

VICTORIA™

Carpets



NATUREBORN

Care & Maintenance Guide

WWW.VICTORIACARPETS.COM

Thank you

Firstly, thank you for choosing Victoria Carpets and one of our Natureborn ranges.

Your Victoria carpet will give you many years of pleasure and hard wearing service, provided that you care for it and maintain it on a regular basis. This booklet outlines the best ways to care for your carpet to keep it looking newer for longer.

Most stains caused by food and drink spillages will be removable, using the simple instructions contained in this brochure, without damaging the carpet. Please read these instructions carefully.

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 - We have partnered with WOW Warranty which is a free service dedicated to protecting your wool carpet. To find out more simply visit their website wowwarranty.com and register your carpet.
- 4) WOW Warranty

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.

General Care

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 that either features a brush roller. This will help loosen and lift soil from the pile as you are hoovering.

For loop pile carpets, we recommend the use of a **suction only** vacuum cleaner with no brush roller. Vacuums that have retractable brush rollers should always be retracted when going from a hard flooring onto loop carpet. The use of a vacuum cleaner with any form of brush, may cause the carpet to "pill" or fuzz.

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
Baby Accidents	A
Blood	A
Butter	B
Chewing Gum	C
Chocolate	B
Coffee	D
Drink - Alcohol	D
Drinks - Soft	D
Dyes	E
Egg	A
Fat	B
Gravy	B
Grease	B
Ink - Ballpoint	B
Ink - Fountain Pen	B
Ketchup	A
Make Up	B

Stain	Removal Method
Margarine	B
Milk	A
Nail Varnish	B
Oils	B
Paint - Water based	D
Paint - Oil based	B
Pet Accidents	A
Polish	B
Rust	B
Salad Dressing	B
Sauces	B
Soot	B
Tar	C
Tea	D
Urine	A
Vomit	A
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

This handy checklist details the majority of the natural characteristics all carpet show from time to time, as well as explain why carpet behaves the way it does.

Indentations:

When a carpet is subjected to a heavy load, such as legs of furniture, it is expected that the heavy object will leave an indent. Usually, the longer the load is in place, the longer it will take the carpet pile to bounce back to its original state.

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 or coasters below furniture legs can help spread the load, as this means the pressure is expanded across a larger area, resulting in an indent that is not as deep.

Often normal maintenance (vacuum cleaning with a rotating brush) will speed up recovery, however there are a few techniques that have been known to help, such as:

- Placing an ice cube on the indent and letting it melt, once fully melted brush the pile back up and let it dry naturally.
- Using an iron and damp cloth or a steam iron, together with a blunt darning needle to carefully tease up the pile.

Shading:

Shading occurs due to the pile of the carpet being crushed underfoot. The pile gets flattened or brushed in a different direction which causes light to reflect at different angles. This creates the effect of light and dark patches on the carpet. Shading will occur on all cut pile carpets, but can be more noticeable on plainer carpets, as there is no heavy pattern or design to help disguise the shadows.

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. Unlike shading, Pile Reversal is permanent and can not be reversed. This can happen to any carpet construction and can sometimes 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 and is not covered under our wear warranty.

Ventilation:

All wool carpets will have a 'new carpet' smell. This has been described differently depending on the person and some find the smell stronger than others. By opening windows and doors, the odour will start to dissipate due to the increase in airflow throughout the room.

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.

Piling:

When a new carpet sheds, fibres can sometimes get caught on the carpet. Think of a woolly jumper and how you get little balls of wool in areas that have rubbed together. The same happens to a wool carpet. If you do come across this, never try to pull them off, simply snip them off with a pair of sharp scissors.

Draught Markings:

Carpets may show increased soiling around the edges of a room, mainly under doors and near air ducts. This is called draught marking and is caused by dirt particles being blown through the gaps between floorboards, skirting or doorways. Any gaps like these should always be sealed before the carpet is fitted to prevent this occurrence.

Pole Marks:

When a new carpet is fitted, you can often see a line running the width of the carpet. This will most likely be what is known as a Pole Mark. It's where the end of the carpet rolled onto the tube and met the carpet pile. This line disappears after a couple of months of usage and is not a manufacturing fault.

Pressure Bands:

These marks in the carpet are also known as roll pressure marks and are the result of the carpet being stored on warehouse racking. These rolls are heavy and are under considerable sustained pressure, which lead to crush lines. These will disappear after a couple of months of usage and is not a manufacturing fault.

