



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.

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. The Medium Green and Light Green Nature's Carpet products are treated to deter insect damage and we offer a five-year insect-resist warranty for those products. The Dark Green Nature's Carpet products are not treated for insect resistance, and therefore the insect-resist warranty does not apply to the Dark Green line of Nature's Carpet.

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

It is also 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. As of 2018, we have researched and found that **Soniclean Soft Carpet Series** vacuums are specially designed to be safe and very effective on wool and other soft-fiber carpets.

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. When necessary, have a reputable operator professionally steam clean your carpet.

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 out of a stain with paper towels, the easier it will be to remove any remaining residue. And remember - NEVER rub wet carpet.

Simply 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 your Nature's Carpet dealer;
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;
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 (a division of Colin Campbell & Sons Ltd.) will not bear responsibility or be held liable with respect to damage, stains, cleaning and/or maintenance methods employed by the consumer.



Your Nature's Carpet Warranties

1. Lifetime warranty against manufacturing defects*
2. 10-year limited abrasive wear warranty*
3. Five-year insect resist warranty*

* See table for depreciation values on page 3 of this document

We stand behind our manufacturers

The manufacturers of Nature's Carpet have been designing and making wool carpets for over 50 years to exacting quality standards. We are proud to stand behind these products and offer this warranty on all Nature's Carpet products bought through your official Nature's Carpet retailer for residential use in a private household. These warranties must be read in conjunction with our general terms and conditions which are set out on page 3 of this document.

Under your Nature's Carpet warranties, should a problem arise and we acknowledge that you have a valid warranty claim under the warranties set out in this document, at our discretion we will either:

- Repair the carpet;
- Replace the carpet in the affected area; or
- Provide a credit for the carpet in the affected area. The extent of the refund will be based on the age of your carpet (i.e. to allow for depreciation.) A full explanation of how depreciation is calculated is found under the General Terms and Conditions on page 3 of this document.

In the event of a problem

If you have a concern about your Nature's Carpet and would like to make a claim under your Nature's Carpet warranties, you should start by contacting the retailer who sold and installed your carpet. Your Nature's Carpet retailer will first make an inspection of your carpet and if unable to remedy the issue, they will bring forth a formal request to our company on your behalf, in order to pursue the matter further.

Warranties in Detail

Please refer to the General Terms and Conditions section at the end of these warranties for further details and please also note the depreciation table that applies in the event we determine that a refund is in order. This can be found on page 3 of this document.

1. Lifetime warranty against manufacturing defects*

We warrant your Nature's Carpet against all manufacturing defects during the expected lifetime of the carpet, so long as:

- The carpet was bought and installed through a recognized Nature's Carpet dealer;
- The carpet was installed in accordance with generally accepted Canadian installation practices and standards; and,



- The carpet has been properly maintained and used for residential purposes in a private household at all times since its original installation. Please refer to Colin Campbell's Wool Carpet Care & Maintenance Guide for basic care guidelines.

It is important to note that fluffing on new carpet, sprouting, tracking, permanent shading, fading, roll pressure marks, indentations from heavy furniture and shading on cut pile carpets **do not** constitute a manufacturing defect.

2. 10-year limited abrasive wear warranty*

Nature's Carpet is designed to retain a first-rate appearance, even as it gradually wears down over time. We warrant that, under normal residential foot-traffic on flat surfaces, the carpet pile will not wear through to the backing within 10 years. This warranty does not include stairs, nor does it include crushing, matting, soiling, staining, fading, improper maintenance and/or damage.

3. Five-year insect resist warranty*

Nature's Carpet has been treated to deter insect and moth infestation, **with the exception** of the undyed Dark Green wool products, which are not treated for insect resistance. Should a problem be reported within five years of purchase, we will repair, replace or treat the affected area, providing that the carpet has been properly maintained and used for residential purposes in a private household. It is important to note the insect deterrent treatment is embedded in the carpet fibre and needs to be ingested by the insect to have an effect and to stop further spreading– this will mean some fibre loss will occur.

The insect treatment does not stop insects from entering your home. Thorough and regular vacuuming around your base boards and under infrequently-moved furniture will help prevent infestation. Failure to maintain your home in a manner that reasonably deters general insect inhabitation will affect this Nature's Carpet warranty, which as a result, could be reduced or voided at Nature's Carpet's sole discretion.

** See table for depreciation values on page 3 of this document*

Environmental certification

Nature's Carpet carries a high environmental certification from our manufacturers, which is an independent assurance that your carpet has met strict standards across a range of criteria that includes raw materials used in manufacture, product emissions and product stewardship.

Please Note: Permanent shading/watermarking

All cut pile carpets, particularly plush pile carpets, will develop lighter or darker patches over time. Known as "shading", "puddling" or "watermarking", it is caused by the permanent bending of the carpet pile fibres which then reflect the light differently. In this respect, cut pile carpets are very comparable to other textiles such as suede and velvet, which also show light and dark areas. The extent to which shading occurs cannot be accurately predicted or prevented and is most often related to the location of use.

Shading does not affect the wear or durability of the carpet and is not recognised as a manufacturing flaw or defect and is therefore not covered by the Nature's Carpet manufacturing defects warranty.

General Terms and Conditions

Depreciation table for credit value

If we determine not to repair or replace the affected carpet, we will issue a credit based on the age of your carpet. The age is determined from the date of installation of your carpet by a Nature's Carpet retailer. The credit value is based on a new carpet (material only) of the same or comparable type within the Nature's Carpet collection.

Depreciation table for credit value:	
First 2 years	100%
Years 3-5	70%
Years 6-8	40%
Years 9-10	10%

- Warranties are extended to the original purchaser of the carpet only and are not transferable (i.e. through a sale of your house). The warranty is solely for the use of the carpet in a private residence in accordance with the carpet's rating recommendations. The warranty only applies to first grade carpets and is not applicable to carpets sold as seconds.
 - Carpets must be properly installed over a quality underlay and maintained in accordance with the care recommendations provided.
 - Failure to appropriately install the carpet as per the standards and to maintain the carpet as outlined in accordance with the carpet care recommendations could void all or part of the warranty coverage, at Nature's Carpet's discretion.
 - Our warranties do not cover damage resulting from accidents or abuse such as soiling, spills, burning, flooding, cutting, damage caused by pets and lack of protection from cleaning agents or materials used in cleaning adjacent hard surfaces.
 - Warranties do not cover carpet which has been treated after installation with any topical chemicals such as fungicides, stain resist treatments or cleaning agents which have affected the properties of the carpet. It does not cover damage caused by prolonged or excessive moisture.
 - Warranties do not cover damage to your carpet caused by a failure of the underlay, damage caused by underfloor heating, or from laying carpet over another carpet.
 - Warranties do not cover carpet which has been made into mats.
- Under these warranties, Nature's Carpet will not pay consequential or incidental damages, including any loss, expense or damage other than to the carpet itself.