



Brintons

**COMMERCIAL
CARPET SOLUTIONS**



At Brintons we bring space to life by creating outstanding carpet solutions for commercial interiors. The ultimate in wool rich and nylon woven Axminster and Wilton carpets, tiles, and hand tufted rugs since 1783.

Brintons has been at the forefront of the global woven carpet manufacturing industry for more than 240 years.

Committed to the concept of thinking globally and acting locally. Brintons has design studios, offices and agents in all major markets around the world.

We use our experience and knowledge to push the boundaries of design and technical development to ensure the very highest standards of product quality, flexibility and service are delivered to the customer.

ABOUT US

From hotels to airports, restaurants to convention centers, cruise ships to offices, Brintons has produced award-winning flooring that have combined innovative design with quality and outstanding commercial performance.

In the 1950's, Brintons invented the 80% wool, 20% nylon blend, which is now the global standard for Axminster around the world.

The blend combines the comfort of wool with the strength and durability of nylon. We also design and develop our own looms, and to this day, each carpet is checked and finished by hand.

image: Sheraton Laval Hotel & Conference Center

cover image: La Jolla Beach & Tennis Club



INSPIRING BEAUTY AND
EXCELLENCE IN HOTELS
AND RESORTS GLOBALLY

HOSPITALITY

Impress guests by enlivening their senses with a distinct design, creating a unique atmosphere of comfort and sophistication. Brintons weaves luxury carpets designed for hotels, resorts, clubs and spas that provide the ultimate in performance and value.

Axminster is the uncontested flooring choice for public areas and corridor carpet providing:

- Unparalleled design and color match, delivering distinctive design
- Greater comfort underfoot
- Noise reduction
- Improved air quality
- Safety against slips and falls
- Ease of cleaning and maintenance
- Comparably lower cost over the life of the flooring
- Use of color and design to create atmosphere and ambience

Explore other flooring options for guest rooms including Tufted carpet or SPC with an Axminster Loose Lay rug with non-slip backing.



image top: Sheraton Laval Hotel & Conference Center image bottom: Grove Isle



image: One Steamboat Place



GAMING

Carpet is key to the design theme within any leisure environment, providing the feeling of comfort and luxury perfectly suited for a large-scale design. It plays a crucial role in attracting customers again and again by making their visit pleasurable and memorable.

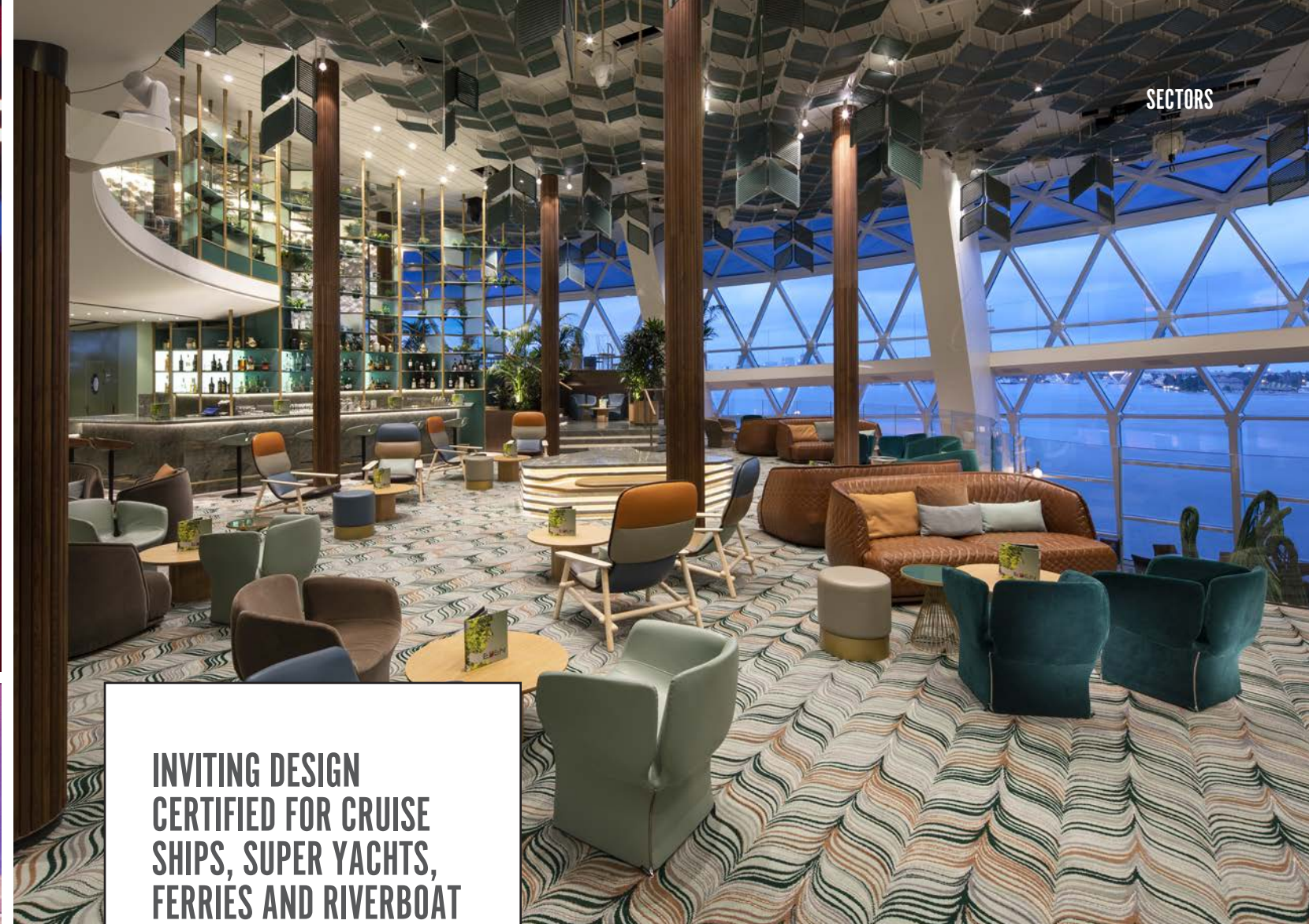
Custom woven axminster solutions in broadloom and tile:

- Meet stringent performance standards for commercial interiors
- Meet flammability and fire code standards
- Improve noise reduction
- Improve air quality
- Provide ease of maintenance

SUPERIOR WOVEN AXMINSTER BROADLOOM CARPET AND CARPET TILES FOR CASINOS



image top: Firekeepers Casino Hotel
image right: Jake's 58 Hotel & Casino



INVITING DESIGN CERTIFIED FOR CRUISE SHIPS, SUPER YACHTS, FERRIES AND RIVERBOAT CASINOS

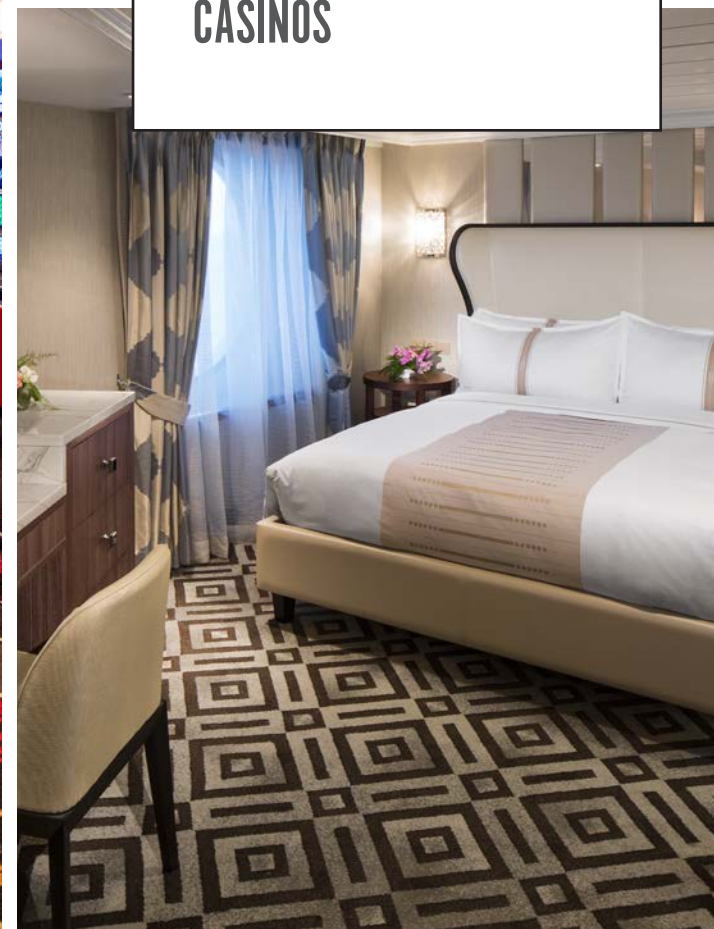


image top: Celebrity Edge Cruise Ship image bottom: Azamara Club Cruises

MARINE

Exuding a feeling of luxury and comfort, Axminster carpet can set the entire mood for your marine interiors. No other carpet lends itself to multi-colored and large-scale design like an Axminster. Brintons has an excellent track record with the world's largest ship owners, shipyards, and marine designers. Our specialist marine division has supplied carpet to more than 500 vessels for use in public areas, cabins and corridors.