Flattening:

All carpets will flatten over time and will happen sooner depending on the level of maintenance. This is not a manufacturing fault and is a natural wear of the carpet.

Benefits of NATUREBORN

Construction:

100% Wool - These products offer a completely natural product with rustic aesthetic. Wool is known for it's quality, durability and amazing appearance retention properties.



Wool Blends - Whilst wool doesn't necessarily need the addition of man made fibres, it can help increase the durability further. Polypropylene or Polyester also helps improve the stain resistance of the product.



British Wool

Majority of our wool products are made from wool sourced within the UK. British wool is renowned for being tough, whilst other wools, such as New Zealand wool has known for their softness.

Insulating:

Wool is a superb insulator and stores heat within the fibres, meaning it is a great option for anyone with underfloor heating. It's also great during the colder months when less heat will be lost through the floor.

Sustainability:

Wool is a product that is grown naturally on sheep. Every 9-12 months a sheep is shorn to remove their wool, meaning it grows back at a continuous and rapid rate.

Fire Resistant:

Wool is difficult to ignite and can not be melted. This is down to the high water and nitrogen content within the fibres.

Moth Free Living

Here at Victoria Carpets, we are confident in the quality of our wool products that we offer a Lifetime Moth Free Living Warranty. This covers all consumers who purchase a wool or wool mix product for their home.

How does it work?

All of our carpets have a wear warranty that range from 7 to 20 years cover, this is also the lifetime expectancy of the carpet, therefore the Moth Free Living Warranty coincides with this. Depending on the amount of time the carpet has been fitted, reflects the percentage of money back guarantee you are able to claim on your replacement carpet:

Wear Warranty	To claim 100% free replacement	To claim 50% discount on replacement	To claim 25% discount on replacement
7 Year Wear Warranty	0 - 2 years	3 - 5 years	6 - 7 years
10 Year Wear Warranty	0 - 4 years	5 - 7 years	8 - 10 years
12 Year Wear Warranty	0 - 5 years	6 - 8 years	9 - 12 years
15 Year Wear Warranty	0 - 6 years	7 - 10 years	11 - 15 years
20 Year Wear Warranty	0 - 8 years	9 - 15 years	16 - 20 years

Sound good... how to sign up?

To register your Moth FREE Living Warranty, simply visit our website at www.victoriacarpets.co.uk and find our warranties page. Here you will be able to fill in your details, click send and within a couple of hours, you will receive a confirmation email with your unique warranty reference.

Alternatively you can email us on cm@myvictoria.co.uk or call us on 01562 749300 and ask for the Customer Services Department.

Terms and Conditions of Moth Free Living Warranty:

- 1) This is a **FREE Lifetime** Warranty which coincides with the wear warranty on the range purchased and any carpets outside of this time period will not be accepted under the warranty.
- 2) This warranty is intended for the original purchaser and can not be transferred to another.
- 3) Victoria Carpets have the right to inspect the carpet should a complaint be made and carry out tests on the affected area to ensure appropriate maintenance and cleaning has been done regularly.
- 4) The carpet should be professionally cleaned a minimum of once every two/ three years from the date of purchase and evidence of this should be kept in case the warranty is actioned upon.
- 5) Regular vacuuming and maintenance is vital in order to stop moth infestation. If evidence is found that maintenance has not been carried out whilst the carpet has been fitted, Victoria Carpets are within their right to not accept the warranty should it be actioned.
- 6) Any replacement will be 'like for like' subject to available ranges at the time of a replacement being offered. Cash alternative is not an option. Should a replacement be selected that is dearer than the original purchase, the difference in cost will be covered by the consumer.
- 8) Once a replacement offer has been made and the original uplifted, sufficient evidence of a Pest Control Extermination needs to be presented to show the issue has been eradicated before any replacement is fitted.
- 8) This warranty does not cover the cost of fitting, removal or underlay and is a material only offer.
- 9) All wool and wool mix carpets should be registered under the Moth Resistance Warranty within 30 days of purchase.
- 10) Victoria Carpets are not liable to cover any costs for pest control services.

Although this is not a moth proof carpet, we hope this guide has been insightful and helped ease your mind when it comes to carpet moths.

WOW Warranty

Whilst we do not offer a stain warranty on our wool and wool blend ranges, we have partnered with WOW Warranty.

This is a special after-care service for consumers who buy a wool or wool blend carpet. The warranty and maintenance programme combine to keep your carpet spotless and looking beautiful all the time.

For more informaton, please visit www.wowwarranty.com, where can register for FREE as well as find all Terms and Conditions.



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