



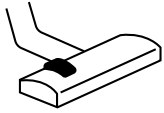
Godfrey Hirst

Easy
living

Carpet Collection

Care and
Maintenance Guide

Caring for your Carpet



Regular Vacuuming

Thorough and frequent vacuuming, particularly in high traffic areas, is important for prolonging the life of your carpet and enhancing its appearance.

After your carpet is laid, vacuum 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 pile surface, where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas is recommended, with five to seven passes for heavily soiled areas. Vacuuming against the natural pile direction first lifts the pile, helping to unsettle and remove dirt and grit while reducing matting. Then, vacuum in the direction of the pile to achieve a uniform finish.

To effectively clean your carpet use only a quality vacuum cleaner. Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag or canister. This is particularly important if you are dust sensitive.

Consider your carpet type when selecting a vacuum. Adjustable height and suction are

important features as they enable your vacuum to be used on a wide variety of carpet constructions.

Luxuriously thick, soft cut pile carpets: Use a high height setting so any beater bar/rotating brush just lightly touches the carpet surface. Use a suction level that allows the vacuum to move easily whilst lifting dirt and other foreign matter. Avoid vacuums with very concentrated or sealed suctions. Large wheels will ensure the vacuum glides easily across the carpet.

Loop pile or long pile carpets (including cut loop and berber): Vacuum with suction only. Vacuum powerheads, beater bars and rotating brushes should never be used as they may cause excessive fuzzing of the pile surface.

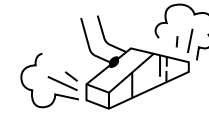
Other carpet constructions: Use a vacuum with a beater bar to agitate the pile and loosen any foreign matter in the pile.

Change or empty dust collection bags frequently (vacuum cleaner efficiency can be reduced when half full). Ensure the vacuum is kept in sound mechanical condition. Replace filters as recommended by the manufacturer. Check the height of beaters (if fitted) and ensure brushes are cleaned and replaced when worn out.



Spot Cleaning

Carpet is not 100% stain proof but to ensure best results from spot cleaning, follow the easy steps in the Spot Cleaning Guide section of this booklet. Prompt and immediate attention to any spillages or stains is paramount to avoid the penetration of a stain into the carpet fibres. 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 colour.



Steam Cleaning

Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your carpet and remove any oily, sticky and well-settled soils that cause gradual, significant dulling of colours. Steam cleaning should only be undertaken by a professional carpet cleaner (who is a member of a professional association) in accordance with the latest version of Australian/New Zealand Standard AS/NZS 3733 "Textile floor coverings - Cleaning maintenance of residential and commercial carpeting". Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.





Preventative Measures

1. Use new, quality underlay with 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. Godfrey Hirst 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. Use furniture cups and coasters and occasionally rearrange furniture to alleviate pressure marks. Plastic, slip free chair mats should be used under desk chairs with castors. Take care when moving furniture with wheels by placing a protective barrier between the wheels and the carpet.
4. Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localised 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 colourfastness before placing them on carpet, as the colour in some rugs may bleed through. After steam cleaning, allow carpet to dry completely before replacing rugs.
5. Door mats – place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly.
6. 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.
7. Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.
8. 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. Godfrey Hirst 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 Godfrey Hirst wool carpets have insect resistant treatments applied during manufacture.

The treatment does not stop insects from entering your home and moths/ beetles can build up an immunity and in some areas have developed a tolerance to treatments. The insect deterrent treatment is embedded in the carpet fibre and needs to be ingested by the insect to have an effect and stop further spreading – such that some fibre loss may occur and good housekeeping is essential.

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 contact a professional pest control operator.



Spot Cleaning Guide

Basic Carpet Cleaning Steps:

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 tissues. 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.

Sometimes stains will reappear due to 'wicking' as stains hidden in the pile resurface as the carpet dries. If so, allow the carpet to dry fully and repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).

If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately. It is important professional steam cleaners continually treat any areas affected by stains until there is no sign of discolouration in the carpet or removed water, following which the cleaning cycle should be repeated a number of times to minimise the risk of wicking.

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 discolouration appears to be a stain. If so, repeat stain removal procedures above.

Determine the appropriate method of stain removal:

Triexta carpets:

Cold water is all that's needed to remove most stains from Godfrey Hirst triexta carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading the stain. Apply clean cold water to the affected area with a sponge or spray while avoiding over wetting the carpet and blot up with a sponge or use a wet/dry vacuum to remove the water. Repeat until no discolouration is evident in the carpet or removed water. Once this has been achieved repeat the cleaning 4 or 5 times to remove any remnant stain hidden in the pile

Once the stain has been removed with cold water, press dry with a clean white cloth or white paper towel.

