The safe way
to care for your wool carpets and rugs

a guide to
daily care
spot removal and
professional cleaning

The WoolSafe Organisation
www.woolsafe.org

How best to care for your wool carpets and rugs

Register your new carpet for the **FREE W**ool **O**wners **W**arranty immediately for peace of mind: www.wowwarranty.com/customerregistration.aspx.

Entrance or walk-off mats

The use of entrance mats at all outside entrances to the house is highly recommended, as it will significantly reduce the rate at which the carpet will soil. They should be of adequate size to allow street dirt to be removed from shoe soles and must be cleaned regularly themselves.

Protective treatments

Many carpets come with a protective fibre treatment to reduce problems with staining and soiling. These treatments, while effective in many ways, are not bullet-proof and will eventually wear off. Quick response to spills and regular cleaning is still required.

Carpets that have no protector applied by the manufacturer can be treated after installation on the floor by a WoolSafe accredited carpet cleaning company. Find your nearest WoolSafe Approved Service Provider at www.woolsafe.org/find-a-carpet-cleaner/.

Maintain your carpet regularly

Regular cleaning will extend the life of your carpet and maintain its appearance.

Vacuum clean regularly and thoroughly, which removes gritty dirt that can damage the fibres. Deal with spillages as soon as possible, preferably the moment they occur (see pages 6 and 7).

When your carpet or rug reaches a stage where it could do with a really good cleaning, you can either do the job yourself, or call a carpet cleaning company.

Cleaning your carpet

If you are considering cleaning the carpet or rug yourself make sure to use only WoolSafe approved products. Look for this Mark on the bottle or package; or check the up to date listing on: http://www.woolsafe.org/woolsafe-approved-carpet-care-products/consumer-products/.

WoolSafe approved products have been **independently and scientifically tested** and are safe and effective for cleaning and maintaining wool and wool-rich carpets and rugs.

Never use any detergents such as dish washing liquids, soaps or other cleaners recommended for general household use. Although they may clean your carpet satisfactorily they will almost certainly cause problems such as rapid re-soiling, colour bleeding or other damage to the pile or backing of the carpet. Beware of products claiming to be safe on all fibres, including wool. It might be true, but if it does not have the WoolSafe Mark, it is not endorsed by most carpet manufacturers!

Having your carpet cleaned professionally

It is best to have your valuable carpet cleaned by a professional carpet & upholstery cleaning company.

To get a really *expert* job done entrust the work to a **WoolSafe Approved Service Provider.**

These carpet cleaners are fully trained, have been in business for a considerable length of time, are members of one or more recognised professional cleaners' associations and have a reputation for top quality service. And **they use only WoolSafe approved cleaning products** on wool carpets and rugs!

WoolSafe Approved Service Providers also service the **WOW** warranty to keep your carpet spotless.

For details of a **WoolSafe Approved Carpet Cleaning Company** nearest to you, look for the Mark in the Yellow Pages or check out our online directory - visit www.woolsafe.org and click on the 'Find a WoolSafe Approved Carpet Cleaner' button and then type in your postcode. The nearest WoolSafe Approved professional cleaner's details will be instantly displayed alongside a map of their location and the list of services they provide. Alternatively contact The WoolSafe Organisation, 49 Boroughgate, Otley, LS21 1AG, Tel: 01943 850 817; e-mail: office@woolsafe.org.

If you have a problem with your carpet or rug…

…and you feel you might need the services of an **independent inspector**, a network of carpet complaint investigators, trained and registered by The WoolSafe Organisation is available throughout the UK and Ireland.

WoolSafe Registered Inspectors are experienced investigators of the causes for carpet complaints, based on their practical involvement with carpets and rugs over many years.

They are fully qualified to investigate carpet and rug complaints on-site on behalf of carpet manufacturers, retailers, cleaning companies and carpet owners. They can carry out or commission tests where required, and will provide comprehensive reports.

To contact an inspector in your area: call 01943 850817, email: office@woolsafe.org or visit: www.woolsafe.org and click on the 'Find a WoolSafe Registered Carpet Inspector' button and then type in your postcode. The nearest registered inspector's contact details will be instantly displayed alongside a map of their location.

