



# ABOUT

WARRANTIES AND MAINTENANCE GUIDE



DESIGNED FOR AND INSPIRED BY  
NEW ZEALAND



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# ABOUT FELTEX

## ABOUT FELTEX CARPETS

Established over 70 years ago, Feltex Carpets has built a reputation as one of New Zealand's leading carpet manufacturers, through consistently providing consumers with innovative, high quality and stylish floor covering solutions. The Feltex operation includes spinning mills, dye houses, design studios, carpet manufacturing mills and offices located in New Zealand.

DESIGNED FOR AND INSPIRED BY  
NEW ZEALAND







## BENEFITS OF PURCHASING FROM FELTEX

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Feltex Carpets is a local manufacturer, with the majority of Feltex Carpets manufactured right here in Auckland. So, when you purchase a Feltex Carpet, you can feel confident that you have purchased the very best!

As a local business you can expect a high level of responsive after sales service from Feltex Carpets.

Feltex Carpets offers a range of flooring solutions which create a soft, warm, inviting, on trend home environment.

Feltex Carpets is continuously improving its manufacturing processes to reduce its impact on the environment. Feltex Carpets offer an extensive collection of licensed products to suit virtually every taste and style. This ensures our manufacturing processes comply with rigorous environmental standards.

# COLOUR

*Designed for New Zealand Interiors.*

Colour is one of the most important factors when building or renovating your home. Feltex offers a unique colourbank designed especially for New Zealand interiors.



# CARPET STYLES



## CUT PILE TWIST:

Constructed with a high twisted yarn, the pile lies in different directions, giving a more textured appearance.



## CUT PILE PLUSH:

The tuft ends all blend together to create a smooth, almost velvet type surface. Each tuft is cut at the same height to create a luxurious finish.



## LOOP PILE:

The yarn is tufted into loops which remains uncut. Loop pile carpets are available in a range of different styles including level loops, sisals and multi-level loops.



## CUT AND LOOP PILE:

A combination of both cut and loop tufts giving a textured appearance. A wide range of patterns can be achieved in this style of carpet.





## UNDERSTAND CARPET FACE WEIGHT

The level of quality of a carpet is determined by its construction, fibre type, and weight. A quality fibre in a heavy weight carpet should perform a lot better than a lighter weight carpet. If you are unsure, it is generally a good idea to ask what performance rating the carpet has achieved. For example, a carpet that achieves a residential, extra heavy duty including stairs rating is superior to a carpet that achieves a residential extra heavy duty rating. If you have stairs it is recommended that you purchase a carpet that is rated as suitable for stairs.

## PICK THE RIGHT COLOUR

Colour is one of the most important factors to consider when building a new home or renovating. Colour impacts on the mood, feeling and personality of a room. Colour can help alter the appearance of a room's size, allowing you to make the most of natural and artificial light.

Depending on light, colour can appear different in various areas of your home. It is recommended that you view your carpet in different areas in your home during the daytime, as well as under artificial light, before you make your final selection.

Remember, that once your carpet has been installed it will not look the same as it did in a small sample. Carpet tends to appear slightly "lighter" once installed in large areas.

## CHOOSE THE RIGHT FIBER TYPE

Wool, wool-rich or a quality synthetic carpet? All of these fibres have benefits. Your retail assistant will assist you to make the right decision for your environment.

We suggest you keep an extra piece of your selected carpet along with any other colour samples. They will be invaluable when shopping for additional items or when altering colour schemes in later years.

Your carpet and underlay choice could impact on your ability to open/close doors freely. Therefore, it is important to consider total carpet and underlay thickness. Use new, quality underlay under your carpet, particularly on stairs. Good underlay not only gives better resilience underfoot, but it can also add to the life of your carpet.