Other carpets:

Most common household food and beverage stains (not including stains containing strong dyes or substances which destroy or change the colour of carpet) need to be treated solely with cold water (for solution dyed nylon, polyester & polypropylene carpets) or warm water (for wool and wool blend carpets) immediately applied to the stained area. Repeat treatment above until no stain is evident on the cloth or towels used to press dry the area.

Ensure carpet is press dried with a clean white cloth or white paper towel to remove excess moisture. Do not rub, as rubbing can alter the carpet's texture.

Should the stain remain, using a clean white cloth or sponge, treat with a mixture of 1 teaspoon of laundry detergent and one teaspoon of white vinegar in 1 litre of warm water. Rinse with cold water, repeating treatment until no stain is evident on cloth or towels.

After the spill or stain has been treated, place several layers of white paper towels over the area and place a flat weight on them until dry. A hair dryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.



Installation

All carpets must be laid, in accordance with AS/NZS 2455.1:2007 “Textile floor coverings – Installation practice – General” and the Godfrey Hirst Carpets Installation Recommendations (available at www.godfreyhirst.com or by calling 0800 500 210).

Carpet should always be installed with new, quality underlay. Underlay and carpet are designed to work together as a complete flooring system and underlay should always be used. Quality underlay will provide better comfort and resilience while extending the life of your carpet. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS 4288 “Soft underlays for textile floor coverings” i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Insist on trained professional tradespeople to install your carpet. Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot.

All carpets should be power stretched; otherwise bubbling and wrinkling may occur. Seam adhesive (sealer) must be used for all seams (widthwise and lengthwise). If the seams are not permanently bonded together, the carpet may

unravel and begin to break down at the edges, making it appear badly fitted and causing premature wear. Use a solvent base seam seal adhesive on direct glue down applications or a latex base seam seal adhesive for conventional installations. Seams form part of your installation and are therefore not covered by the Godfrey Hirst Residential Carpet Warranty.

Carpet pile should run in the same direction throughout the house, 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 also be avoided in high traffic areas and be kept as far away from windows as possible so light does not fall across the seam making it more obvious. Ask the installer where they will place seams and cross joins.

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 update stairs is recommended.

Failure to have your carpet installed using the above guidelines may adversely affect the performance of your carpet.

Warranty

Godfrey Hirst New Zealand warranty.

All Godfrey Hirst carpets carry a warranty supported by New Zealand after sales service. The Godfrey Hirst warranty is applicable to all Godfrey Hirst carpets 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 Godfrey Hirst carpet, you can be secure in the knowledge that your carpet is backed by a comprehensive warranty, 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 from whom you purchased the carpet. Your retailer will fill out a complaint registration form and send it to Godfrey Hirst. If your complaint is accepted, Godfrey Hirst 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, Godfrey Hirst will substitute a carpet of comparable quality in the affected area.

Homeowner Obligations

As carpet is not a branded product, it is important to retain proof of purchase to establish the carpet is a Godfrey Hirst product. Keep proof of purchase in the form of a receipt, bill, invoice or statement from the retailer, showing the price you paid and the date of its purchase, together with proof of installation date.



Carpet Characteristics

Colour Variation

It is normal for installed carpet to show minor colour variation from selling samples or minor variations between production runs and dye lots. If possible, all carpet in your home should be laid from the same production run. Our quality assurance program (AS/NZS ISO 9001 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

Design Characteristics

An effect known as phasing can occur where carpet design includes the random use of contrasting colours when at times these colours may coincide in production. Similarly in loop pile carpets, shading effects of colour patterning can appear as panelling down the length of the carpet. Both phasing and panelling are an accepted part of the design and in no way affect the performance of the carpet.

Shedding

Shedding is a normal characteristic of cut pile carpets, particularly staple or spun yarn products. It is caused by some of the outside fibres of yarn bundles becoming detached during early carpet wear stages. Regular cleaning with a vacuum fitted with a beater bar will remove most of the loose fibres during the first year.

Missing or Damaged Tufts

Tufts may be damaged or identified as missing following stretching of the carpet during installation, damage caused by pet claws, or the movement of furniture. In the case of loop pile carpets, tufts can be pulled from the backing resulting in long, lengthwise pulls out of the carpet.

Sprouts, or snagged tufts, can be easily trimmed without damaging the carpet and missing or damaged tufts can be easily replaced by hand or by retufting. These can be readily fixed on site by a skilled installer or carpet professional. It is recommended a small piece of spare carpet be retained to provide a source of additional tufting yarn.