WoolSafe Approved Consumer Products

3-in-1 Machine Cleaners / Pre-Treatments	***Sold by***
1001 Carpet Machine Solution	WD-40 Company
Astonish Premium Edition Vac Maxx Carpet Cleaner	Astonish Products
Hoover OnePWR	Hoover UK
Hoover Platinum	Hoover UK
Hoover Ultra +	Hoover UK
Vax OnePWR	Vax
Vax Original	Vax
Vax Original Concentrate	Vax
Vax Original Spring Fresh	Vax
Vax Original Pet	Vax
Vax Original Pet Concentrate	Vax
Vax Original Pet Floral Fresh	Vax
Vax Platinum	Vax
Vax Pre Treatment	Vax
Vax Ultra +	Vax
Vax Ultra + Pet	Vax
Vax Ultra + Refresh & Revitalise	Vax
Vax Ultra + Spring	Vax

Spot and stain removers – general use*	
1001 Carpet Stain Remover	WD-40 Company
1001 Pet Stain & Odour Remover	WD-40 Company
Astonish Carpet & Upholstery Spot Stain Remover	Astonish Products
Astonish Premium Edition Carpet Spot Stain Rem'er	Astonish Products
Carpet Power	OzKleen
Dyzolv	Dyson Appliances
Extreme Stain & Odour Remover	Manna Pro UK
Stain & Odour Remover Original	Manna Pro UK
Stain & Odour Remover Rain Forest	Manna Pro UK
Stain & Odour Remover Spring Breeze	Manna Pro UK
Urine Destroyer	Manna Pro UK
Vax StainShot	Vax

Spot and stain removers – good on greasy stains*	
Carpet Power	OzKleen
Duo-P Powder	SEBO
Dyzolv	Dyson Appliances
Zorb Dry Cleaning Powder	Dyson Appliances

Manual Carpet Shampoos	
1001 Manual Carpet Shampoo	WD-40 Company
Carpet Shampoo	Manna Pro UK
Vax CarpetBoost	Vax

***Please carefully read the spot removal instructions on pages 6 and 7**

Anti Re-soil and Anti Allergy Treatments	
Tex-Guard	Stainshield Ltd
Vax Ultra+ Refresh & Revitalise	Vax
Vax Post Treatment	Vax
Impregnated Powders / Dry Extraction Cleaners (also good on greasy stains)	
Duo-P Powder	SEBO
Zorb Dry Cleaning Powder	Dyson Appliances
Deodorisers / Sanitisers	
1001 Pet Stain & Odour Remover	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Exotic Flow's	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Fresh Linen	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Frosted Berries	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Thai Orchid	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Thai Orchid Pet	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Soft Jasmin	WD-40 Company
1001 Carpet Fresh Odour Eliminator - Spring Blossom	WD-40 Company
Vax Ultra + Refresh & Revitalise	Vax

The above products are available from carpet retailers, hardware stores, supermarkets, electrical retail shops or with carpet cleaning hire machines or on the internet.
In case of difficulty finding them, contact the manufacturers direct.

Suppliers	Where to buy
Astonish Products T: 01274 767 440	www.astonishcleaners.com Home Bargains, Wilkinsons, Savers, 99p Stores, B&M Retail
Dyson Appliances Ltd T: 01666 827 200	www.dyson.co.uk Electrical shops (with vacuum cleaners)
Manna Pro UK T: 01733 404 390	www.simplesolution.uk.com Pet shops
OzKleen Europe Ltd T: 01491 641 832	www.ozkleen.co.uk ASDA, Budgens, Co-op, Makro, Robert Dyas, Tesco, Waitrose, Wilkinsons
SEBO (UK) Ltd T: 01494 465 533	www.sebo.co.uk John Lewis, BHS
Stainshield Ltd T: 01372 841467	www.stain-shield.com
Vax Ltd T: 01905-795959	www.vax.co.uk Electrical retailers
WD-40 Company Ltd T: 01908 555400	www.wd40.co.uk; www.1001carpetcare.co.uk Asda, B&Q, Co-op, Morrisons, Waitrose, Wilkinsons

General rules for spot removal

- Soak up liquids with **white** kitchen roll, tissues, toilet roll or **clean** cloth
- Scoop up or scrape off solids
- Try to identify the spots prior to treatment – if unsure, use solvent first
- Always work from the edge of the spot inwards
- **BLOT, do NOT rub**
- Use **small** quantities of spot remover at a time, applied to a cloth, NOT directly to the spot; work into the spot with a small, soft brush or sponge
- Take care with applying solvents to bitumen-backed carpet tiles
- When using solvents always ensure there is plenty of fresh air ventilation
- Always thoroughly rinse out water-based spotters with clean water
- Dry the spot, if possible, with a hair dryer

For more help download the
award winning **Stain Guide App**
by The WoolSafe Organisation.
Available FREE for **all mobile devices**,
at hand when you need it most!

