

Looking after your rug

A rug asks for very little. Five minutes a week, the right reaction in the first five minutes of a spill, and a half turn twice a year will keep it looking the way it did on the day it arrived. Everything that actually matters is on these two pages.

The weekly, seasonal and yearly habits

EVERY WEEK

Vacuum, gently

Pass over the rug in the direction the pile lies, not against it. On a machine-woven rug a beater bar is unnecessary – suction alone lifts the grit that actually wears a rug down. Keep the beater off the fringes entirely.

EVERY SIX MONTHS

Turn it around

Rotate the rug 180°. It costs two minutes and it is the single most effective thing you can do: sunlight and footfall both fall unevenly, and rotating spreads both so the rug ages as one piece.

EVERY YEAR

Lift and look underneath

Take the rug outside, shake it, and sweep the floor beneath. Grit works its way down through the pile and sits against the backing, where it quietly abrades the rug from below.

Spills: the first five minutes decide everything

ACT IN THIS ORDER

1. **Lift the solids first.** A spoon or a blunt knife, working from the outside of the spill inward so you are not spreading it.
2. **Blot. Never rub.** Press a clean white cloth straight down and hold. Rubbing drives the stain into the base of the pile and distorts the weave – it is the single most common way a small spill becomes a permanent one.
3. **Work from the edge in.** Always. Outside to centre keeps the stain from growing.
4. **Cool water only, and barely any.** Damp the cloth, not the rug. Hot water sets most food and drink stains, and soaking the rug sends moisture into the backing where it is slow to leave.
5. **Dry it properly.** Press with a dry towel, then let air at it – a fan helps. A damp patch left to dry on its own is how an odour starts.

Test anything stronger than water on a corner you cannot see, and wait for it to dry before deciding. Colour damage cannot be undone.

Please don't. Bleach, oxygen-bleach powders and “colour-safe” stain removers all strip dye from a rug far faster than they lift a stain. Steam cleaners force hot moisture into the backing. A washing machine will destroy the structure of a woven rug, whatever its size. None of these is reversible.

The ordinary problems

WHAT YOU SEE	WHAT TO DO
Furniture dents	Lay an ice cube in the dent and let it melt, then lift the fibres with a spoon edge or a soft brush as it dries. Deep dents may need two passes a day apart.
New rug creases	Lay it flat and let the room do the work — most relax within a week. Reverse-roll a stubborn corner for a few hours. Never iron a rug.
Loose surface tuft	Trim it level with the pile using scissors. Do not pull it: on a woven rug a pulled tuft takes its neighbours with it.
Shedding	Normal on a new pile and it settles within a few weeks of regular vacuuming.
Fading on one side	Direct sun. Rotate the rug and, in a bright Sacramento room, consider a sheer during the worst hours — afternoon western light is harsher than people expect.
A damp smell	Moisture has reached the backing. Get air underneath it quickly; lift the rug and raise it off the floor until both faces are completely dry.

Do you need a rug pad?

Honestly, for most of our rugs — no. They are woven with a cotton backing and carry enough weight to stay put from roughly 3 m² upward, and a pad adds nothing you will notice.

A pad is worth it in three cases only: a small rug or runner that slides on hardwood or tile; a rug laid over wall-to-wall carpet, where it stops the rug creeping; and a hard floor where you simply want more softness underfoot. If you buy one, choose felt or natural rubber. Avoid the cheap PVC-mesh pads — they can mark some floor finishes over time.

What we do, and what we don't

WE DO

- **Overlocking** — edge finishing on rugs bought from us.
- Advise on size, placement and palette, in the showroom or by message.
- Help you judge whether a mark is worth treating or worth living with.

WE DON'T

- Wash, clean, steam or shampoo rugs.
- Repair, restore or re-fringe.
- Cut, resize or join rugs.

Not in-house and not through anyone else. We would rather tell you plainly than send your rug somewhere we cannot stand behind.

When a rug needs more than this guide. For a flood, a pet accident that has soaked through, or a stain you have already tried to treat, the right call is an independent professional rug cleaner. Ask whether they wash off-site in a dedicated rug plant rather than cleaning in your home — for a woven rug that difference matters.

If something is wrong with the rug itself

Within 30 days of delivery, contact us. Send a photograph in daylight and a short note about what you are seeing, and we will tell you straight away whether it is a fault, a normal characteristic of the weave, or something care will fix.

Keep this guide. It applies to every rug we sell. The current version is always on the product page of the rug you bought, under *Guides & Downloads*.