Tracking/Footprints

The softer, more lustrous and longer the pile, generally the more noticeable will be footprints and movements over the carpet (known as tracking). The effect can be quite pronounced but can be lessened by careful vacuuming. This effect is not considered a manufacturing defect, however, this is a matter of personal taste and if you are concerned with the effect, carpets with these features are not recommended.

Appearance Retention

All carpets will change in appearance over time, primarily due to foot traffic.

Matting generally occurs as a result of pile flattening together with the entanglement of fibres tuft to tuft. It occurs in all tufted carpets to some degree, but is more likely to occur in high traffic areas (e.g. in front of seating areas, doorways etc.). This may result in the loss of sharpness of the carpet pattern. Though induced by wear, matting can be caused by underlay failure or improper maintenance including inadequate vacuuming, or inappropriate or ineffective treatment of spots and spills. It is not considered a manufacturing fault unless it happens rapidly or to an unacceptable degree.

Fuzzing or blooming is caused due to the tips of the fibres in a cut pile carpet losing a degree of yarn twist over time. Most apparent in traffic areas or in front of chairs, this is normal and should be expected. Generally, fuzzing can be corrected by shearing away the cobweb of fibres on the installed carpet, with use of a special machine. Speak to your carpet retailer for more information.

Fading

All Godfrey Hirst carpets meet Australian Carpet Classification Scheme (ACCS) standards for lightfastness. However, carpets like all other dyed textiles, will slowly lose colour over time when exposed to direct sunlight. Carpet should be protected from prolonged periods of direct sunlight with curtains, blinds, shades or awnings and furniture moved periodically to expose all areas evenly.

Some quality wool carpets will, upon initial exposure to light, undergo a rapid lightening/brightening over the first few weeks. This is an inherent phenomenon referred to as 'first fade'.

Colour change can also occur as the result of ozone, emissions from heating fuels and air conditioners, pesticides, cleaning agents, benzol peroxide and other household items. Care should be taken when using these items. The occurrence, known as ozone damage, is largely unexplained, but appears to be more prevalent in coastal areas with a high ultra-violet content. Some colours are more susceptible than others. If you believe there may be a risk of ozone damage, please discuss your choice with your retailer.

Colour changes are not considered to be a manufacturing defect and does not effect the performance of the carpet.



Wrinkling (or Rucking)

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially power stretching. In areas of high humidity use of an air conditioner or dehumidifier is recommended during summer months. Dragging of heavy objects across the carpet can also cause the carpet to stretch and wrinkle, and when moving heavy items it is best to lift the item or use plywood or similar to walk the item over the carpet. Should rucking occur, a professional installer can usually correct this problem by restretching the carpet.

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 wear or durability.



Pile Reversal (Shading & Disturbance)

Light can make particular areas of carpet appear lighter or darker than others, depending on the angle from which they are viewed. This is caused by disturbed pile reflecting the light differently in each area. This is a feature characteristic of plush and twist pile carpets (particularly solid colour).

Temporary changes in appearance may be able to be removed or lessened by vacuuming or brushing of the pile. However, in fine cut pile carpets, permanent pile reversal (also known as shading, watermarking or puddling) can occur and at times may become very noticeable. Years of research and inquiry have failed to find a reason to explain the underlying cause, such that it is considered a phenomenon related to the location of the carpet which cannot be predicted or prevented. It is not a manufacturing defect and apart from affecting appearance, has no detrimental effect on the performance of the carpet. As this characteristic can affect the appearance of a carpet, you are advised to discuss this with your retailer when considering your purchase.

Pattern Matching/Bowing & Skewing

Godfrey Hirst uses the best available techniques to minimise pattern distortion during manufacture. However some distortion due to shrinkage or stretch during and after manufacture is unavoidable. Repeating patterns may not precisely match along the length or width of carpet or from one production run to another. Installation methods and site and storage conditions can also contribute to instability in the pattern, such that perfect pattern match cannot be guaranteed.

Installation of patterned carpet requires more time and effort which should be considered in the original labour quotation. A competent carpet layer should be able to obtain a close pattern match in most circumstances. However some irregularities may still be visible. If concerned, please discuss further with your retailer and/or carpet layer.

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. Full details of the tolerances of Godfrey Hirst carpets are set out in the Godfrey Hirst Installation Recommendations (available at www.godfreyhirst.com or by calling 0800 500 210).

Details correct at time of printing

October 2020

Please see www.godfreyhirst.com
for information updates.

Godfrey Hirst

For any information about your
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