D.I.Y. Treatments

1 Blot with white kitchen roll or paper tissues
2 Vacuum clean (when dry)
3 Cold water; apply it to a white cloth and blot
4 Warm water; apply it to a white cloth and blot
5 WoolSafe approved carpet shampoo solution (diluted)
6 WoolSafe approved spot remover for water-based stains
7 WoolSafe approved spot remover for oily stains / impregnated powder
8 Absorbent paper or paper tissue and hot iron (on wool carpets only!)
9 Chewing gum remover (solvent or freeze type)
10 Nail varnish remover or acetone
11 White spirit or turpentine substitute
12 Surgical spirit (ethyl alcohol or ethanol)
13 Rub with a coin
14 Rub gently with coarse sand paper

Treatments used by professional carpet cleaners

15 ***WoolSafe approved disinfectant or deodorizer***
16 ***Rust remover***
17 ***Carpet re-colouring kit***

For a list of WoolSafe Approved products, see page 4 & 5

Easier Spots or stains	Try 1st	Try 2nd	Try 3rd
Blood	5	6	3
Burn/scorch marks	13	14	
Butter	7	5	
Candle wax	8	7	
Chewing gum	9		
Chocolate/cocoa	5	7	6
Cola	3	5	6
Cream	7	5	
Egg	5	6	
Floor wax	7	5	
Fruit juice	3	5	
Gravy and sauces	5	6	
Herbal tea	3	6	
Metal polish	5		
Mustard	5	6	
Oil and grease	7	5	
Paint (emulsion)	3	5	
Shoe polish	7	5	
Tea	3	5	6
Wine (white)	3	5	

More difficult Spots or stains	Try 1st	Try 2nd	Try 3rd
Artificially coloured drinks	3	6	
Bleach	3	17	
Central heating radiator fluid	16		
Coffee	4	6	
Felt-tip pen	7 or 11	12	5
Furniture polish	7	5	
Glue/adhesive (plastic base)	10	11	
Ink (fountain)	3	6	5
Ink (ballpoint pen)	12		
Lipstick	7		
Milk	4	5	15
Nail varnish	10		
Paint (oil)	11		
Rust	16		
Soot	6	5	2
Tar (asphalt)	7		
Urine (fresh stain)	3	5	15
Urine (old stain)	6	15	
Vomit	5	6	15
Wine (red and rosé)	1	6	

Other helpful tips relating to carpets and rugs

Fibre loss

Many new carpets, particularly those with a cut or velour pile, lose fibre during the first few weeks on the floor. This “shedding” or “fluffing” is caused by the way the yarn is spun and the carpet is made. It is no reason for alarm, but a natural phenomenon which will stop eventually. Just vacuum the carpet a little more gently for the first few weeks and empty the dust bag or receptacle regularly.

Pile Reversal

Pile reversal, also known as *shading* or – wrongly – *water marking or pooling* (water is *not* the cause), is the effect whereby areas of velour or velvet carpet appear to become lighter or darker in colour than the surrounding area. It is an optical effect, brought about by localised changes in the direction of pile lay and made visible by the way light is reflected off the carpet surface. It is caused by traffic patterns or unevenness in the floor; but is NOT a carpet defect. Loop pile carpets are not affected by this.

Sprouting

Occasionally tufts may appear above the surface of the carpet. Do NOT pull them out; but cut them level with the surrounding tufts with small scissors.

Colour change

The carpet may change colour over time for a variety of reasons, often due to pile flattening or gradual soiling. A good professional cleaning will usually restore the carpet’s appearance.

Very light-coloured – beige and cream - wool carpets may brighten in colour in the first few weeks, particularly near windows and patio doors. It will be most obvious if you move a piece of furniture and notice the carpet appears yellower underneath. It’s not that the carpet has yellowed, just that the natural creamy colour of the wool has ‘photo-bleached’. If you leave the ‘yellow’ part exposed it will quickly change to the same shade as the surrounding carpet.

Darker, dyed carpets will eventually fade when exposed for a long time to the ultraviolet rays in sunlight. The degree of fading depends on the shade and depth of colour chosen and the intensity of the light.

Indentations

It is advisable to put furniture cups under the legs of chairs, tables and cupboards to reduce indentations. If these have occurred on a wool carpet or rug lightly moisten the area and the indentation will disappear in 12 - 24 hours.

Draught marking

Carpets may show increased soiling around the edges of a room, under doors and near air ducts. This is called draught marking, fogging or filtration soiling, and is caused by the pile fibres filtering out dirt particles from the air blowing under skirting boards or doors, or from ducts. Ensure that these gaps are sealed before the carpet is installed.

© The WoolSafe Organisation

August 2020