## QUALITY CARPET



Godfrey Hirst New Zealand Ltd, with our dual carpet brands of Godfrey Hirst and Feltex, is one of the largest manufacturer and supplier of carpet in New Zealand and have state of the art facilities throughout New Zealand, including a carpet manufacturing plant in Auckland, woollen spinning plant in Lower Hutt and Oamaru and a carpet yarn dyeing plant in Dannevirke.

All New Zealand Godfrey Hirst and Feltex tufted carpets are manufactured in a facility that has a management system certified as being in conformance with ISO 9001:2015.

This standard is based on several quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement.

## ENVIRONMENTAL MANAGEMENT SYSTEM



All New Zealand Godfrey Hirst and Feltex tufted carpets are manufactured in a facility that has a management system certified as being in conformance with ISO 14001:2015.



This standard helps our organization to enhance our environmental performance and manage our environmental responsibilities in a systematic manner that contributes to the environmental pillar of sustainability.



Furthermore, Godfrey Hirst New Zealand Ltd comply with the requirements of Eco Warranty:2016 and Carbon Warranty – “Carbon Managed; having measured and reported its greenhouse gas (GHG) emissions in compliance with the requirements of ISO 14064-1:2006 and having reduced its GHG emissions by implementing a GHG management and reduction plan.



ENHANCING OUR

ENVIRONMENTAL PERFORMANCE











# WARRANTY AND MAINTENANCE

BACKED BY A  
COMPREHENSIVE WARRANTY

## FELTEX NEW ZEALAND WARRANTY

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All Feltex carpets carry a warranty supported by New Zealand after sales service. The Feltex Carpets warranty is applicable to all Feltex carpet and Feltex Classic carpet, sold in New Zealand.

"As a New Zealand manufacturer, we endorse and recognise all rights of the consumer under the Consumer Guarantees Act 1993 (the "CGA") and further agree to match any performance guarantee or warranty offered in the marketplace, at the time of

purchase, on any product which is equivalent to ours, where that performance guarantee or warranty offers rights to the consumer in addition to those in the CGA."

This means that, when you choose a Feltex carpet, you can be secure in the knowledge that your carpet is backed by a comprehensive warranty which is easy to understand and supported by a leading New Zealand manufacturer.



## WHAT TO DO IF YOUR CARPET FAILS TO PERFORM

If you believe your carpet is failing to perform, please contact the retailer you purchased the carpet from, and they will fill out a complaint registration form and send it to Feltex Carpets. If your complaint is deemed fair, Feltex Carpets will repair, offer an allowance or arrange a credit equal to the cost of the carpet material only in

the affected area. The credit will apply to new carpet of the same or comparable quality. The credit will be passed to the retail store where you purchased the carpet. If your carpet has been discontinued and replacement is necessary, Feltex Carpets will substitute a carpet of comparable quality in the affected area.

# ABOUT YOUR CARPET



## **CARPET CHARACTERISTICS**

Like other textiles, carpet has certain inherent characteristics that may affect its appearance. These conditions are normal and are not considered to be manufacturing defects.

### **SHEDDING FIBRE**

Most carpets will shed fibre when they are new, particularly wool carpets. This is not a fault in your carpet, it is merely fibre residue left over from the manufacturing process. Some carpets will shed loose fibre for longer than others.

### **TRACKING AND MATTING**

Tracking and matting are conditions that tend to occur in high usage areas, e.g. in walkways, in front of chairs,

under tables, etc. The chances of these conditions occurring are greater in lower quality carpets as the pile is generally less dense and therefore the individual fibres can more easily lay over. It is recommended that you place rugs in front of chairs, under tables, in passageways and other heavily used areas. These conditions are not manufacturing faults.

### **SPROUTING TUFTS**

The loops or tufts of carpet may pull if caught by a sharp object, e.g. pets' claws. If this occurs, the loop should be cut off level with the pile, using a pair of sharp scissors. Never try to pull a sprouting yarn out as this may cause a run in your carpet.

