



NATUREBORN

Care Guide

We hope this care guide will help you keep your flooring looking as good as the day it was installed with useful tips and rules to follow when maintaining your carpet.

Maintenance

Wipe your feet

Dirt and dust build up is one of the most common reasons why your carpet could start to show signs of premature wear. In order to prevent this, we highly recommend doormats are used which will absorb most of the dirt and moisture you will naturally bring inside your home on a daily basis.

Vacuuming

We also recommend that regular and thorough vacuuming is undertaken at least 2 - 3 times a week and especially in high traffic areas. This is to stop any particles embedding into the pile and therefore leading to a build up.

For cut pile carpets, we recommend the use of an upright vacuum with an active beater bar, as this will help loosen and lift soiling from the pile.

For loop pile carpets, we recommend the use of a suction only vacuum cleaner with no beater bar. The use of vacuum cleaners with a beater bar on a loop pile carpet may cause the carpets to "pill" or fuzz.

Fluffing & Shedding

All new wool carpets do have a certain amount of fluff consisting of short lengths of fibres, which may shed from the carpet. These are simply fibres that do not reach the backing of the carpet itself. These slight fragments of fibre tend to come off the carpet during general use.

Fibre shedding is a normal characteristic of a wool carpet and as long as regular and sufficient maintenance is carried out, this will diminish over time. If you do come across any snags or pulls, never try to pull them out, simply snip them off with a pair of sharp scissors.

Golden Rules

- Move fast! - The sooner you tackle a spill, the better your chance of avoiding a stain
- 90% of all spillages and stains can be easily removed with luke warm water and a clean white cloth, providing you act fast
- Always use a clean, white cloth or an absorbent kitchen roll
- Never rub a stain - always blot
- Always work from the outside towards the inside to avoid spreading the stain
- Brush up the pile to help the carpet retain it's appearance as it dries out
- If in any doubt about treatment, consult a professional carpet cleaner.

Professional Cleaning

To ensure your carpets longevity and use, you may wish to employ a professional carpet cleaner. We would recommend that this carried out every 2 years, to keep you carpet looking its best.

Stain Removal Chart

This chart is intended only as a general guide to stain removal. Should any stain persist, please consult a professional carpet cleaner.

| Stain | Removal Method | Stain | Removal Method |
|--------------------|----------------|---------------------|----------------|
| Baby Accidents | A | Margarine | B |
| Blood | A | Milk | A |
| Butter | B | Nail Varnish | B |
| Chewing Gum | C | Oils | B |
| Chocolate | B | Paint - Water based | D |
| Coffee | D | Paint - Oil based | B |
| Drink - Alcohol | D | Pet Accidents | A |
| Drinks - Soft | D | Polish | B |
| Dyes | E | Rust | B |
| Egg | A | Salad Dressing | B |
| Fat | B | Sauces | B |
| Gravy | B | Soot | B |
| Grease | B | Tar | C |
| Ink - Ballpoint | B | Tea | D |
| Ink - Fountain Pen | B | Urine | A |
| Ketchup | A | Vomit | A |
| Make Up | B | Wax | C |

Warning - Before using dry cleaning fluid, nail varnish remover or ammonia, make sure you open the windows and doors. Do not smoke, light a fire or use an electrical appliance's in the room until it has been thoroughly vented.

Method A

1. Scrape up any solids with a blunt knife or spoon and blot up liquids with a clean, white cloth or tissue.
2. Working from the outer edge of the stain inwards, use a detergent solution and blot the carpet dry.
3. Follow this with an ammonia solution and blot the carpet dry.
4. Mix one part white vinegar with four parts water and spray over the stain using a spray bottle.
5. Blot the area (do not rub) to remove excess moisture.
6. Place 8-10 pieces of kitchen paper over the stain and place a heavy object on top until dry.

Method B

1. Scrape up any solids with a blunt knife or spoon and blot up liquids with clean, white cloth or tissue. Soot - Vacuum thoroughly before tackling the stain Nail Varnish - dab with nail varnish remover before proceeding.
2. Sponge with a proprietary household dry cleaning fluid. Blot the carpet dry
3. Working from the outer edge of the stain inwards, use a detergent solution and blot the carpet dry.
4. Rinse with clean, lukewarm water and blot dry.
5. Brush up pile and cover with clean, white cloth or tissue to dry.

Method C

1. Scrape up any solids with a blunt knife or spoon and blot up liquids with clean, white cloth or tissue. Chewing Gum - freeze with ice cube or freezing agent, shatter and vacuum Wax - melt wax through cloth with iron on low setting.
2. Sponge with proprietary household dry cleaning fluid. Blot the carpet to dry.
3. Brush the pile and cover with clean, white cloth or tissue to dry

Method D

1. Scrape up any solids with a blunt knife or spoon and blot up liquids with clean, white cloth or tissue.
2. Working from the outer edge of the stain inwards, use a detergent solution and blot the carpet dry.
3. Rinse with clean, white cloth and blot dry.
4. Brush the pile and cover with clean, white cloth or tissue to dry.

Method E

1. Blot up as much as you can, cover the stain and consult a carpet cleaning professional as soon as possible. The National Carpet Cleaners Association will be able to recommend a carpet cleaning professional in your area.

Note:

*Detergent Solution: One teaspoon of gentle detergent for woollens with half a pint of warm water.

*Ammonia Solution: One teaspoon of branded household ammonia with one cup of warm water.

Carpet Checklist

Indentations: When a carpet is subjected to a heavy point load, such as under legs of furniture, it is unreasonable to expect the carpet not to indent. Usually, the longer the load is in place, the longer the carpet pile will take to recover.

It must be remembered that it is not only the pile of the carpet that becomes indented. The underlay will also indent, and the backing of the carpet may also distort into the indentation in the underlay. Some underlays will recover well and some less well depending upon their composition, thickness, density etc. The use of cups below furniture legs can help spread the load and the net result is a larger area of less deeply indented carpet.

Often normal maintenance (vacuum cleaning with a rotating brush machine) will speed up recovery but in the case of serious indentations the use of an iron and damp cloth or a steam iron together with a blunt darning needle to carefully tease up the pile can be beneficial.

Pile Reversal: Like shading, this occurs when the pile or nap of the carpet changes directions 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 every carpet construction. 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 to determine the cause of this phenomenon, but none have proved conclusive. There is no commonly known manufacturing process that can cure this phenomenon and therefore is not a manufacturing defect.

Shading: Shading occurs because the pile of the carpet has become crushed, flattened or brushed in a different direction to the natural lie of the pile whilst in situ. This causes light reflection at different angles resulting in the creation of light and dark patches on the carpet. This will occur on all pile carpets but can be more noticeable on plainer carpets because the shadows created by pile pressure will not be disguised by heavy pattern or design.

Benefits of NATUREBORN



Moth Free Living

All of our Natureborn ranges come with a Moth Free Living Warranty.



British Wool

Majority of our wool ranges have the extra benefit of being sourced within the UK.



Available in 4 and 5 metre widths

Being able to have the option of a 4 metre or a 5 metre can be the difference in whether you need a join/seam in your carpet.



100% Wool Ranges

Our Natureborn collection has numerous ranges that are 100% pure wool.



Wool Mix Ranges

As well as 100% wool ranges, we offer quite a few mixed blend products that will be majority wool with Polypropylene or similar material blended in.