



Wool Carpet Care & Maintenance Guide

Why Choose Wool?

Wool is a Natural Fiber - Soft and Warm

There is no denying that consumer preference for stylish, quality natural products can be seen in all areas of interior design. Wool sets the bar for all other carpets and has advantages that synthetics cannot match. Nothing compares to the luxury of a soft wool carpet under your feet. Also, the natural crimp of wool creates millions of tiny pockets that trap air and act as an ideal insulator.

Wool is Naturally Stain Resistant

The surface of a wool fiber is covered by a thin protective membrane that prevents water from readily penetrating into your carpet. This same membrane which is so waterproof still allows the fiber to absorb moisture in vapor form and as a result, makes it resistant to static electricity.

Wool is Easy to Clean

Wool is a naturally soil and stain resistant fiber. Its fundamental structure is that of overlapping scales which keep dust and dirt near the surface of the pile, where it can easily be released by vacuuming.

Wool is Durable & Naturally Resilient

The natural crimp of wool allows it to spring back quickly after compression and retain its original shape. This crucial characteristic ensures woolen carpets look good for longer, even in high traffic areas.

Wool is Environmentally Friendly

Wool is sustainable, biodegradable and a rapidly renewable resource that has the least environmental impact of all the carpet fibers. It is the only carpet fiber made without petroleum.

Wool is Naturally Flame Retardant

The high moisture content of the fiber will not support combustion making it difficult to ignite and self-extinguishable. Charring can easily be brushed away. In addition to being extremely safe, wool carpets retain their appearance even after minor burn damage.

Wool is Anti-Allergenic

Allergies are on the rise universally. Wool fibers are too long and too coarse to be inhaled and, being a natural fiber, won't give off harmful emissions. Wool has a breathable fiber structure that does not promote the growth of bacteria or dust mites.



Understanding Your Wool Carpet

Fluffing, or balls of fluff, is completely natural on a new carpet. These are loose bits of fiber leftover from the manufacturing process. The fluff will likely fill your vacuum bag the first few times but it is not harmful in any way.

Sprouting refers to a single tuft rising up from the pile surface. **DO NOT** pull the tuft. These can be safely trimmed with scissors without affecting the appearance. If you have a Loop Pile however, do not cut it, professional repair is advised.

Tracking vs. Permanent Shading. "Tracking" is the imprint left by footprints on your carpet which is more common on the plusher cut pile surfaces and disappears with vacuuming. Carpet is most prone to tracking in high traffic areas and should be given extra attention during routine vacuum cleaning.

All cut pile carpets will develop lighter or darker patches over time known as "shading" or "watermarking." It is caused by the permanent bending of the carpet pile fibers which then reflect the light differently, much like velvet. The extent to which shading occurs cannot be accurately predicted or prevented and is most often related to the location of use rather than the type of carpet construction. Shading does not affect the wear or durability of the carpet and is not recognized as a manufacturing flaw or defect.

Fading. Technical advances in UV resistant window panes have greatly reduced fading, however; like all natural textiles, your wool carpet will fade or change color over time in areas consistently exposed to sunlight.

Crush marks refer to noticeable light and dark areas, often in strips. This is more likely to occur with the plusher pile carpets and is caused by the weight of the carpet in a large roll pressing down on the layers underneath and bending the fibers. It can also happen when two rolls that have been rolled at different tightness are laid next to each other. Over time and with regular vacuuming and general foot traffic, this effect will diminish, though it can take 3-6 months or so for the marks to disappear entirely. This is not considered a manufacturing defect.

Indentations from heavy furniture. Place furniture cups under the legs of heavy furniture and regularly shift the furniture a few inches one way or another to give the pile a chance to recover. To revive flattened pile, you can use a warm steam iron over a towel laid on top of the carpet. Hold the steam iron gently to the towel and use the steam button to inject steam - do not press the iron down on the towel as this could leave gloss marks on the carpet underneath.

Furniture with wheels can cause fuzzing, indentations, and premature wear to your wool carpet. This is not considered a manufacturing defect.



Insect Damage occurs where food, animal or plant substances are present near a wool carpet. Preventive measures include regular and thorough vacuuming, especially in areas around and under furniture that is not moved frequently, and along base boards. Most Nature's Carpet wool products are treated to deter insect damage and we offer a five-year insect-resist warranty for those products, with the exception of our natural wools which are not treated for insect resistance ("Dark Green" category products).

Rubber Soled Footwear including rubber soled slippers can cause fuzzing and premature wear to your wool carpet. This is not considered a manufacturing defect.

How To Clean & Maintain Wool Carpets

Regardless of fiber type, regular cleaning and maintenance are needed to keep your carpet looking great year after year.

A regular maintenance program will achieve four key things:

1. Remove soil and dirt from the surface of the carpet for both appearance and hygiene reasons;
2. Preserve the original texture of the carpet;
3. Help prevent infestation from insects and moths; and,
4. Increase the lifespan of the carpet.

Dry vacuum approximately once a week. This will prevent soil from becoming embedded in the pile, causing accelerated wear. Over-vacuuming can cause fuzzing, while under-vacuuming can cause matting. It is important to find a balance in-between.

