



Masland
FINE WOOL  CREATIONS

Congratulations on purchasing your new Masland wool carpet or area rug. Expertly crafted and made with the finest materials, your Masland wool product will enhance the beauty of your home or business. With the proper care, you can enjoy your Masland carpet or rug for many years. This publication provides information about your Masland purchase and should be kept as a permanent reference.



TERMS AND CONDITIONS OF THE SALE

Satisfaction with your Masland purchase begins with professional delivery and installation. As a new Masland carpet or rug owner, please be sure the original seller fulfills specific obligations, whether the seller is a carpet or rug dealer, building contractor, interior designer, design studio/showroom, furniture store, home center, or any other firm that purchases Masland Carpet and Rugs.

The original seller is responsible for getting your carpet or rug to you in good condition. Though Masland products undergo numerous inspections before being shipped, damage may occur during transit. If there are damages, the shipping company is responsible for these, and the original seller must handle the claims. The original seller should thoroughly inspect any torn packaging within 15 days of receipt and note any unusual conditions. If concealed damage is found, a claim should be filed immediately with the shipping company.

The original seller should also verify that the carpet or rug is the proper color and style. There should be no manufacturing defects or specification errors, including color, texture, design, and dimensions. If the original seller finds visible manufacturing defects before delivery, Masland must be notified immediately. Claims for these defects may not be honored after the carpet or rug is in use.

PROPER INSTALLATION

Masland products should be installed by qualified technicians experienced in wool product installation. Failure to use Masland's published installation procedures may void your warranty. You can get these installation procedures by calling the Masland Consumer Affairs Hotline at 800-633-0468.

Note to carpet installers: Masland subscribes to the procedures published in Carpet & Rug Institute (CRI) Standards #104 and #105, which contain guidelines for installation and cushion selection. Copies are available from CRI.



PERFORMANCE EXPECTATIONS

Carpet and rugs get more abuse than any other home or commercial furnishing. Like all textile materials, carpets and rugs have certain characteristics that may affect their appearance over time. These conditions are normal and not considered manufacturing defects:

- Color and texture may vary slightly from display or specification samples. In that wool is a natural fiber, there will be slight variations from dye lot to dye lot, even in carpets and rugs of the same color.
- In carpet, slight color variations may exist from side to side. This is a normal characteristic usually more apparent at seams, which should not be in the center or other prominent areas of rooms.
- Roll marks or pile crushing lines are caused by the weight of the rolled carpet or rug distorting the pile during shipment or warehousing. These will disappear with frequent vacuuming or can be removed immediately with professional steam treatment.
- Shedding of wool products is a normal process of any natural fiber, and will minimize over time. For new carpet and rugs, we suggest vacuuming as often as two to three times a week until the shedding lessens. Much of the early wool shedding is caused by small fiber clippings that result from the shearing process. Shedding in no way reduces or shortens the life of the carpet or rug.
- Small fibers of yarn that dislodge and gather on the carpet or rug surface, especially in busy areas, cause pilling and fuzzing, which will also be minimized with regular vacuuming.
- Matting and crushing can occur in all carpet, especially at pivot points and traffic paths. Regular vacuuming and proper maintenance help minimize these characteristics.
- Highlighting and shading, particularly in cut pile carpets and rugs, result from light reflecting at different angles on the surface.
- Watermarking or pooling is caused by the reversal or bending of fibers so that light is either absorbed or reflected from the surface.
- Ridges or rows may develop in high-traffic areas.
- Exposure to sunlight, humidity, heat, oxides and other atmospheric gases may cause colors to fade or mellow over time. Window treatments are recommended to help reduce these effects. Improper maintenance can also affect color.

Picks, Pulls, and Loose Fibers

- With cut pile carpets and rugs, occasional sprouting, pulls, or loss of single tufts is normal. Simply trim the tuft with sharp shears and vacuum. For woven looped products, the loops can be repaired much like any woven product. The high loop is the result of the surrounding loops in the same row being pulled down as it is one continuous strand of yarn. To repair the "high loop" the low loops on each side can be pulled flush with the pile height with an awl or ice pick.
- Using a vacuum cleaner with power brush or "beater bar" action on a wool product of any construction will greatly increase picks, pulls, and loose fibers.

ROUTINE AND PREVENTATIVE MAINTENANCE

No carpet or rug is impervious to everything. Routine care and cleaning are vital to maintaining long-term appearance.