## PERMANENT PILE REVERSAL/ SHADING

The phenomenon of permanent pile reversal refers to cut pile and cut and loop pile carpets which appear lighter or darker in some areas of the same installation. This occurrence in cut pile carpets is random, largely unexplained and cannot be predicted or prevented. This condition is an inherent characteristic of these styles of carpet and therefore does not constitute a manufacturing defect.

## FADING/DISCOLOURATION OR COLOUR LOSS

To minimise the chances of fading, Feltex Carpets use the most up to date dyes in the production of their carpets. However, most carpets fade to some degree if exposed to sustained periods of sunlight. It is recommended that you have some form of window protection, e.g curtains, blinds, for those areas where sunlight falls onto the carpet for extended periods of time.

The phenomenon of colour change can also be experienced where, over time, the carpet appears to lose colour in areas not subjected to direct sunlight. The occurrence is random but appears more prevalent in coastal regions, particularly in areas with high UV content and is thought to be influenced by atmospheric or ozone conditions. As the effect of this phenomenon is random and unexplained, it is not considered to be a manufacturing defect.

## COLOUR VARIATION

It is normal for installed carpet to show minor colour variation from retail samples or minor variations between production runs and dyelots. Feltex Carpets quality assurance programme (Australian/New Zealand AS/NZS ISO 9001:2000 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

## COLOUR APPEARANCE

Colour appearance can vary depending on the type of light under which a sample is viewed and the light sources where the carpet is installed. Viewing of the sample at your residence and under as many different light conditions as possible, prior to making your final decision, is recommended.

## SHIFT LINES

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of carpet construction. Lines may be more apparent with 'large' designs or patterns. Colour, directional pile lay and light sources are also contributing factors. Certain light sources shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet's performance.

## PHASING

An effect known as phasing can occur where a carpet design includes the random use of contrasting colours which can coincide in production. Phasing is an accepted part of carpet design and will not affect the performance of the carpet.

## FUZZING OR BLOOMING

Fuzzing or blooming is caused by the tips of the fibres in a cut pile carpet losing a degree of yarn or twist over time. This is most apparent in high traffic areas or in front of chairs. This is considered normal wear and tear.

## PATTERN MATCHING/BOWING AND SKEWING

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Due to the inherent nature of textile products, some distortion due to shrinkage or stretch during, and after, manufacture and instability in patterned carpets can occur. This means repeating patterns may not precisely match along the length or width of carpet or between production runs, such that a perfect pattern match cannot be guaranteed.

Installation of patterned carpet will require more time, effort and skill which should be considered in the original labour quotation.

A competent carpet layer will be able to obtain a close pattern match in most circumstances, although some irregularities

may still be visible in the horizontal, vertical and diagonal pattern or texture - especially when viewing across multiple width installations. If concerned, please discuss further with your retailer and/or carpet layer.

Further, all carpets are subject to some degree of bowing and/or skewing. Bowing of up to 40mm over any single width of carpet is generally acceptable.



FELTEX WOOL  
RENEWABLE, SUSTAINABLE,  
DURABLE AND  
BIODEGRADABLE.



## CARPET INSTALLATION

All carpets must be installed in accordance with AS/NZS 2455.1:2007 "Textile floor coverings - Installation Practice - General" standard and the Feltex Carpets Installation recommendations as set out below.

**Installers** - insist on trained professional tradesmen to install your carpet.

**Check first** - Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot. Once a roll has been cut, claims will generally not be accepted for these issues.

**Power Stretching** - All carpets must be power stretched. Bubbling and wrinkling may occur if carpet is not adequately power stretched during installation.

**Seams** – Seam adhesive (sealer) must be used for all seams, width wise and length wise in all installations. Use a solvent based seam seal adhesive on direct glue down applications. On conventional installations use a latex based seam seal adhesive. If the seams are not permanently bonded together the carpet may unravel and begin to break down at the edges, causing premature wear. Poorly bonded seams are NOT the responsibility of Feltex Carpets.

