



BRINK & CAMPMAN

IMPORTANT RUG FACTS

Congratulations on your new rug! We are confident that you will enjoy it for many years.

Purchasing a new rug is one of the easiest ways to freshen up the look and feel of your interior. Naturally you want an investment like this to last a long time. In this leaflet are some tips for maintenance to extend your rug's life!

KNOWING YOUR RUG!

All our rugs are made with understanding and expertise. Either handmade by skilled craftsmen, or in a specialty manufacturing facility. All rugs are finished with care and are quality checked before shipment. Each type of rug needs specific care to ensure a certain longevity. The following simple facts will help you understand your rug.

WOOL

Most of our rugs are made of wool. A wool rug has the major benefit that it is easy to maintain since wool has natural dirt repelling properties.

COLOUR

No two rugs are the same. Slight colour variations are common for handmade rugs, as dye lots may slightly differ over a period of time.

SIZE

Deviations up to 5% in the sizes are possible, since rugs are a textile and therefore flexible product. Handmade rugs may vary in size slightly, as each piece is unique!

WEAR

It is highly recommended to rotate your rug 180 degrees every 3-6 months to balance appearance and to distribute wear evenly.

SHEDDING

All cut pile wool rugs will shed. Shedding is caused by fibres in the yarn that are cut short and get detached from the pile. This will subside over time, depending on traffic and wear. The duration of shedding also varies per yarn type and is influenced by the humidity of the environment (humidity should be +/- 50-60%). A dry environment will cause more shedding.

CREASES

When your rug has been rolled or folded for shipping, it may include creases. These should disappear within a week or two when the rug is laid out flat. Rolling the rug in reversed way overnight will help. Making sure the humidity in the room is high enough (+/- 50-60%) will make decreasing the rug easier.

ODOUR

Smells are caused by dyes, yarns and shipping for long distances in sealed wrap. Most odours will vanish within a week once the rug is removed from its packaging.

FADING

When exposed to direct sunlight, rug colours typically fade over time, even if they are fade resistant.

FRINGES

Your rug might have fringes. These are a part of the construction and appear at the ends of the rug in a decorative way to finish your rug. To keep them untangled you can comb or vacuum them. Adjusting the length of the fringes by cutting them is possible, always take care to not cut them too short, this can damage the backing irreversibly.

SHADING

Shading is an effect occurring due to the change of light reflection, which shows when the rug is subtly track marked. This is characteristic for most pile rugs and will reverse naturally during use.

SPROUTS

Loose fibres, or 'sprouts', are a normal part of the break-in process of handmade rugs. To remove sprouts from a cut- or loop-pile carpet, use a small pair of scissors to cut them off even with the other piles. It is recommended to not pull the piles out, as this can cause other piles to loosen too. To remove sprouts from a flatweave rug, use a thick (crochet) needle to tuck the loose pile back into the rug. Do not cut piles from a flatweave rug to avoid breaking the structure.

ANTI-SLIP

We strongly advise you to purchase a Brink&Campman non-skidding carpet underlay along with your rug. This carpet underlay provides longevity and guarantees your warranty. Furthermore it is heat insulating and sound dampening, suitable for floor heating and enhances the overall comfort.

CARE AND MAINTENANCE OF YOUR RUG

HOW TO VACUUM YOUR RUG

- Canister vacuums without beater bars are the optimal type of vacuums to use on rugs. Brooms and manual sweepers are also a gentle and effective way to clean rugs.
- Many of today's upright vacuums are super high powered. The high suction can pull out the threads from the back of a rug and cause "sprouts." Use the handheld attachment to vacuum your area rug, whenever possible.
- If you choose not to (or are unable to use) the handheld attachment on your upright vacuum, make sure to turn off the vacuum's beater bar, as it can pull fibres from the face of the rug and cause the rug to fuzz. If the beater bar cannot be turned off, set it on the highest position possible before vacuuming. Then, carefully place the vacuum on the rug.
- If the rug has edges with binding, refrain from continuously running the vacuum over the edges, as this will loosen fibers around the edges and cause them to come off.
- Avoid running the vacuum over the fringes at the ends of the rug, as fraying may occur. Use the handheld attachment to clean the fringes.
- If a rug is reversible, make sure to vacuum both sides. This will remove grit and grime that can prematurely wear out your rug.

HOW TO CLEAN YOUR RUG

- Clean spills immediately. Once a stain is set, it becomes much more difficult to clean. In the event that you noticed a stain when it already set, James Rug & Fabric Stain Remover can help eliminate many stubborn stains.
- Never rub a spill, as this forces the spill deeper into the rug. When a liquid like wine or coffee spills on your rug or when your pet had an accident, try to dab the stain with a dry towel or cloth immediately.
- To remove any remaining rests from your rug, use clean lukewarm water to dab the stain with a clean towel. Take care the rug will not get too wet and avoid walking over the rug until it is completely dry.
If your rug has viscose parts in it, never use too much water, only a damp cloth. Liquid will change the structure of the viscose piles irreversibly.
- The use of salt is an often heard advise to remove stains. It indeed extracts moisture from a rug, but we strongly advise to only use the cloth as explained above to clean spills.
- The use of bleach or chemicals to remove a coloured stain will affect the colour of your rug as well. An ugly, lighter stain will stay visible afterwards.

THOROUGHLY TESTED BY JAMES.EU

Each of our rug qualities is tested thoroughly for appearance retention; check www.james.eu for information about stains, specific maintenance of your purchased rug and points of sale of James' products. The James service number is: +31 (0)77 327 8008

PROFESSIONAL CLEANING OF YOUR RUG

- Always use a professional area rug-cleaning expert. Cleaning a rug requires a process different than cleaning wall-to-wall carpet.
- Inspect the rug with a rug-cleaning expert prior to cleaning. Get a signed receipt and guarantee of work before the work is performed.



WARRANTY CLAIMS

We realize that not all things are perfect all of the time. In the event of an actual manufacturer's defect, please contact the shop where you purchased your rug. Showing or emailing a picture of the defect to your retailer will help finding the right solution for your complaint.

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albert schweitzerstraat 3 | 7131 pg lichtenvoorde | p.o. box 180 | 7130 ad lichtenvoorde | the netherlands
www.brinkcampman.com | e-mail info@brinkcampman.com