PROTECT AND PRESERVE

Rotation

■ Rotating your wool rug periodically will help equalize the effects of both traffic patterns and sunlight that may affect your rug over time.

Vacuuming

■ The most important maintenance procedure is the removal of dry soil by vacuuming. Appropriate vacuuming calls for at least four slow passes back and forth in the same area. For cut pile wool products, a dual motor vacuum with brush rolls is suggested. For loop pile wool products, a suction only vacuum is required, and a canister type vacuum may work best.

■ Masland does not recommend vacuums with beater bars.

■ For best results, change vacuum bags before they become two-thirds full.

■ All vacuums must be approved under the Carpet and Rug Institute's Indoor Air Quality Vacuum Cleaner Program. A comprehensive list of approved products can be found at www.carpet-rug.org.

■ Masland suggests using a high quality absorbent mat at all entrances leading to your carpet. Regularly vacuum and clean the mats as they will receive a high soil load very quickly.

Spot Cleaning

Spills and spots must be attended to with immediacy, as spills that are allowed to dry are much more difficult to remove.

All spot cleaners used on Masland products must be approved by the CRI Seal of Approval Program or carry the Wool Safe Label. These products are listed at www.carpet-rug.org or at the Wools of New Zealand website www.woolnz.com.

■ For wool or wool blends the pH range of the cleaning chemicals should be 5.5 to 8.0. Do not use cleaning chemicals outside of this range as damage to the fiber could occur. This requirement is for all chemicals (spot cleaners, pre-sprays, and in-tank) used on wool or wool blend fibers. Never rub spots or spills on wool carpet; use a blotting action only.

■ For specific spot cleaning instructions, please refer to the Wools of New Zealand's spot cleaning guide.

Spot Cleaning Guide

■ Blot up liquids with white paper towels or absorbent cloth; scoop up solids with the end of a blunt knife or spoon.

■ Treat the spot according to the cleaning instruction chart.

■ Apply spot removal agent to clean towel or cloth, not directly to the spot. Use small quantities at a time. Always work inwards from the edge to prevent spreading. Do not rub, as this may cause the spot to spread or distort the pile. Do not over-wet the carpet pile.

■ Afterwards, blot as dry as possible with clean white towel.

■ Always pre-test a cleaning agent in an inconspicuous place, such as under a piece of furniture or in the corner of the room, to ensure that it does not remove color.

Cleaning Guide

(Begin with Step One and proceed to Step Two or Three if necessary)

	STEP 1	2	3
Alcoholic Beverages	1	2	-
Bleach	1	13	-
Blood	1	2	-
Butter	4	2	-
Candle Wax	10	4	-
Chewing Gum	5	4	-
Chocolate	4	2	-
Coffee	1	2	6
Colas and Soft Drinks	1	2	-
Cooking Oils	4	2	-
Cream	2	4	-
Egg	2	13	-
Feces/Excrement	2	3	13
Floor Wax	4	2	-
Fruit Juice	1	2	-
Furniture Polish	4	2	-
Gravy and Sauces	7	2	-
Ink (Ball Point)	9	2	-
Ink (Felt Tip)	4	2	-
Lipstick	4	2	-
Milk	2	4	-
Mustard (Fresh)	2	-	-
Nail Polish	8	4	-
Oil and Grease	4	2	-
Paint (Oil)	12	4	-
Paint (Acrylic)	1	2	-
Rust	6	13	-
Salad Dressing	2	4	-
Shoe Polish	4	2	-
Soot	11	4	-
Tar	12	4	-
Tea	1	2	6
Tomato Sauce	7	2	-
Urine (Fresh)	1	2	3
Urine (Old)	13	-	-
Vomit	2	3	6
Wine	1	2	6
Unknown	4	2	-

1. Cold Water
2. One teaspoon of wool detergent with one teaspoon of white vinegar and one quart of warm water.
3. Clear household disinfectant.
4. White mineral spirits (available from hardware stores)
Use only on dry carpet.
5. Chill with ice cubes in plastic bag. Pick or scrape off gum.
6. Mix 1/3 cup of white vinegar with 2/3 cup of water.
7. Warm water.
8. Nail polish remover (should not contain lanolin)
9. Surgical alcohol.
10. Place absorbent paper over wax and apply hot iron to paper. Wax will melt and be absorbed by the paper.
11. Vacuum clean.
12. Mineral turpentine.
13. Seek assistance from a professional carpet cleaner.