Brintons offers stock and custom solutions with full marine certification for cruise ships, ferries, casino riverboats and other offshore installations. With a range of stocked products readily available with marine certification, choose from different styles, colors, patterns and textures:

- Meeting stringent flammability and fire code standards
- IMO (International Maritime Organization) Wheelmark accreditation
- US Coastguard requirements



SECTORS

PUBLIC SPACES

Brintons woven Axminster broadloom and tile plays a leading role in the creation of practical and inviting space. Extremely comfortable underfoot, it can be designed to enhance any interior scheme and will stand up to the demands of the heaviest pedestrian traffic while reducing background noise in the largest of areas, such as airports, convention centers and stadiums.

There is no compromise between style and functionality when choosing Brintons with:

- Unlimited design potential in scale and repeat
- Enhanced comfort underfoot
- Noise reduction
- Improved air quality
- Safety against slips and falls

PROVIDING UNIQUE STYLE AND FUNCTIONALITY TO CREATE DISTINCTIVE ENVIRONMENTS

image: Seattle Convention Center



SECTORS

MULTI FAMILY

Elevate Multi Family projects with Brintons comprehensive flooring solutions, where elegance meets longevity for a truly exceptional living experience.

Brintons crafts exquisite Axminster carpet for corridors and public areas, blending durability with sophistication to withstand the rigors of busy environments.

Explore other flooring options for guest rooms including Tufted carpet or SPC with an Axminster Loose Lay rug with non-slip backing.

The Brintons in-house design team collaborates seamlessly to craft spaces that reflect unique visions, ensuring every detail speaks of exclusivity and style in Multi Family spaces.

PRACTICAL AND COMFORTABLE FLOORING SOLUTIONS FOR MULTI FAMILY LOCATIONS

image: The Wren



DESIGN

Brintons is recognized as a powerful creative source, pushing the boundaries of how people think about pattern and color on the floor.

Our ability to combine thoughtful design with experience and technical knowledge allows us to deliver high performance floor coverings that will take your breath away.

By choosing to work with Brintons, you will have access to our global network of design studios and talented field designers, as well as our innovative design studio online 'DSO' and one of the industry's largest floor covering design archives. Our locally-placed designers can meet the demands of any bespoke design brief. We have the ability to design to any scale or budget ensuring we always surpass your expectations.

Brintons' innovative 'Design Studio Online' (DSO) provides interior design clients with the tools to access thousands of digital designs online.

This online tool enables registered clients to search by design category and then by installation type, to identify a carpet design that fits the bespoke brief. Once a design has been selected, the interactive software can be used to re-color it to suit a specific interior design scheme. The program will then produce an image of the carpet in a computer-generated 3D interior.

ARCHIVE

Brintons owns one of the world's largest commercial design archives and historical pattern libraries in the industry, dating back to the 1700's, restored and preserved by our own dedicated archivist.

As a design-led company, our archive is a unique reference tool and point of true inspiration to our clients and our highly skilled design team that clearly distinguishes us from our competitors. With 100,000+ custom designs, the archive is used as a source of daily design inspiration for clients' specific style projects and for Brintons' design collections.

At Brintons we're driven to create exceptional products and provide the highest standards of service to meet the exacting needs of your project no matter the size, scale or specification.

SERVICES

Sampling

Bringing your creative vision to life is an essential part of the custom design process.

To help you achieve this we offer:

- A full custom sampling service
- Bespoke color development
- Color matched design prints
- Woven trials

Total quality assurance

When it comes to weaving your carpet, we have complete control of every step in the process, from the sourcing, dyeing, spinning, weaving, to finishing of yarn, giving you an exceptional woven carpet that is beautiful, hard-wearing and easy to install.

Project management

You can be confident that your project will be delivered on time and to budget.

From start to finish your custom project will be championed by your own project manager, who will guide you through the entire process from initial project shaping, planning and estimating right through to installation, aftercare and maintenance.

