

## General Tips

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- ✓ Rotate your rug every six months to reduce uneven wear and tear
- ✓ Use a rug pad to extend the life of your rug, prevent sliding and to protect your floors
- ✓ Have your rugs professionally cleaned every three to six years, depending on the level of use

## Vacuuming

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- ✓ Lightly vacuum once or twice a week. Use the hard floor attachment and the lightest possible setting. Avoid powerful vacuums that may pull fibres loose from the base of the rug
- ✓ Vacuum the base of your rug occasionally, as dirt can accumulate here as well

## Spills & Stains

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- ✓ Blot spills with a paper towel or colourless cloth, and do not wipe or scrub.
- ✓ When spills may cause a stain, you can immediately apply a small amount of mild soap and warm water (except with sisal / jute / seagrass rugs). Blot excess liquid with paper towel or colourless cloth, removing as much soap as possible as residue can act as a magnet for dirt
- ✓ Make sure you choose a very mild soap free from any bleach or hydrogen peroxide
- ✓ In most cases, warm water and a small amount of soap will take care of spills if attended to quickly. Always check the care instructions on the back of your rug first.
- ✓ For further cleaning tips, please contact your rug cleaning professional

## Easy care options

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- ✓ For an easy care option, choose a low maintenance material
  - Non-shed (less vacuuming): microfibre, polypropylene
  - Low shed (less vacuuming): short pile acrylic
  - Spill and stain resistant (less cleaning): polypropylene, acrylic
  - Dirt resistant (easy to clean): sisal

## NATURAL FIBRES

*Natural fibre rugs add an organic look and feel to your space. They are valued for their eco friendly nature, unique look and hypo allergenic qualities.*

### Cotton

A soft and strong fibre that holds dye well for bright colouration. Cotton is an easy care, low maintenance option and lends itself to a lighter construction.

### Wool

Wool is a popular choice for being naturally flame retardant, durable; warm in winter and cool in summer. Wool holds colour well, while maintaining it's natural look. New wool rugs will shed lightly in the first three to six months and be low shed after this time. Shedding renews the fibre and keeps your wool rug looking fresh and new for many years. Higher quality wool will experience less shedding and be softer to the touch. You can also choose a vintage handmade wool rug, or a Tibetan hand knotted rug for a low to no shed option.

### Jute

Jute is a popular choice, being very eco friendly and cost effective. Often hand braided, this material gives an organic look and is easy to style. This material is moderately soft, and is not as durable as some other materials such as wool or heat-set polypropylene. Jute is highly absorbent, so best to avoid using this material in areas that may experience spills such as bathroom, kitchen or dining rooms.

### Sisal

Sisal is a popular choice for entrances and hallways as it is durable, rugged and easy to keep clean. Sisal rugs resist dirt particles and contains natural tannins (also found in tea and red wine) that control the growth of bacteria, fungi and dust mites. Sisal is the most coarse of the rug fibres, so may not be ideal for bedroom or lounge room settings.

### Hemp

Hemp is a versatile fibre that is very ecofriendly, durable and stylish. Hemp fibre can be coarse or soft depending on the treatment the material receives, but all hemp will soften over time.

## SYNTHETIC FIBRES

*Modern technology has provided us with a huge variety of synthetic fibres, with different properties and features.*

### Acrylic

Acrylic is a super soft fibre that holds dye extremely well, allowing for a wide variety of colours from the softest pastel to the boldest brights. It is an excellent choice for kids rooms, lounge rooms and bedrooms. As with wool, the pile will shed slightly in the first three to six months and reduce after this time - choose a low pile acrylic rug if you want the benefits of acrylic with less shedding. This makes acrylic best suited to low traffic areas.

### BCF Polypropylene

BCF polypropylene is a durable and cost effective material. The fibres are created from bi-products of the petroleum industry and can be recycled.

### Heat Set Polypropylene

This type of polypropylene can be finished in many different ways to mimic more expensive natural fibres—from soft and shiny silk (Anastasia) to a matte, rugged Berber wool (Morocco). The fibre is heat set. This refers to a stage in the yarn production process whereby two or more yarn fibres are twisted together and then heated to ensure the yarns remain joined, permitting greater design flexibility and appearance.

This fibre creates the easiest care rug option around; being stain and spill resistant, non shed, easy to clean and perfect for all spaces. Heat Set Polypropylene is waterproof, and is used in outdoor rugs as both the pile and the backing.

### Polyester

Polyester is a soft and shiny fibre that is usually found in shag rugs and is a low shed material.