**Pile Direction** - Carpet pile should run in the same direction throughout the installation, sweeping towards the main entrance where possible. Seams and cross joins in the wrong place can spoil the appearance of your carpet and lead to premature wear. Generally, seams should run in the same direction as most foot traffic. Seams should be avoided in high traffic areas and kept as far away from windows as possible, to avoid light falling across the seam making it appear more obvious. Ask the installer where they plan to place seams and cross joins before the carpet is cut.

**Stairs** - On stairways the pile should sweep down. A little hidden extra carpet should be folded back at the top and bottom of stairs so as the edges of the tread are worn down, the carpet can be moved to hide the wear point. Purchasing extra carpet to replace carpet on stairways is recommended.







**Underlay** - Underlay and carpet are designed to work together as a complete flooring system. Generally, a quality underlay will extend the life of your carpet while giving better resilience and comfort. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS4288 i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Failure to have your carpet installed correctly is not the responsibility of Feltex Carpets.



## WRINKLING (OR RUCKING)

Wrinkling may occur after installation. It can be caused by excessive humidity, inadequate underlay or not using the recommended installation procedures, in particular failing to use a power stretcher. A competent installer can usually correct this problem.

## THE CARPET CARE PROGRAMME

Your carpet represents a substantial investment and like your other furnishings, requires proper care to ensure that you will enjoy the quality of a Feltex carpet for years to come.

## PETS

Pets can damage tufts by scratching at the carpet pile. This can be rectified by sewing back the missing tufts by hand. Re-tufting can also be a satisfactory way of repairing severe cigarette burns or other small areas of damage. To provide spare tufting yarn for this process, it is a very good idea to keep a small piece of your carpet aside.



## PREVENTATIVE MEASURES

1. Use new, quality underlay under your carpet - particularly on stairs. Good underlay not only provides better resilience under foot, but it can also add to the life of your carpet. Feltex Carpets do not recommend installing carpet over carpet (i.e. using old carpet as underlay).
2. When moving heavy wheeled furniture (pianos, buffets, etc), prevent damage by placing a protective barrier of heavy cardboard or similar between the wheels and the carpet.
3. If you use rugs over your carpet, be sure to remove and clean them regularly. Clean and restore the carpet underneath too. Be certain to check area rugs for colourfastness before putting them back, as the dyes in some rugs may bleed through onto the carpet. After cleaning your carpet, remember to allow complete drying before replacing rugs.
4. Door mats – place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly.

5. Exercise extreme caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. They are strong chemicals that can permanently discolour or dissolve carpet fibres.
6. Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.
7. Even though some carpets are deemed suitable for use on stairs, it is possible pile distortion (or flattening) will occur over time on the stair nosings and tread area. Feltex Carpets suggests you may wish to purchase a spare section of carpet to use for the replacement of stairs in the event this occurs.

## MOTHS AND CARPET BEETLES

All Feltex and Feltex Classic wool carpets have insect resistant treatments applied during manufacture. However, moths/beetles in some areas have developed a tolerance to treatments. Good housekeeping is essential to control textile pests. Regular vacuuming along the skirting, under furniture and in corners will discourage insects and reveal



any infestations at an early stage. If you believe there may be a minor infestation thoroughly vacuum the area (spraying the contents of the vacuum cleaner with insecticide prior to disposal) and treat the infested area, extending 15 cm beyond the boundaries of the activity, with an insecticidal aerosol spray or dust following manufacturer's directions and precautions. In the case of serious infestations or if the initial treatment is not successful, it is recommended you contract a professional pest control operator.

## STAINS VS SOILING

There is often confusion about the difference between staining and soiling. The majority of stain complaints are actually soil related. For example, many sugar-based spills such as soft drinks and coffee can leave a sugar residue after removal if not rinsed out and dried properly. This sticky residue readily attracts soil from ordinary shoe traffic and the resulting discoloured area appears to be a stain. The same thing happens when spills are cleaned with a detergent solution and the area is not sufficiently

rinsed with plain water, leaving a sticky detergent residue. It is important to rinse thoroughly with water and blot dry after removing the spill.