Installation & aftercare

In partnership with our global network of installation professionals, we can offer you a full installation service including technical supervision and on-site advice.

We don't disappear after your project is completed. We are always available to provide you with the information and support you need to ensure your carpet keeps it good looks and performs to specification.

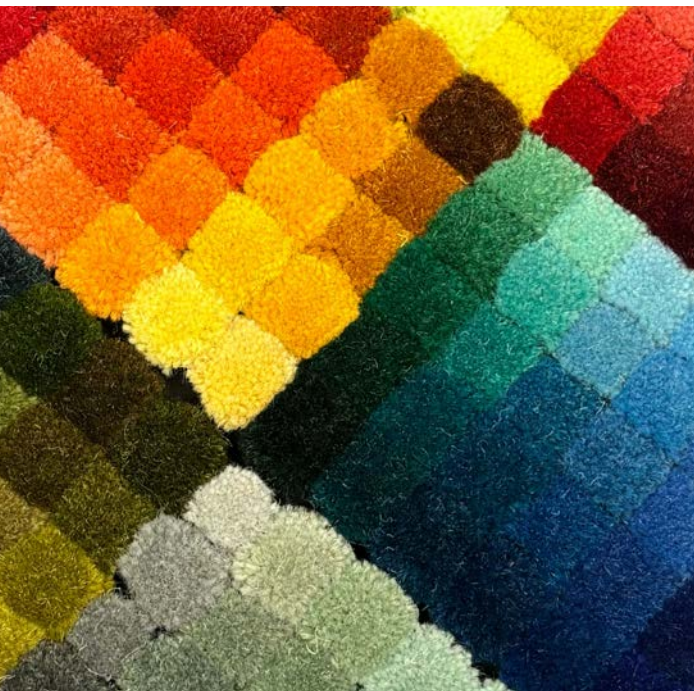


MANUFACTURING

Our carpet manufacturing process is totally integrated from start to finish, meaning we control every aspect from selecting and blending the wool, right through to the finished weave.

We have our own yarn preparation and dyeing plants in Europe and India and use the latest equipment and production techniques ensuring our rigorous high standards are maintained at all of our manufacturing plants.

Color control is especially important to us, so we make full use of spectrophotometers for measurement and computer analysis.





WHY WOOL? WHY BRITISH WOOL?

Wool is the primary component of a Brintons carpet, being a naturally occurring and renewable product, sourced from sheep which are “fuelled by grass” in some of the most beautiful countryside in the world. All types of wool selected and used by Brintons are sheared off annually as a natural by-product.

The British climate and landscape are both factors as to why British Wool is the best for carpets and rugs. The bulk and resilient characteristics of the wool mean that it is ideally suited for the creation of quality carpets. It is of low lustre, and more highly crimped than other wools.

British Wool benefits from the ability to bounce back after being compressed, making it the ideal product for a carpet and enabling it to look good for longer.

Brintons sources wool following IWTO (International Wool Textile Organization) sheep welfare guidelines. IWTO is the recognized global authority for manufacturing standards in the wool textile industry.

Brintons is a registered supporter of The Campaign for Wool which was started in 2010 by HRH The Prince of Wales with the purpose of renewing interest in and creating a greater awareness of wool's environmental credentials. Our CEO has signed The Dumfries House of Declaration which is a ten-point declaration of intent to support an environmentally responsible, sustainable, and commercially viable wool industry.



SUSTAINABILITY

The true meaning of sustainability is that a product meets our needs today without depleting the world's resources for future generations. In that respect wool-rich carpet is a great choice.

As a global manufacturer and distributor, Brintons is aware we have a direct impact on the environment and a responsibility to limit that effect wherever possible. Actively working to improve our environmental performance across all activities and thereby reducing our impact on the environment, we continually develop our environmental policies and procedures across all operations worldwide.

Brintons carpets make a significant contribution to improve indoor living standards and conservation of energy. Our wool-based products are sustainable and offer superior benefits.

We are continually working towards reduced energy and water consumption across all sites with the corresponding reduction in carbon emissions, including high efficiency lighting, reduced water consumption in dyeing, rain water harvesting and many more.

In recognition of its sustainability credentials, a Brintons carpet contributes positively to the Leadership in Energy and Environmental Design (LEED) building certification criteria. It also meets the stringent standards of the Carpet and Rug Institute Green Label Plus program, contributing to a healthy indoor environment.



