

CARPET CARE & MAINTENANCE GUIDE

PREVENTATIVE MAINTENANCE

NOTE: Like other fine furnishings, carpet requires proper care, and you should reference your residential care requirements. There are also a few simple steps you can take to insure the lasting beauty of your carpet.

PREVENTION

Keep the dirt/soil out. Use walk-off mats at entrances and other areas to keep outside dirt and moisture off onto the carpet. Clean mats frequently. Keep your sidewalks and entrances free of excessive dirt.

VACUUM FREQUENTLY

The best way to reduce dirt accumulation and prolong the life of your carpet is to vacuum, vacuum, vacuum. Dust, in the form of hard particles. When left in the carpet, these gritty, sharp particles abrade the pile like sandpaper. How frequently should you vacuum? That depends on the amount of foot traffic and how much carpet is exposed. More use means more frequent vacuuming. Shaw recommends a vacuum cleaner with a “brush/beater bar” to agitate the pile and mechanically loosen soil particles. The exception to this is for carpets with longer yarns which might tend to wrap around a rotating brush. For these styles we recommend a beater barless vacuum. Also, be aware that some vacuums have overly aggressive action which may damage the surface of your carpet. An inexpensive, less efficient vacuum can remove surface dirt but will not effectively remove the hidden dirt deep in the pile.

NOTE: For your vacuum to conform to the highest industry standards, make sure that it is certified through the Rug Institute (CRI) Seal of Approval/Green Label Vacuum Cleaner Program. Visit <https://www.carpet-rug.com/certified-vacuums> for listings.

GENERAL STAIN REMOVAL INSTRUCTIONS

SPOTS & SPILLS

Prompt attention to spots and spills is essential. Some spilled materials will stain or discolor carpet if not removed. Other spills can leave a sticky residue that may result in increased soiling if not removed.

While bleach affects fibers differently, it can cause issues with the backing by causing delamination of the construction of the carpet. Bleach cannot be used as a cleaner. Over time, bleach can degrade the carpet.

Bleach spills: Blot the area of the bleach spill using a towel and rinse with water by using a portable carpet extractor. Remove all the liquid by blotting, never rub the carpet fibers as this can cause the yarn to unravel. Follow the blot/rinse technique by flushing and extracting using a portable carpet extractor.

No carpet is stain proof, although many are stain resistant, which allows time for removal.