**Note:** Do not scrub/rub your carpet. Always 'dab' your carpet with a white paper towel or cloth.

## REGULAR VACUUMING

The most important step in caring for your carpet is vacuuming with a good quality vacuum cleaner which will remove hidden dirt and particles embedded in the pile. After your carpet is installed, vacuum lightly and frequently in the first week to remove surface lint, dust and fluff. After the first week, a light vacuum is recommended at least twice a week and a thorough vacuum weekly. This is particularly important for high traffic areas. Keep in mind that walking on soiled carpet permits the soil particles to work their way below the surface of the pile, where they are far more difficult to remove and can damage the fibres.

**Note:** Please do not use a rotary brush head on any loop pile carpet product.





## STEAM CLEANING

Carpet should be steam cleaned every one to two years - depending on the usage and colour. It is important to use a reputable professional steam cleaning company who operates in accordance with the Australian and New Zealand carpet cleaning and maintenance standard AS/NZS3733-1995. Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.

## FELTEX CARPETS CLEANING GUIDE

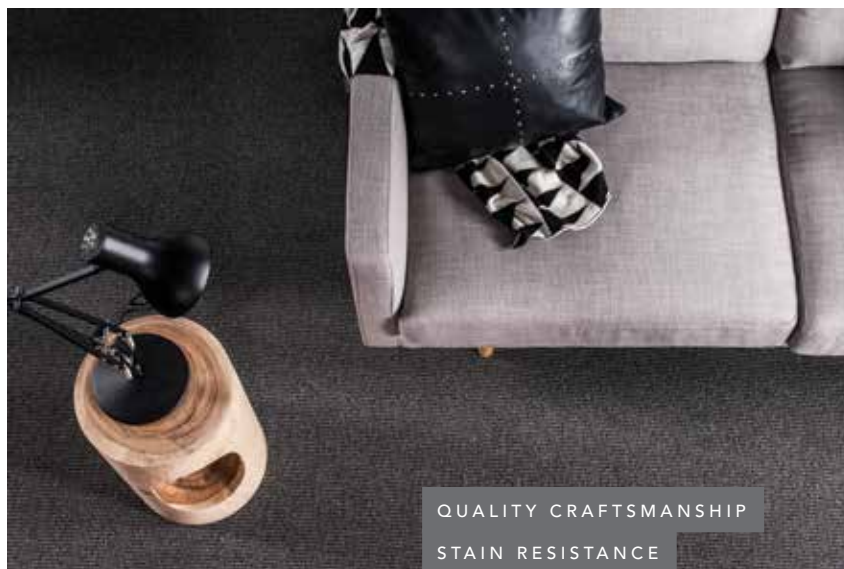
While some Feltex carpet ranges feature stain resistant treatments to improve your ability to clean stains easily, they cannot totally prevent all stains. For difficult stains refer to a qualified professional for assistance. Feltex Carpets do not recommend do-it-yourself shampooing, steam cleaning or dry cleaning. Acting quickly is the key to success when anything is dropped or spilled on carpet. Always have the necessary cleaning material at hand.

It is important to identify the source of the stain to ensure the use of the appropriate method of removal. Most common household

food and beverage stains (not including stains containing strong dyes or substances which destroy or change the colour of carpet) are best treated by immediately applying cold water to the affected area. After applying cold water to the stain, press the area with white paper towels or a clean white cloth to remove excess water. Repeat until the stain is no longer visible. Pat the area with white towels until the area is completely dry. DO NOT RUB.

Removal of stains cannot be guaranteed. No responsibility is accepted by Feltex Carpets for claims arising from any proposed treatments. If a stain fails to respond to treatment, call a professional carpet cleaner immediately.