BENEFITS

- A renewable and biodegradable natural source
- Wool has a natural resistance to dirt and water making it exceptionally easy to maintain
- Naturally flame retardant, wool is safe for use in commercial interiors
- Highly energy efficient, reducing heat loss in the home
- Natural ability to absorb indoor air contaminants
- Acoustic insulator, limiting the spread of sound

WOVEN AXMINSTER

In a Brintons Axminster carpet, each tuft of yarn is woven and locked into place by shots of backing yarn to create a strong, integrated three-dimensional structure. This method of carpet manufacturing not only creates a high-performance floor covering which meets the demands of the heaviest traffic areas, it also allows for the creation of complex designs incorporating multiple color and yarn combinations.



image: Caesars Forum



image: Velvet Collection, Austen Teal VC784

WOVEN WILTON

Brintons is also renowned for cut pile Wilton carpets. These are made on face-to-face looms where two carpets are woven at the same time. We can achieve a number of textures in our Wilton carpets from hard twists to super plush velvets.



WOVEN AXMINSTER TILES

If you want your commercial project to have the design impact of an Axminster carpet but you need the practicality of a tile, then Brintons Axminster tiles offer the perfect solution.

With our critical match capability, we can reproduce almost any broadloom design in a tile to give you the ultimate broadloom-in-a-box solution. Our tiles are available with attached comfort or bitumen backing and are manufactured in 36"x36" units.

image: Firekeepers Casino Hotel

WOVEN AXMINSTER LOOSE LAY RUGS

Carpet is the foundation of any interior. As the largest design element in the space, carpet has an important role to play in the overall scheme. With a rise in hard surface flooring, the key to weaving décor elements into a cohesive whole is a custom Axminster rug. Woven with our signature standard 80% wool, 20% nylon yarn blend, endless design possibilities allow for a custom Axminster rug to be transformative by either making a bold statement or simply adding another layer of textural luxury to the interior.



image: Modern Drift Collection, Design Q01/A073336MD



QUICKWEAVE™

To meet the growing demand for design-led quality carpet that can be made-to-order and installed in below average lead-times, Brintons has developed an innovative QuickWeave series to provide project designers and end users on a tight deadline with the widest choice yet of woven axminster designs in a broad spectrum of colors.

Brintons' award-winning design team developed the series to reflect today's trends with contemporary patterns complementing transitional styles such as plaids, stripes, geometric, abstract and layered design themes. Clever texturing techniques including

mottles, striés and fades have been used within the patterns to give depth to the designs while optimizing practical application for hospitality and other contract projects.

QuickWeave broadloom woven Axminster carpet is made using the 'Brintons blend' of 80% wool / 20% nylon and is available in four quality specifications from 7 to 10 rows, making it suitable for all types of area from light to heavy use. Regardless of specification, the wool element in Brintons' famous blend results in a luxurious soft feel while the nylon component ensures the carpet will be hardwearing for longevity.

image: Hydro Hotel, Windermere

Naturals

A QuickWeave Collection

In 1950 Brintons pioneered the 80% wool/20% nylon blend which is now a global industry standard. Understanding the fast paced requirements of today, along with keeping sustainability in focus, we are now offering a 100% undyed British Wool palette for our QuickWeave program.

An eco-friendly alternative to synthetic or dyed yarns, 100% undyed wool is recyclable, biodegradable and uses less resources throughout the manufacturing process making it a more sustainable choice.

The special wool yarns are created by blending together fleece from different colored sheep or different parts of the sheep's body to create a set of 8 beautiful shades of neutrals.

By utilizing our QuickWeave program we are able to provide an expedited solution for fast turnaround projects combined with the beauty and eco-friendly option of 100% undyed British Wool. Some might say... *the best of both worlds.*

