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Important Consumer Information – Protect Your Investment **Wool and Broadloom Carpets Page 1 of 2**

Your Sales Associate will provide you with warranty and maintenance information applicable to your flooring.

It is your responsibility to become familiar with and follow the manufacturer care and warranty guidelines.

Please note: *carpet seams will be professionally constructed but will NOT be invisible.* Some constructions show more than others. Lighting is a considerable, influential and variable factor.

Like all textiles, carpets have certain characteristics that may affect their appearance.

No carpet or rug is impervious to everything. Every lifestyle, traffic pattern and location will present unique variables.

Prompt attention to spots, spills and accidents is essential. Stain removal becomes more difficult with time. Always follow with water to rinse and remove residue that may cause rapid resoiling.

Routine care and cleaning are vital to maintaining long-term appearance.

Proper vacuuming is the most important. Each manufacturer's guidelines are very specific.

Fluffing or shedding is a normal occurrence with fine broadloom and natural fibers, it does not affect the overall performance of carpet and will dissipate with routine vacuuming.

Roll or pile crush is a temporary flattening of carpet pile and can occur with all carpet, characteristically seen as a perceived change in color of bands across the width; and lighter or darker when viewed from the opposite direction. This is not a manufacturing defect and is usually self-correcting when new carpet is allowed time to "blossom" as it adjusts to ambient conditions. Increasing relative humidity in the space to 50% along with routine vacuuming will encourage pile recovery.

Pile crushing, matting, pilling, shading, soiling, and watermarking are not considered defects and are not considered for claims on wool or fine broadloom styles. Warranties often specifically exclude changes in appearance caused by improper or inadequate maintenance, or products in any area regularly subjected to wheel or rolling apparatuses.

The type of vacuum cleaner you use is important.

A vacuum's performance will vary based on carpet fiber type and construction. A good vacuum typically has features that allow you to adjust the height, beater bar rotation and fan speed. Vacuums with large wheels, are self-propelled, and having specialty tools can help ensure effective carpet maintenance.

When vacuuming high pile, wool, wool blend, fine broadloom, or premium soft carpets, look for the following features.

Adjustable Height, set at the highest setting where appropriate. **Efficient Airflow** to avoid very concentrated or sealed suction. **Large Wheels** as your vacuum should glide easily across the carpet.

Some manufacturers specifically exclude overly aggressive makes and models of vacuum cleaners, and some specifically state not to use a beater bar or powerhead attachments, use of these will void your warranty.

Other than on a looped berber, a vacuum with soft brushes can "typically" be used, ([check your carpet care instructions and warranty](#)). It is important to note that vacuum brush height must always be set to the maximum height, so the soft brushes only come into contact with the tips of the surface pile. The vacuum MUST always glide easily. If it grabs, drags or pulls with difficulty STOP IMMEDIATELY – DO NOT proceed – [you can cause permanent and irreversible damage in one vacuuming with the incorrect vacuum for your carpet.](#) Self-adjusting vacuum cleaners, with powerful suction, and overly stiff brushes will; cause excessive fuzzing, permanent damage, shorten the appearance or life expectancy of your carpet.

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Generally and most often, manufacturers specify the vacuum make and model must be approved under the Carpet and Rug Institute's Seal of Approval (SOA) Program. A comprehensive list of approved products can be found at www.carpet-rug.org Some manufacturers have their own condensed list of recommended products.

Additional links include:

[SOA Vacuums Archive](#)



[SOA Systems Archive](#)



[Cleaning and Maintenance](#)



Note: do not assume that if the vacuum Brand or Model you are looking for does not appear to be certified or approved, that it was not tested. It is better to assume that it was not approved. Many vacuums featuring pet vacuuming ease are often too powerful, also canisters that feature motorized heads/wands are often too aggressive. For this reason, some carpet manufacturers specifically state that use of any vacuum made by Oreck, Dyson, Miele or Shark will cause excess fuzzing. In addition, for the same reason, some do not recommend the use of any robotic vacuum or whole house central vacuum system.

You will see the certification is dated, and typically the vacuums listed are the vacuum models you will be able to currently purchase, so with comparison of features and care guidelines you may have a vacuum model that was approved but is no longer available for purchase. Follow the care guidelines carefully or *call your carpet manufacturer and ask*.

Manufacturers often recommend the vacuum cleaner dust bag be emptied or replaced when half full.

Be sure any spot removal products are as specified for your carpet.
Wool requires products that carry the Wool Safe Label.

Even with regular vacuuming, the manufacturer requires professional hot water extraction by a certified professional every 18 months to refresh the appearance of your carpet.

Wool and wool blend carpet should be professionally cleaned by a certified wool care specialist.

Clean high use areas on all carpets with absorbent powders such as Capture periodically between professional cleanings, especially on wool and wool blends.

Wool and fine broadloom carpets require special care.

Non-approved cleaning products and topical treatments, applied by you or your professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.

By following these recommendations, you will derive the greatest long-term satisfaction and enjoyment from your carpets and rugs. If you have a problem or simply need more information, please contact your specific carpet manufacturer for prompt and courteous attention.