QUALITY CRAFTSMANSHIP

STAIN RESISTANCE

EASY TO MAINTAIN

LUXURIOUS UNDER FOOT

STYLISH DESIGN

## BASIC CLEANING STEPS

1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or cloths. Use a wet/dry vacuum for large spills. NEVER scrub or rub the carpet during the stain removal (or rinsing) process, as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading, using a blotting or dabbing motion.
2. Determine the appropriate method of stain removal. See page 22 or 23 for guidance.
3. Pre-test any treatment on a small inconspicuous area of carpet to ensure against damage and possible colour change.
4. Ensure the carpet is pressed dry with a clean white cloth or white paper towel between any step in the treatment process to remove excess moisture. Do not rub, as rubbing can alter the carpet's texture.
5. After the spill or stain has been treated, place several layers of white paper towels or cloths over the area and place a flat weight on them until dry. A hairdryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.
6. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately.

# WOOL CARPET

## CLEANING TREATMENTS

ORDER OF TREATMENT - <i>Wool</i>			
STAIN TYPE	Step 1	Step 2	Step 3
<i>Blood</i>	1	2	8
<i>Chewing gum</i>	3	2	8
<i>Coffee</i>	2	8	
<i>Faeces</i>	2	6	8
<i>Nail polish</i>	4		
<i>Paint (latex)</i>	1	2	
<i>Rust</i>	5		
<i>Soot</i>	7		
<i>Urine (fresh)</i>	1	2	8
<i>Urine (old)</i>	2	8	
<i>Vomit</i>	2	6	8
<i>Wine</i>	1	2	8

## CLEANSING AGENT/TREATMENT:

1. Cold water.
2. 1 teaspoon of mild laundry detergent approved for wool and 1 teaspoon of white vinegar in 1 litre of warm water.
3. Chill with aerosol freezing agent or ice cubes in a plastic bag.  
Pick or scrape off gum.
4. Clear nail polish remover without lanolin.
5. Rust remover (to be applied by a professional carpet cleaner).
6. Clear household disinfectant.
7. Vacuum immediately. If any residue remains call a professional carpet cleaner.
8. Rinse with warm water.

# SYNTHETIC CARPET

## CLEANING TREATMENTS

### ORDER OF TREATMENT - *Synthetic*

STAIN TYPE	Step 1	Step 2	Step 3	Step 4
<i>Blood</i>	1	2	9	
<i>Chewing gum</i>	3	2	9	
<i>Coffee</i>	2	7	2	9
<i>Faeces</i>	2	6	9	
<i>Nail polish</i>	4			
<i>Paint (latex)</i>	1	2	9	
<i>Rust</i>	5			
<i>Soot</i>	8			
<i>Urine (fresh)</i>	1	2	9	
<i>Urine (old)</i>	2	9		
<i>Vomit</i>	2	6	9	
<i>Wine</i>	2	7	2	9

### CLEANSING AGENT/TREATMENT:

1. Cold water.
2. 1 teaspoon of mild laundry detergent in 1 litre of warm water.
3. Chill with aerosol freezing agent or ice cubes in a plastic bag. Pick or scrape off gum.
4. Clear nail polish remover without lanolin.
5. Rust remover (to be applied by a professional carpet cleaner).
6. Clear household disinfectant.
7. Undiluted white vinegar.
8. Vacuum immediately. If any residue remains call a professional carpet cleaner.
9. Rinse with warm water.



*Designed for New Zealand Interiors.*

FREEPHONE: 0800 100 008

FREEFAX: 0800 488 088

SHOWROOM: 52 ASH ROAD, WIRI, MANUKAU CITY 2104

POSTAL: PO BOX 97145, MANUKAU CITY 2241

WEBSITE: [WWW.FELTEX.COM](http://WWW.FELTEX.COM)

## FELTEX NEW ZEALAND WARRANTY

All Feltex carpets carry a warranty supported by New Zealand after sales service. The Feltex Carpets warranty is applicable to all Feltex carpet and Feltex Classic carpet, sold in New Zealand.

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