A vacuum with a rotating roller brush ("beater-bar") is effective for lifting the pile, pulling away dirt particles and removing shedding fibers. It is important to adjust the height setting of the rotating brush for positive results according to the pile height of your particular carpet.

It is extremely important to note that many models of vacuums on the market have overly stiff roller brushes and too-powerful suction that can shred wool and other soft fiber carpets, which will void the warranty on your carpet.

Additionally, it is not recommended to use a robot vacuum of any kind, as they can get stuck in one place and cause damage to the carpet. **Using a robot vacuum can void the warranty on your carpet.**

Our recommended brand of vacuum is the **Soniclean Soft Carpet Series** which is specially designed to be safe and effective on wool and other soft-fiber carpets. If you choose to use a vacuum brand other than the Soniclean Soft Carpet Series, it is important to ensure that the vacuum has a soft brush and adjustable height settings. Double check with your Nature's Carpet representative about whether your brand of vacuum could be at risk of voiding the warranty on your new carpet.



Promptly attend to spills and stains. If left unattended, the spill will chemically bond with the pigment of the carpet fiber making removal extremely difficult without causing damage to the carpet pile.

As necessary, have a reputable operator who specializes in wool carpet professionally steam clean your carpet. Renting or purchasing a carpet cleaning machine to clean your own carpet can void the warranty on your carpet. Professional steam and/or hot-water extraction cleaning is the only recommended method.

Never rub, brush or massage a wool carpet when it is damp or wet. This will only damage the carpet pile and spread the stain further.

In the event of a spill...

- Immediately blot up liquids using a wad of paper towels or a clean dish cloth/towel.
- Scoop up solids using a spoon, trying not to push the substance further into the carpet pile.
- Using a clean damp towel, wring-out a little lukewarm water (not hot) over the stain, dilute it then re-blot thoroughly using a clean dry towel – DO NOT rub the stain.
- You can continue to gently apply water and re-blot. The wool pile will not be damaged by water as long as you don't over-wet the carpet. Over watering can cause watermarks on the surface and may damage the backing.
- Most oily or greasy stains can be removed, even after a period of time however, certain stains may have a chemical reaction with the fiber and can cause irreversible damage.

STAIN GUIDE

Prior to using any of the stain removal methods listed below, ensure you have blotted up any excess liquid spills as noted above. This is a critical step - the more colour or moisture you remove from a stain with paper towels, the easier it will be to remove any remaining residue. And remember - NEVER rub wet carpet.

Cross reference the type of treatment with the specific stain in the table on the next page:

1. Lukewarm water OR a wool carpet wet stain remover approved and recommended by Nature's Carpet, such as Carpet Details;
2. Mix 1 teaspoon of clear dishwashing liquid, 1 teaspoon of white vinegar & 1 litre of warm water;
3. Clear household disinfectant (containing no bleaches or strong alkali);
4. A wool carpet dry stain remover, if available. Use only on dry stains;
5. Chill with ice cubes in a plastic bag. Pick or scrape off solids;
6. Mix 1/3 cup of white vinegar with 2/3 cup of water;
7. Warm water;
8. Nail polish remover (lanolin-free);
9. Rubbing alcohol;
10. Place paper towel over wax and apply hot iron to paper. Wax will melt and be absorbed by paper;

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11. Vacuum clean;
12. Mineral turpentine;
13. Seek assistance from a professional carpet cleaner.

Note: If using lukewarm water, ensure you have blotted up as much excess moisture from stain as possible with a paper towel before gently squeezing any water onto a stain and then blotting up with paper towel.

Stain Type	Step 1	Step 2	Step 3
Bleach	1	13	-
Blood	1	2	-
Butter	4	2	-
Candle Wax	10	4	-
Chewing Gum	5	4	-
Chocolate	4	2	-
Coffee	1	2	6
Cola & Soft Drinks	1	2	-
Cooking Oil	4	2	-
Cream	2	4	-
Egg	2	13	-
Feces	2	3	13
Floor Wax	4	2	-
Fruit Juice	1	2	-
Furniture polish	4	2	-
Gravy & sauces	7	2	-
Ink - ballpoint	9	2	-
Ink - felt tip	4	2	-
Lipstick	4	2	-
Milk	2	4	-
Mustard	2	-	-
Nail polish	8	4	-
Oil & Grease	4	2	-
Paint (oil based)	4	-	-
Paint (acrylic)	1	2	-
Rust	6	13	-
Salad dressing	2	4	-
Shoe Polish	4	2	-
Soot	11	4	-
Tar	12	4	-
Tea	1	2	6
Tomato Sauce	1	2	-
Urine (fresh)	1	2	3
Urine (old stain)	13	-	-
Vomit	2	3	6
Wine	1	2	6
Wine, beer, spirits	1	2	-

General Limitation: The Nature's Carpet Care & Maintenance Guide and Stain Guide is offered as a guideline ONLY. Professional cleaning service is almost always preferred. Nature's Carpet will not bear responsibility or be held liable with respect to damage, stains, cleaning and/or maintenance methods employed by the consumer.