wool is more flame retardant than other carpet fibres. If the pile is scorched rub the damaged tufts gently to remove the burnt fibres. If the carpet is light coloured any remaining discolouration can be removed with a diluted solution of hydrogen peroxide. Burns on synthetic carpets will probably need expert attention.

Indentation

Compression marks caused by heavy furniture or castors will usually recover in time and can be improved by gently brushing. Make sure that the under lay provides adequate resistance to compression as a soft deep underlay can cause the carpets to permanently distort under heavy point loading. The use of castor cups is recommended.

Look out for areas of excessive wear

In most homes there are two areas in particular which usually have to withstand a much greater intensity of wear than the rest of the carpets. Those areas are on stairs and in front of chairs and sofas used for watching TV.

To avoid premature wear the stair carpet should be moved every six months to equal the wear on nosing of the stairs over the whole length of the carpet. We also recommend some form of additional protection such as a mat or rug in front of chairs and sofas regularly used for watching TV.

Fading

It is impossible to dye textiles absolutely fast to light and a degree of fading always takes place. Our carpets are dyed to a fastness where under normal conditions the colour change will be minimal. However, direct sunlight for a prolonged period will cause substantial damage which can be avoided by judicious use of sun blinds or some other form of protection especially with south facing patio doors and windows.

Loop Pile

If using a cylinder vacuum cleaner please remove abrasive attachments. If using an upright cleaner, raise brushes as any abrasive action could result in pilling.

Footnote:

We believe that the information herein is the best currently available. We make no guarantee of results and assume no liability or obligation in connection with this information.

BROCKWAY CARPETS
LTD
STAIN REMOVAL TABLE

	PRODUCTS TO BE APPLIED
Alcohol, Liqueur	Blot up excess then shampoo. Dab with a proprietary dry-cleaning fluid.
Beer	Blot up excess then dab with warm water (max. 50
Biro Ink	Use a proprietary dry-cleaning fluid. If stain remains use rust remover or oxalic acid solution
Blood	Dab with cold water and then shampoo. If stain remains use rust remover or oxalic acid solution
Butter, oil, gravy and sauces	Dab with white spirit or solvent then shampoo.
Candle wax, paraffin	Put blotting paper over stain and go over with warm iron. Dab with a proprietary dry-cleaning fluid and then shampoo
Chewing Gum	Harden gum with an ice cube then dab with a proprietary dry-cleaning fluid to remove remaining traces or apply an anti-gum.
Chocolate, caramel, sweets	Scrape off excess then apply cool detergent solution.
Coffee, Tea	Shampoo. If the stain persists, dab with a proprietary dry-cleaning fluid.
Cosmetics and medication	Apply a proprietary dry-cleaning fluid and/or petrol, oil and grease remover then shampoo.
Cooking oils and grease	Apply a proprietary dry-cleaning fluid and/or petrol, oil and grease remover then shampoo
Fruit Juice	Mop up, dab with warm water then shampoo. If stain persists use a proprietary dry-cleaning fluid.
Grass Stain	Mop with a proprietary dry-cleaning fluid
Paint	Treat as for grease. Paints vary widely in composition and expert help may be needed.
Rust	Use rust remover or warm oxalic acid solution. Allow to stand for 10 minutes, blot then repeat with hot solution. Rinse thoroughly with water, blot till dry.
Shoe Polish	Use a proprietary dry-cleaning fluid followed by shampoo.
Soot	Use a proprietary dry-cleaning fluid then shampoo.
Urine (fresh stain)	Mop and then shampoo. (Old stain - call expert)
Vomit	Mop up, dab with warm water, then shampoo.
Wine	Apply lemon juice, salt or vinegar then blot. Rinse with water then blot till dry

The above list should be considered as first aid only. Stubborn stains will require treatment by a Professional Cleaning Company.