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Rug Set Up & Care Guide

How to set up your rug

Step 1: Remove packaging and place rolled-up rug on the floor and roll out flat.

Step 2: We recommend placing a non-slip rug pad underneath your rug to help keep it in place. This will not only add extra cushioning but also prolong the lifespan of your rug and make it easier to vacuum.

Step 3: Flatten out edges by weighing them down with something heavy on each corner. You can also flip the rug upside down. Curved edges should lie flat within a few days after rug is unrolled.

How care for your rug

❖ Vacuum your rug regularly (without a beater bar) in order to maintain the life and beauty of your rug. This will also help reduce any potential shedding that may occur.
❖ Avoid vacuuming fringes/tassels to help prevent fraying and destroying the edges.
❖ Rotate your rug every few months to distribute wear evenly and increase its longevity. Rugs placed in high traffic areas will wear fastest.
❖ Avoid placing your rug in direct sunlight which will cause the colors in your area rug to fade over time.

How to clean your rug

❖ Clean small spills immediately by blotting with a clean, dry (dye-free) cloth. Do not rub, just press firmly on the affected area to absorb the liquid.

❖ Hard to remove stains should be professionally cleaned.

❖ To keep your rugs looking fresh, they should be brought to a reputable cleaner at least once a year.

Cleaning by Rug Type

Tufted/Hooked

- ❖ Remove loose or dry soil by shaking it off and blot wet stains with a clean cloth or sponge

- ❖ For stubborn stains, it may be necessary to repeat the cleaning process, and/or softly brush the area during application.

Important note: Tufted/Hooked Viscose rugs should be vacuumed using a suction only attachment. Vacuum with the grain (run your hand along the surface of the rug to determine what direction the fibers run in). You may also use an electric carpet sweeper. Spills are best cleaned using an acetic or citric acid rinse instead of water, to lessen the possibility of discoloration.

Indoor/Outdoor

Synthetic rugs designed for outdoor use may either be cleaned indoors using the general methods listed above, or they may be taken outdoors.

- ❖ Make sure to read the label on the back of your rug to ensure it is suitable for outdoor use! Not all synthetics are made for this purpose. Our website also features a category exclusive to outdoor rugs.

- ❖ Instructions for indoor/outdoor rugs: mix a small amount of clear, mild detergent with water. Use this to clean the entire rug surface and rinse with a garden hose.

- ❖ Allow both sides of the rug time to fully dry outdoors, in direct sunlight.

Natural Fiber (Jute, Seagrass, and Wool)

- ❖ It is common for loose fibers to break down and pool underneath the rug surface. In addition to regular surface vacuuming, clean the floor under the rug.

- ❖ Sprouting is also common. "Sprouting" refers to loose rug fibers that poke up out of the rug surface. Do not pull these; snip down to the surface of the rug.

- ❖ Starting from the outer edge of a spill, blot gently toward the center using a clean white cloth.

- ❖ For stubborn stains, it may be necessary to repeat the cleaning process, and/or softly brush the area during application.

- ❖ Seek the assistance of a professional rug cleaner for any difficult to remove stains.

Shag Rugs

- ❖ When first removed from its packaging, shag rugs may have a flattened or matted appearance. Simply fluff the surface by hand in order to remedy this.

- ❖ Due to the higher pile in comparison to other rug types, a high amount of shedding is normal and expected. This is especially true for Wool Shag items.

- ❖ Prior to vacuuming, turn the rug face down and gently shake it out to dislodge any dirt that may have gotten trapped deep within the fibers.

- ❖ Using a suction only attachment, vacuum in between individual rows on your rug.

Leather/Cowhide

- ❖ The best and easiest method to clean leather or cowhide rugs is to shake it out. You may also use an electric carpet sweeper.

- ❖ Avoid using any chemical solvents on leather or cowhide. This will cause the material to break down and stain further.

- ❖ Lightly blot any spills using a clean white cloth.