

KNOWING YOUR RUG

10 RUG RULES

#1 Colour

No two rugs are the same. Slight color variations are common for handmade rugs, as dye lots may change over a period of time.

#2 Odor

Odors are caused by dyes, yarns and shipping for long distances in sealed wrap. Most odors dissipate within a week once the rug is removed from the shipping wrap.

#3 Shedding

All wool rugs will shed. Shedding will subside over time, depending on traffic and wear. It typically takes 20-25 vacuums, at a minimum, to curtail shedding. Some will shed for the lifetime of the rug – this is the nature of the fibre.

#4 Fading

If exposed to sunlight, rug colours typically fade over time, even if they are fade resistant. The African UV is particularly harsh and so we cannot determine the time period before fading occurs.

#5 Creases

If your rug has been rolled or folded for shipping, it may include creases. Creases should disappear within a week or two when the rug is laid out flat. Reverse rolling the rug overnight will help.

#6 Rug Rotation

As a general rule, rugs of all materials and constructions should be rotated every 3-6 months to balance colour and evenly distribute regular foot traffic across the full surface area.

#7 Sprouts

Loose fibers, or sprouts, are a normal part of the break-in process of handmade rugs. To remove sprouts, use a small pair of scissors to snip them off even with the pile. Do not pull the fiber out, as this can cause a deterioration of the backing.

#8: Lift, don't drag

Woven rugs need a little extra love and care. To avoid 'pull's, take care when moving furniture over the rugs to avoid 'pulls' and lifts in the weave.

#9: Soften the blow

Protect your rug from sharp edges that puncture the rug surface by placing soft pads beneath the legs of table and chairs.

#10: Anti-Slip Support

The use of an anti-slip mat beneath your rug will prevent it from moving around - less shifts, pulls and tugs will prolong its lifetime.



CLEANING YOUR RUG

How to Vacuum Your Rug

- Canister vacuums without beater bars are the optimal type of vacuum to use on rugs. Brooms and manual sweepers are also a gentle and effective way to clean rugs. Try to avoid frequent vacuuming to maintain all fibres as the suction can pull out the threads from the back of a rug and cause "sprouts." Use the handheld attachment to vacuum your area rug, whenever possible.
- Avoid running the vacuum over the fringes/tassles/edges at the ends of the rug, as fraying may occur.
- Always vacuum from different angles to avoid strain in one particular direction.
- Our Jute rugs should not be vacuumed at all.

How to Clean Your Rug

- Clean spills immediately. Once a stain is set, it becomes much more difficult to clean. Never rub a spill, as this forces the spill deeper into the rug. Instead, blot the stain with a clean dish cloth or paper towel. Scrape off any food or debris asap.
- For wool rugs, use lukewarm water to remove any

residual stain, as wool is more prone to bleeding and staining than synthetic fibers.

- Always use clean water to remove any residual cleaner, and dry towels to absorb any remaining moisture.

We cannot guarantee that any spills or marks can be removed completely – this is at the owner's discretion to decide whether they would like to attempt cleaning or if they get the rug professionally cleaned.

Professional Cleaning For Your Handmade Rug

- Always use a professional area rug cleaning expert. Cleaning a handmade rug requires a process different than cleaning wall-to-wall carpet.

"Easy to Clean, Indoor/Outdoor rugs"

- With a dry cotton towel or white paper towel, blot out stain as much as possible.
- Scrape off any food or debris with a dull instrument.
- Mix a very small amount of dish soap with a cup of cold water. With a clean sponge and soap mix, remove remainder of the stain. Allow the area to dry.

- For all-over cleaning, spray with a mixture of handwash soap and water and rinse with clean water in a bucket. Make sure you remove all soap as this can create a mark.

Viscose Rugs

- Viscose rugs are constructed of wood cellulose fibers, which absorb moisture easily, therefore cleaning is not advised. If cleaning should become necessary, professional cleaning is preferable.
- Do not spot clean with water as cellulose fibers will turn yellow or discolor when wet and may stain after cleaning.
- Lighter colors are more susceptible to staining and large, solid areas will show staining more easily.
- Avoid placing viscose rugs in high-traffic areas to minimize the need for cleaning.

Leather/Hide Rugs

The beauty of a natural hide is, that it ages naturally – this includes inevitable hair loss over time*. Every unique piece will perform differently depending on the climate and the space it lives in. Hide rugs are best cleaned by gently shaking out dust, not vacuuming, to prevent further hair loss and spills may be gently dabbed with water and natural soap on a cloth.

- *We will not accept returns on hides that lose hair over time as this is part of the natural aging process of the product.

Jutes

- Specifically see note about odors, sprouting and fading.
- Do not vacuum.