

rug couture

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4th floor

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W1S 1SP

united kingdom

Thank you for choosing a hand made custom rug from Rug Couture, which has been woven by our master rug makers to your commission. We are passionate about our rug making process and feel the time taken and traces of humanity held in every Rug Couture rug are the very things which give your hand made rug its authentic character and value. In order to keep your rug keep looking at its best please read the information below.

on receiving your rug

Ensure your new rug is situated in a clean and dry indoor location. Unroll your rug as soon as possible after you receive it so that it has a chance to relax. If it has been rolled up for some time the edges may not lie flat on the floor at first. If this is the case, gently roll your rug the opposite way and straighten it out again. This process can take up to a week and can be helped along by allowing your rug to relax in a warm room.

take care with...

i. moisture

Because all (natural) floor coverings can be very absorbent, they should only be used indoors, away from any excessive moisture. Do not place planters or plant pots directly or indirectly on your rug as however carefully placed they can still provide a source of moisture.

ii. moths

Especially if you have purchased a pure wool rug disturbing and walking on your rug regularly will help keep any moths at bay as they will rarely trouble a rug which is in regular use. Moths prefer dark, undisturbed locations so should a part of your rug sit under a piece of furniture make sure to lift, move and rotate this portion periodically.

iii. sunlight

Intense, direct sunlight can cause any rug or textile to fade. Due to the subtle variations found in both natural and synthetic fibres no two rugs respond in exactly the same way and some are more tolerant to sunlight than others; so we recommend keeping an eye on your rug. If your rug is located near a window use curtains or blinds to minimise sunlight exposure and ensure you rotate it regularly to retain its uniform colour.

shedding (hand tufted products)

The pile in our hand tufted rugs will initially loose some surplus fibres in a process called shedding. Should a fibre stand proud of your rug simply trim back to the original length of the pile using a pair of sharp scissors. Do not brush the rug as this will force more fibres to become loose simply vacuum regularly for the first few months and this will resolve.

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caring for your rug

1. **Clean your rug**
2. **Attend to spills and soiling as quickly as possible**
3. **Rotate and disturb your rug**
4. **Always store your rug properly**

1. cleaning your rug

- **Weekly cleaning** - vacuum using a suction only vacuum cleaner (without a beater bar) if necessary brushing dry dirt out first with a soft brush before vacuuming
- **Seasonal cleaning** - if this is required we recommend professional steam cleaning, by a dedicated carpet cleaning service. Colours may show a slight colour change (no more than 5%) when cleaned (darker tones are more susceptible; rug couture are unable to account for the difference.) Please seek professional advice at all times if unsure about a cleaning procedure. Shampoo and wet cleaning methods should never be used on natural floor coverings, this includes hot water extraction machines.

2. first aid for spills

- Attend to any spills or soiling as quickly as possible
 - Always work towards the centre of the stain or soil
 - Always blot - never rub or scrub
 - If you should decide to treat a stain yourself always test any solution/detergent on an inconspicuous area of your rug first and always apply to your cloth or towel never directly to the rug
 - Never over wet and do not wet into backing materials
 - Never use stain removers that contain bleach
- i. **Scrape up any excess** - using a flat implement (a blunt knife is good) scim any excess from the rugs pile, taking care not to push any excess down into the pile
 - ii. **Blot up any liquid component(s)** - using clean, dry paper towels or other dry absorbent material(s) changing towels or other materials frequently while applying a light pressure to assist with this process

If in doubt consult a carpet cleaning professional. If you wish to try to tackle the stain yourself please see the National Carpet Cleaners Association for emergency tips www.ncca.co.uk/firstaidforyourcarpet.php for common types of spills and stains.

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3. rotate and disturb your rug

Enjoy your rug! Rugs have survived for thousands of years and your rug will be surprisingly robust so walking on it (with clean feet or shoes) using it, hoovering and looking underneath it regularly will all help to ensure the area beneath it is clean and dry will help prevent mildew and moths.

4. tips for storing your rug

- i. **Ensure your rug is clean and dry before you store it** as dirty rugs will attract moths and moisture will create mildew
- ii. **Ideally place your rug on a clean, dry surface in the sunlight for a half-day (maximum)** on both sides prior to storing
- iii. **Roll your rug** and secure it loosely with clean, dry string
- iv. **Securely wrap your rug** using heavy duty refuse bags or a waterproof material like Tyvac; wrap your rug in a way that no water or moisture will be able to penetrate it
- v. **Finally store in a dry, secure location** away from any potential sources of moisture or damp

If you have any questions about your rug or would like further information please visit:
www.rugcouture.com/contact or call tel: 0845 071 9303.