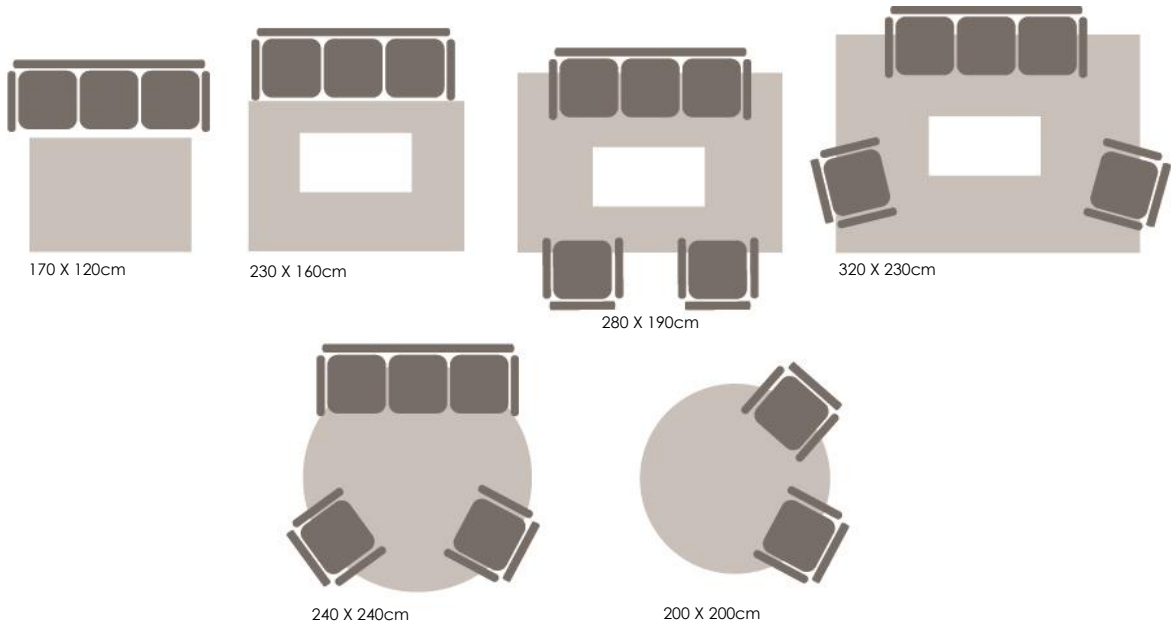
### Viscose

Viscose is a super soft and shiny fibre that can be used on its own or to add soft, shimmering touches to natural fibre rugs. Viscose will shed slightly, less so if the viscose has a loop pile construction (Twilight).

# RUG PLACEMENT

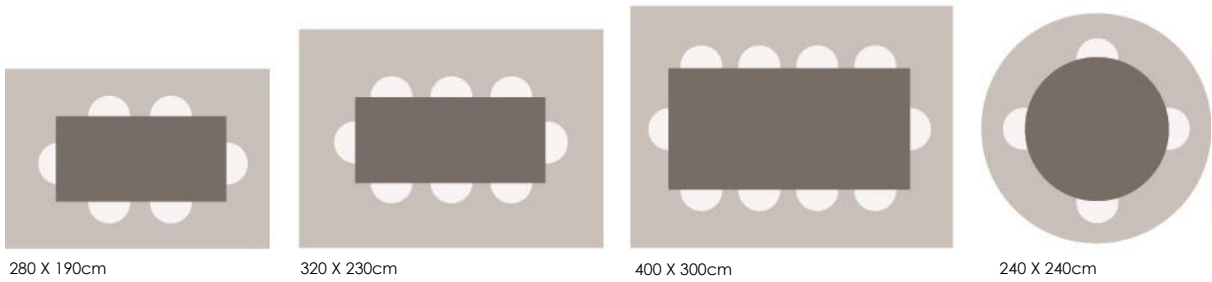
## Lounge room

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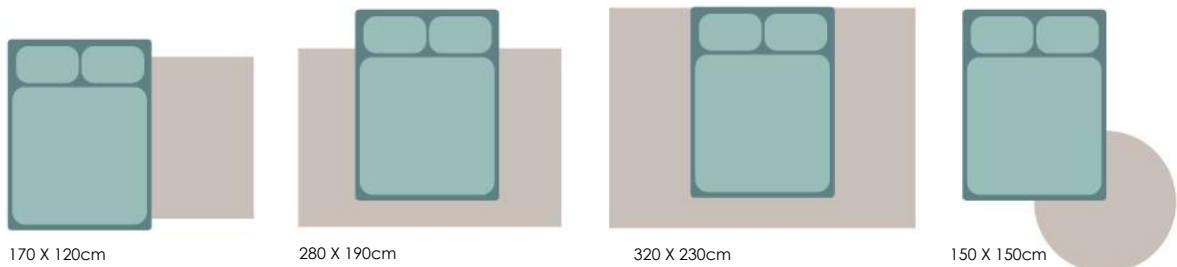
## Dining room

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## Bedroom

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# RUG

## CULTURE

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