



Area Rugs Cleaning & Maintenance Guidelines

Thank you for choosing an AtlasMasland area rug for your fine interior space. Expertly crafted and made with the finest materials, your AtlasMasland rug product will enhance the commercial interior in which it is placed. This publication provides information about cleaning and maintaining your AtlasMasland area rug and should be kept for future reference.

Terms and Conditions

Satisfaction with your AtlasMasland purchase begins with professional delivery and installation. Though AtlasMasland products undergo numerous inspections before shipment, damage may occur during transit. If there are damages during transit, the shipping company is responsible. A thorough inspection of any torn packaging should be made 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. You should also verify that the rug is the proper color and style. There should be no manufacturing defects or specification errors, including color, texture, design, and dimensions. If visible manufacturing defects are found, AtlasMasland must be notified immediately. Claims for these defects may not be honored after the rug is in use.

Performance Expectations

Carpet and rugs get more abuse than any other 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 rugs of the same color.

– Roll marks or pile crushing lines are caused by the weight of the rolled 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. 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 rug.

– Small fibers of yarn that dislodge and gather on the rug surface, especially in busy areas, cause pilling and fuzzing, which also will be minimized with regular vacuuming.

– Matting and crushing can occur in all rugs, especially at pivot points and traffic paths. Regular vacuuming and proper maintenance help minimize these characteristics.

– Highlighting and shading, particularly in cut pile 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 also can affect color.

Picks, Pulls, and Loose Fibers

– With cut pile 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 rug 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 rug periodically will help equalize the effects of both traffic patterns and sunlight that may affect your rug over time.

Vacuums

– 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. A suction only vacuum is required, and a canister type vacuum may work best.

– AtlasMasland 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 carpet-rug.org.

– AtlasMasland suggests using a high quality absorbent mat at all building entrances. 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 AtlasMasland products must be approved by the CRI Seal of Approval Program or carry the Wool Safe Label. These products are listed at carpet-rug.org.
– 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.

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 rug surface pile.
- Afterwards, blot as dry as possible with clean white towel.
- Always pretest a cleaning agent in an inconspicuous place, such as under a piece of furniture, to ensure that it does not remove color.

Professional Cleaning

- We suggest sending your 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 business.

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 AtlasMasland. 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. AtlasMasland does require that all systems used on AtlasMasland rugs be approved under the Carpet and Rug Institute's Seal of Approval Program. AtlasMasland also prefers that, at minimum, all equipment be designated as Silver Level cleaning systems. Rugs 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 rugs are maintained and cleaned properly. In fact, these items could degrade the rug's appearance and service life. Use of an aftermarket treatment will void your AtlasMasland warranty.

Your Indoor Environment

- When properly installed and maintained, AtlasMasland rugs should become part of a safe and healthy commercial 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.



AtlasMasland
716 Bill Myles Drive
Saraland, AL 36571
888.633.4770
atlasmasland.com