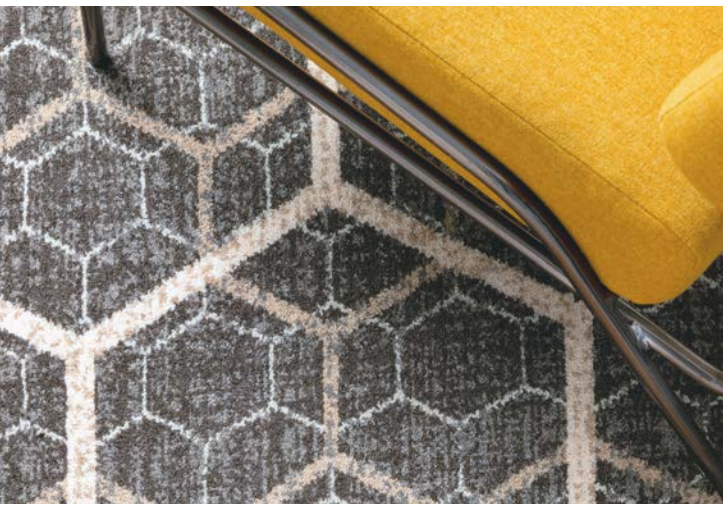


image top: Quickweave Naturals Collection, Design 3/Q1394



HAND TUFTED RUGS

If you are looking to create the ultimate, luxurious interior then look no further – we can create the most exquisite hand tufted rugs and wall-to-wall carpets using the finest wools. The opportunities with hand tufted are almost limitless in terms of color, design treatments and textural effects. The size and scale of our hand tuft carpets are only limited by our physical capability to transport extremely large pieces.

image: Kimpton Hotel Allegro, Chicago

WOVEN WILTON CUT AND LOOP

With a woollen Wilton carpet, woven in sophisticated restrained palettes of two and three colors, the floor can act as a solid neutral base or a textured statement to build your room atop of.

Enhance guest experience with a woven Wilton carpet by Brintons. Inviting a unique creativity to luxury environments, Brintons Wilton allows designers to achieve dynamic textural effects in high-quality guestroom flooring. One-hundred percent wool paired with cut and loop construction offers unparalleled dimension and irresistible tactility.



image: Four Seasons Boston One Dalton

TUFTED FLOORING

Brintons machine tufted carpets are created when 100% solution dyed yarns are punched through a primary backing by a series of needles. This tufted substrate is then adhered to a secondary backing with premium latex adhesives to create the finished carpet.

ColorPoint tufting technology allows for precise line work, complex textures and larger repeats using up to 6 different colors of cut or loop where Infinity tufting technology creates elegant patterns and controlled textures in combinations of 2 or 3 colors.

A Brintons machine tufted carpet marries the allure of cut and loop texture with the strength of 100% solution dyed nylon yarn produced in the USA - perfect for guest rooms.



image: Guest Rooms Collection, Design Q01/A048010



TAPPING IN TO THE NATURAL PATTERNS OF THE WORLD'S FORESTS & BRINGING THE HIDDEN GRAINS OF ANCIENT TREES TO LUXURY RESILIENT FLOORING.

RESILIENT FLOORING ARDEN TRACE

Steeped in heritage, Brintons is a trusted name in the soft flooring world. The Arden Trace line offers the opportunity to specify hard flooring with the confidence of Brintons' service and experience.

This SPC product gives the feeling of natural wood while the Quantum X™ technology adds an industry leading protective layer for wear resistance. Engineered to be waterproof and undeniably durable, Brintons resilient flooring is suitable for any application where resilient floors are desired.

Arden Trace is offered in four specs to meet our clients' various flooring preferences and needs: Arden Trace, Arden Trace Delux, Arden Trace Premium, and Arden Trace Echo.



image top: Arden Trace Premium, ATP007 image bottom: Arden Trace Echo, ATE003



HIGH DEFINITION WEAVE

Revolutionary 32 color HD Weave capability

Always one step ahead of the game, spotting trends and forecasting future fashions ensures we have grown and adapted to increasingly demanding consumer and corporate markets. Brintons is recognized as a powerful creative source, pushing the boundaries of how people think about pattern and color on the floor.

Our ability to combine thoughtful design with experience and technical knowledge allows us to deliver high performance floor coverings that will take your breath away. We have pushed the boundaries of technical development further than any other carpet manufacturer with our revolutionary 32 color 'High Definition Weave' capability, producing photorealistic, three-dimensional definition.

image: Seattle Convention Center



INSTALLATION

Choosing the right installer who is trained and experienced in installation methods, adhesives, subfloor preparation, and seaming is fundamental to the overall look and performance of the carpet.

For larger projects, Brintons can offer a full installation service including adhesives, pad, technical supervision, and on-site advice in conjunction with a global network of approved installation partners.

By utilizing our full turnkey solution you have end-to-end project management support from the very start of your project right through to installation. There's no need to appoint contractors to manage your installation or engage in multiple supplier agreements. We will oversee and manage the whole process for you, reducing your exposure and giving you greater control over your project.

image: The Setai Miami Beach

CLEANING AND MAINTENANCE

In any prestigious location, each aspect of the decor adds to the overall image of the installation.

This is especially true of carpet or carpet tiles when used in a large open area. In fact, the carpet is often the most noticeable feature in the installation; it has a powerful psychological impact on visitors and needs to be maintained in peak condition throughout its life.