Professional Cleaning

We suggest sending your wool rugs to a reputable professional cleaner who is experienced in cleaning handmade or woven wool rugs. It is very important that any chemicals used to clean the rugs are flushed out of the rugs with water and allowed to properly dry. Wool carpets require a professional cleaning service that will come to your home.

Interim Cleaning

■ Low Moisture Compound Cleaning is a cleaning technique that applies highly absorbent material onto the carpet or rug face and is then agitated and allowed to dry. The cleaning compound and soiling debris are then removed by thorough vacuuming. Host, Dri-Matic, and Capture are good examples of low moisture compounds that will provide interim cleaning.

Restorative Cleaning

■ Hot Water Extraction is the method of cleaning preferred by Masland. This method is proven to be the most effective means of removing entrapped soil and other residues. This method does require effort and will take some time to dry. Use air movement systems and the HVAC system to aid in drying time. Masland does require that all systems used on Masland carpet and rugs be approved under the Carpet and Rug Institute's Seal of Approval Program. Masland also prefers that, at minimum, all equipment be designated as Silver Level cleaning systems. Carpet should only be cleaned by trained technicians, and IICRC Certified technicians are preferred.

Carpet Treatments

Aftermarket carpet treatments, such as soil retardants, anti-statics, insecticides, antimicrobials, coloring agents, and optical brighteners, are not necessary if carpets and rugs are maintained and cleaned properly. If fact, these items could degrade the carpet or rug's appearance and service life. Use of an aftermarket treatment will void your Masland warranty.

Your Indoor Environment

When properly installed and maintained, Masland carpets should become part of a safe and healthy interior, providing many years of beauty and comfort.

According to extensive studies, carpet is safe and nontoxic to humans and domestic animals when it is properly installed and maintained. There are, however, isolated incidents of individuals who are hypersensitive to clothing, furnishings, cleaning materials, pesticides and cosmetics. If you have experienced this hypersensitivity, consult an environmental medical specialist for guidance in selecting appropriate products.

WARRANTY INFORMATION

Masland Carpets and Rugs provides a two-year limited repair or replacement warranty. Masland warrants to the initial purchaser and original seller that its carpets and rugs will be free from manufacturing defects for a period of two (2) years from date of delivery to the original seller. This is a limited warranty and contains specific exclusions and limitations.

A. Exclusions and Limitations

The Repair or Replacement Warranty does not cover certain inherent characteristics including, but not limited to, those described in this brochure, which may affect the product's appearance and/or performance over time. It is only applicable to products placed in use indoors, in space maintained at normal temperature and humidity. It does not cover tears, burns, cuts, pulls, or other damage, deterioration, stain, loss of color or appearance caused by abuse, or improper or inadequate maintenance. It does not cover products placed in use on stairs, ramps, or any area regularly subjected to wheel or rolling apparatuses.

B. Remedy Exclusions

Liability and exclusive remedy of Masland under this warranty is limited to actual repair or replacement. Masland's total liability shall not exceed the invoice amount to the original seller. Masland is not responsible for bodily injury, property loss or damage, removal or relocation of furnishings, or any incidental or consequential damages or costs associated with repair or replacement.

C. Nontransferable

Warranties extended on Masland products are intended for the protection of the initial purchaser and are not transferable to any other party.



Resolving Problems

By following the recommendations in this document, you will derive the greatest long-term satisfaction and enjoyment from your Masland product. If you have a problem or simply need more information, please contact us for prompt and courteous attention.

Any complaints regarding warranties contained in this publication should be addressed to the original seller who must register it in writing within two years from date of delivery to:

Masland Carpets
Consumer Affairs Department
P.O. Box 11467
Mobile, AL 36671
Consumer Affairs Hotline: 800 633 0468

Returns: If it is necessary to return your Masland carpet or rug, contact and work through the original seller, who must obtain return authorization from Masland and comply with specific procedures. If the original seller cannot be found or is no longer in business, contact the Masland Consumers Affairs Department at the address listed, or phone 800 633 0468.

The information in this document is in conformance with the guidelines and principles endorsed by the Carpet and Rug Institute, P. O. Box 2048, Dalton, GA 30722, 706 278 3176. Masland Carpets and Rugs is affiliated with this organization.



P.O. Box 11467
Mobile, Alabama 36671
716 Bill Myles Drive
Saraland, AL 36571
800 633 0468
maslandcarpets.com