

# MERINO

The  
Australian Merino Wool  
Carpet Collection

CLEANING AND MAINTENANCE  
GUIDE

*Godfrey Hirst*

CARPETS

A TRADITION OF EXCELLENCE

# CLEANING GUIDELINES FOR MERINO WOOL CARPET

## CLEANING AND MAINTENANCE

To assist you in maintaining the appearance of your carpet, please find below our recommended cleaning and maintenance guidelines. Godfrey Hirst Merino products are manufactured using high quality Merino wool fibers. These fine Merino wool fibers are what give the Merino products their distinctive soft, silky

feel, so we strongly recommend a “prevention is better than the cure” approach to maintenance be applied. No carpet lasts forever, or is 100% stain proof, but with regular care you can add years to the life of your new carpet. Here are some guidelines to ensure you protect your investment.

- Vacuum regularly
- Remove spills immediately
- Professionally clean (for residential use: once every year or two)

### Vacuuuming

After your carpet is laid, vacuum lightly and frequently in the first week to remove surface lint, dust and fluff. Thereafter continue to vacuum thoroughly at least weekly and more frequently in high traffic areas. This will remove soil and grit before it works its way below the surface of the pile where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag. A vacuum with a rotating brush which agitates the pile and loosens the soil is best for low pile carpet only and is not recommended for use on Merino wool loop pile products. Furthermore, powerful upright bagless vacuum cleaners, such as the Dyson models, are not recommended as they may cause damage to the delicate appearance of Merino products.

**To prevent excessive fuzzing or pilling, vacuum beater bar/brushes should be set to their highest position or turned off. Stiff brushes, on rotating vacuum beater bars, may cause damage to the face of the carpet if set too low.**

## SPOT CLEANING

Carpet is not 100% stain proof, but the natural resistance of wool fibers provides you with time to act as liquid spills stay on top of the pile longer, rather than seep into the base of the pile and backing. Godfrey Hirst recommends the following steps be carried out when dealing with small spills:

Scoop up solids, being careful not to spread stains further or deep into the pile.

Blot out as much liquid as possible using a clean white absorbent towel or clean sponge. Work from the outside of the stain towards the center to prevent further spreading of the stain. Never under any circumstances rub the stained area.

Assess stain at this point. If the stain is still visible, gently dab area with a moderately wet sponge (clean water must be used).

Blot using clean white absorbent towel or clean sponge, again working from the outside towards the center and taking care not to rub the pile surface.

Should the above steps not sufficiently clean the stained area, Godfrey Hirst recommends that the entire room be hot water extracted by an approved wool carpet cleaning company. Should more aggressive spot cleaning methods be used, there is a risk of the stained area becoming permanently discolored. It is essential that the entire room be hot water extracted so that any apparent color change is consistent throughout the entire room.

Stains should be differentiated from soiling. Ensure that any residue from spills or cleaning mixtures are fully removed. For example, many sugar based spills, such as soft drinks and coffee, leave a sugar residue after removal. Similarly, when spills are cleaned with a detergent solution and the area is not sufficiently rinsed, a sticky detergent residue can remain. This sticky residue attracts soil from ordinary foot traffic and the resulting discoloration appears to be a stain. If so, repeat stain removal procedures above.

### AREA CLEANING

Depending on usage, carpet should be professionally hot water extracted or steam cleaned every 12 - 18 months. Oil, sticky soil and well-settled soil that vacuums don't remove, causes gradual but significant dulling of colors. To revitalize your carpet, use hot water extraction cleaning (steam cleaning). This technique should only be undertaken by a professional carpet cleaner (who is a member of a professional association).

Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.

### OTHER WAYS TO PROTECT YOUR CARPET

Door mats - Place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly. Furniture - Use furniture cups and occasionally rearrange furniture to alleviate pressure marks. Chair pads should be used under desk chairs with castors. The use of furniture coasters to distribute the weight of heavy items is also recommended, especially for furniture with wheels.

Take care when moving furniture with wheels by putting a protective barrier between the wheels and the carpet. Rugs - Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localized and uneven wearing. Rugs should be cleaned regularly, at which time you should clean and restore the pile of the carpet underneath. Check rugs for colorfastness before placing them on carpet, as the color in some rugs may bleed through. After cleaning, allow carpet to dry completely before replacement of rugs.

**Chemicals - Exercise extreme caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like.**

**These are strong chemicals that can permanently discolor or dissolve carpet fibers.**

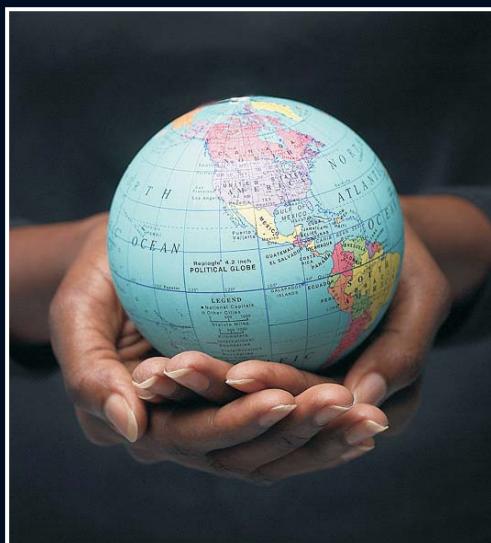
Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.

Prompt and immediate attention to any spillages or stains is paramount to avoid the penetration of a stain into the carpet fibers. Liquids (particularly hot liquids) must be attended to immediately. If allowed to cool or dry, the stain will be almost impossible to remove. Care must be taken as haphazard attempts at spot removal can cause permanent stain setting, pile distortion and loss of color.

**By following the above guidelines you will enjoy many years of performance from your Godfrey Hirst Merino Wool carpet.**

# Commitment to the Environment

With over 150 years of experience, Godfrey Hirst Carpets, based in Geelong, Australia, produces fine quality wool tufted carpets for Australia, North America and around the world.



Godfrey Hirst takes a proactive approach to environmental issues.

Guiding our production methods is our commitment to improved environmental performance. “Green manufacturing” has resulted in a decrease in greenhouse gas and a significant reduction in water usage.

Godfrey Hirst’s Recognition of Environmental Achievements:

2005 Outstanding Achievement in Greenhouse Gas Abatement

2005 Save Water Award

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