We suggest that a care and maintenance program is put in place immediately after the carpet has been installed. The responsibility should be given to experienced personnel trained in the use of cleaning machines and who would be capable of recommending the frequency of the various cleaning operations.

This information is intended to provide general guidelines on the care and maintenance methods suitable for Brintons carpets.

Cleaning frequency guidelines

Soiling level	Maintenance required	Spot removal	Vacuum of traffic areas	Full vacuum	Interim maintenance	Intense cleaning
Light	Light	Daily	Daily	Daily	6-9 months	12-24 months
Medium	Medium	Daily	Daily	Daily	4-6 months	9-15 months
Heavy	Intense	Daily	Daily	Daily	3-4 months	6-9 months
Very heavy	Very intense	Daily	Daily	Daily	As required	As required

It must be recognised that these are guidelines only and trained facilities personnel are required to assess and change these guidelines according to the requirements of the installation.

Daily and periodic procedures

Two elements essential to an efficient maintenance programme include daily procedures encompassing both regular vacuuming and spot cleaning, and scheduled overall cleanings to remove discoloring grime and to refresh the pile.

Overall grime not only causes discoloration, it presents other undesirable qualities. Carpet that is not cleaned and reconditioned regularly, no matter how faithfully it is vacuumed, will tend

to permanently crush and mat down. As grease, present in smoke, or pollutants in the air settle on the carpet, pile yarns may become gummy enough to stick to each other and flatten in use. Matted carpet appears to be worn out, even if there is no real pile loss.

Vacuuming schedules and equipment

Of all the carpet maintenance procedures, vacuuming is the most important and also the simplest to implement.

“Track-off” areas at the building and/or kitchen entrances should be vacuumed multiple times daily. An upright heavy-duty commercial vacuum with power driven brushes and dual motors must be used. Brushes are usually more effective than

“beater bars” in commercial installations. A more powerful “pile lifter” type vacuum may also be used before and/or after periodic cleaning for optimum pile agitation and restoration. Proper vacuuming requires three to five slow passes over the same area. Brushes must be cleaned frequently and replaced when worn.

Cleaning methods

There are many methods that can be used on location to clean carpet. However, it is not possible to become an instant expert by reading descriptions, advantages and disadvantages of each method. Many successful carpet cleaning firms and equipment manufacturers will use different methods and often debate that their system is superior.

Interim cleaning methods

Absorbent powder compound
This is a very effective dry carpet cleaning system. The compound is made up of a mixture of processed organic fibers moistened with a water/ detergent/solvent emulsion. Its purpose is to break down and absorb particles of soil from the carpet pile. The absorbent powder compound is sprinkled evenly over the carpet and brushed in using a special counter rotating brush machine. The brushes help to lift the pile and restore surface appearance as well cleaning the fibers. After the powder has dried (approximately 30 minutes) it should be removed from the pile of the carpet using a powerful upright vacuum cleaner.

Absorbent powder cleaning has the advantage that only the badly soiled areas of the carpet need be cleaned. These areas can then be blended in with the rest of the carpet by brushing the powder slightly into the unsoiled areas to provide a good appearance overall. The correct amount of cleaning compound should be used, in strict accordance with the manufacturer’s instructions.

Failure to carry out these recommendations may result in an unwanted build up of compound in the carpet pile, which can be difficult to remove and eventually may affect the overall color of the

carpet. The powder is very safe in use and there is no requirement for personnel to be excluded from the area during cleaning. Absorbent powder compounds are not suitable for use in areas where the carpet is already wet or likely to get wet during the cleaning operation. Some machines which apply the powder and vacuum it back up are available.

Crystallizing shampoo or dry foam cylindrical application
In this method, a high-foam, low soil crystallizing shampoo solution is fed from a container onto cylindrically rotating brushes, which brush the foam into the carpet pile. At the same time, as well as cleaning the carpet pile, the brushing action helps to lift the pile and restore surface appearance.

This system is relatively easy and cheap to operate. The foam dries very quickly but the dried crystals needs to be removed from the carpet pile using a powerful vacuum cleaner. Shampoo residues can build up in the pile if they are not completely removed, making hot water extraction is recommended at regular intervals.

Intensive deep cleaning methods

However carefully the vacuuming, spot cleaning and interim cleaning methods are carried out, there will come a time when overall deep cleaning is necessary. Hot water extraction is one of the best deep cleaning methods available as it effectively flushes soil, grit and other debris from the pile of the carpet.

Types of deep cleaning systems:

Hot water extraction - spray extract system

Hot water extraction machines work on the principle of spraying jets of water/cleaning solution into the carpet pile and extracting with a vacuum head, which follows behind the jets.

Hot water extraction – spray brush extract system

Some machines incorporate a brushing action between the spray head and vacuum. Various sizes of machines are available and single machines can be joined together in tandem to increase efficiency.

Hot water extraction – rotary extraction system

In this system individual spray jets slowly rotate delivering shampoo solution to the carpet pile and immediately vacuuming it back out again.

Truck mounted machines

These are very powerful machines usually operating outside the building from a van or trailer. Long hoses snake into the installation delivering pressurized shampoo solution, which is immediately vacuumed up again. Either one of the types of head outlined above (spray/extract, spray/brush extract or rotary extract) can be used with this system.

Rotary Shampoo and Bonnet/Absorbent Pad ("Spin Bonnet") are not recommended methods for Axminster carpet. It is critical when cleaning Axminster cut pile carpet not to use spin bonnets, rotary brushes or rotary extractors. The rotary action of this equipment can severely distort the pile yarn. In addition, the spin bonnet method can leave chemical residue, which builds up on

the carpet. Brintons produce carpet with mixed backing materials, and all pile yarns are pre-dyed for excellent colorfastness, so wet cleaning can be used without causing shrinkage, seam splitting or fading. When using any wet cleaning method, be careful not to over-wet the carpet and allow adequate time so that the carpet will be dry before resuming use.

Any carpet which has been wet-cleaned needs to be dried as quickly as possible. Experienced cleaners with well-maintained machines should leave the carpet in a good condition so that it dries within approximately 4 hours. However, in confined spaces such as on a ship, it may be necessary to use air blowers. These powerful machines create a fast and sometimes heated flow of air over the carpet to speed up the drying process. The cleaning company may have their own machine, or it is possible to hire them.

It is important to develop a regular maintenance schedule undertaken by qualified individuals. The frequency of cleaning will be determined by the severity of the soiling and environmental conditions. Certain areas such as entrances and main traffic aisles, might need more frequent cleaning than the rest of the installation.

Many installations have been successful in utilising a combination of methods, such as dry extraction for interim cleaning of heavy traffic areas followed by hot water extraction of the entire carpet on a periodic basis.

Woolsafe approved cleaning companies

Whenever it is necessary to employ outside contractors to clean the carpet, it is important to ensure that only Woolsafe approved companies are used. They must use only Woolsafe approved cleaning products and methods approved for use by Brintons. Bonnet buffing and rotary brushing are expressly excluded from use.

Spot and stain removal

Identification and immediate action are the keys to effective stain removal procedures. To minimize time and effort, it is helpful to know what causes a stain so that treatment can begin without guesswork. The longer a stain sets, the more difficult it may be to remove. If it remains too long, it might react with the carpet dyes and cause permanent discoloration. Hence, alert staff and a well-stocked stain removal kit are important to a good carpet maintenance programme.

Normal characteristics of new carpet

Your new carpet may exhibit certain visual characteristics that are normal but may be new to you:

Shedding

It is normal for some loose fibers to be present in new cut pile carpet. Their number is quite small compared to the total fiber content of the carpet and is of no consequence. Regular vacuuming will remove these without harming the carpet.

Shading

All carpet (woven, tufted or handmade) is subject to a natural phenomenon known as "shading," "pooling," or "watermarking," which may be unsightly. Its occurrence cannot be predicted or prevented, and it creates a permanent change in the carpet's appearance, usually within 2-6 weeks after installation.

Shading is not a manufacturing defect and does not affect the durability of the carpet. The appearance of "shaded" carpet is created by the difference in the way light reflects off the side of

Use a blotting action in spot removal rather than brisk rubbing which may create a fuzzy texture. Be careful not to use a high pH cleaner (above 8.0) on wool or wool blends, and do not let any carpet stay wet for over 24 hours.

For wool-rich carpets we would recommend the use of cleaning chemicals, which have been approved by the WoolSafe® Organisation. Please visit www.woolsafe.org for further information.

a yarn and the tip of a yarn as the pile yarns lay in different directions. Shaded areas will appear light from one direction, and dark from the other. The "spots," usually curved in nature, will virtually disappear when observed from directly above. No one knows why the pile, which when installed is laying in one direction, changes direction permanently.



Image: Sheraton Denver Downtown Hotel



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