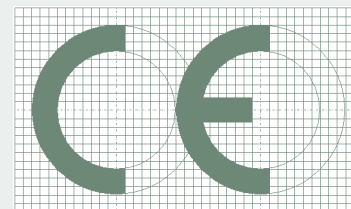


## Adam Carpets Limited

### Stain Removal Chart

IF IN DOUBT REFER TO A PROFESSIONAL CLEANING COMPANY

SPOT OR STAIN	TRY 1 <sup>ST</sup>	TRY 2 <sup>ND</sup>	TRY 3 <sup>RD</sup>
Artificially coloured drinks	3	6	
Blood	5	6	3
Burn/scorch marks	13	14	
Butter	7	5	
Candle wax	8	7	
Chewing gum	9		
Chocolate/Cocoa	5	7	6
Coffee	4	6	
Cream	7	5	
Egg	5	6	
Felt-tip pen	7 or 11	12	5
Floor wax	7	5	
Fruit Juice	3	5	
Furniture polish	7	5	
Glue/adhesive (plastic base)	10	11	
Gravy and sauces	5	6	
Herbal tea	3	6	
Ink (ballpoint pen)	12		
Ink (fountain)	3	6	5
Lipstick	7		
Metal polish	5		
Milk	4	5	
Mustard	5	6	
Nail varnish	10		
Oil and grease	7	5	
Paint (emulsion)	3	5	
Paint (oil)	11		
Shoe polish	7	5	
Soot	6	5	2
Tar (asphalt)	7		
Tea	3	5	6
Urine (fresh stain)	3	5	
Urine (old stain)	6		
Vomit	5	6	
Wine (red)	1	6	



EN 14041: 2004  
Tufted Textile Floorcovering

Declared Performance of essential Characteristics

Reaction to Fire:  
Group 1            Class B f1-s1  
Group 2            Class C f1-s1  
Group 3            Class D f1-s1  
Slipperiness:    Tech. Class NPd  
Emission of Formaldehyde:    E1

Full Declaration of Performance available from manufacturer

**ADAM**<sup>®</sup>  
CARPETS

## Carpet Care Guide



**ADAM**<sup>®</sup>  
CARPETS

### Adam Carpets Limited

Greenhill Works, Birmingham Road, Kidderminster, Worcestershire, DY10 2SH  
Telephone: 01562 829966 (Sales) Fax: 01562 751471  
info@adamcarpets.com  
www.adamcarpets.com

## Advice on New Carpets

You can help to keep your new Adam Carpet in good condition by following the simple instructions suggested in this leaflet

### Fluffing/Shedding

When a carpet is new loose fluff may appear on the surface. This represents only a minute proportion of the fibre in the pile and it will gradually disappear with regular vacuuming.

### Sprouting

A single tuft rising up from the pile surface is called a sprout and this should be trimmed down to the level of the surrounding pile using a pair of scissors. Do not attempt to pull these tufts as this could cause a hole in the carpet.

### Furniture Cups

It is suggested that cups are put under the feet and castors of your furniture. These will help lessen indentations which are created on any carpet. Do not drag heavy furniture across the carpet.

### Fading on Wool

Photobleaching is caused when the natural yellow pigment which gives wool its creamy colour reacts with ultra-violet light making the wool appear much whiter. Light coloured carpets which contain small amounts of dye and carpets containing large amounts of undyed wool, such as Berbers, are especially susceptible. Although every care is taken to ensure our dyes meet strict requirements, carpets, as with other natural textiles cannot be dyed absolutely fast to light, and with the increase in UV rays, carpets will fade when subjected to daylight. Normal wear and light soiling will also give the appearance of fading and both effects are obviously beyond the control of the manufacturer.

### Shading and Pile Pressure

Through use and in time all carpets will flatten to a certain degree and as a result cut pile carpets will tend to shade in the same way that velvet curtains do. The degree of noticeable shading will depend on the amount of design in the carpet together with the depth of colour. A light, open ground or plain carpet is more likely to show greater shading than a darker, heavily patterned carpet. Shading is caused because the tufts in a new carpet are almost parallel with each other; any inclination being regular and in the same direction. After a period of time the tufts will gradually assume a greater slant in the areas of most use and thus expose their sides to the light. The sides of the tufts are now reflecting more light than the tips and will appear lighter in colour. This is known as pile pressure and there are no hard and fast rules as to when this will occur and to what extent, it is simply a natural characteristic of all cut

pile fabrics. Daily vacuuming may help to alleviate this and restore a more uniform colour. It is important to vacuum against the natural lay of the pile which will lift the tufts upright again.

### Moth Treatment

The damage caused by moth and beetle infestation can be extensive, and it is essential that areas such as near skirting boards, and under heavy furniture (favourite breeding areas for moths) has regular cleaning maintenance.

It should be stressed that no product containing wool can be totally 'proofed' against insect damage, however, the insect resisting agent used in our wool rich carpets, is present in sufficient quantity to deter moth and beetle larvae from ingesting the fibre.

Severe infestation of moth or beetle may require specialist treatment to eliminate them, Servicemaster Direct (0845 762 6828) can offer assistance in this respect.

### Berbers and Heathers

All wool or wool mix berber and heather carpets are made of natural yarn randomly blended to include slubs and flecks. Each blend is unique in it's appearance and may therefore exhibit a lined effect and a variance in the flecked look. These are natural characteristics of berber carpets.

### Visible Bands Across The Carpet

Known as roll pressure marks, these result from the manufacturing of large, heavy rolls of carpet, that when resting in the warehouse racks are subjected to considerable sustained pressure. As a result crush lines are often visible when first unrolled. This is quite normal and unavoidable and should not cause concern.

The lines will disappear within a few weeks of normal use, and can be assisted by thorough and regular vacuuming.

### Pile Reversal (shading)

Cut pile carpets may be subject to permanent pile reversal. That is, the pile in certain parts of the carpet becomes permanently bent or distorted for no apparent reason, giving the appearance of areas of light and shade. This is also described as 'shading' or 'watermarking'. At the present stage of research, no specific cause of this effect has been identified, there is no clear and consistent relation between it and the tracking caused by normal use and maintenance and is not a fault in manufacture. It will not affect the wear life of the carpet in any way.

## Maintenance of your Carpet

When a new carpet has just been installed, in order to keep it looking as new as possible for as long as possible, it is necessary to maintain it carefully and regularly.

### Soil Barrier Mats

To protect the appearance of the carpet, it is best to provide a mat at the entrance of the home. This scrapes both grit and moisture from shoes. The mat must be cleaned regularly to ensure its continued efficiency.

### Carpet Cleaning

Regular vacuum cleaning is essential as it prevents loose dirt and grit from working their way into the carpet pile where they will damage the fibres. This should commence from the day the carpet is laid.

There are two main types of vacuum cleaners, plain suction and suction plus beater bar. Adam Carpets recommend the use of suction plus beater bar type vacuum cleaners which are generally more effective in the removal of soil from most carpets and will also assist in maintaining their appearance. The exception being coarse gauge products such as loop pile berbers where the plain suction type is preferred, to prevent fuzzing and pilling.

### Abrasion

Rubber soled shoes and all types of heels can be particularly hard on carpets, especially in front of chairs where heel abrasion is difficult to avoid. It is a good idea to move chairs periodically and restrict the use of shoes, such as trainers, in certain rooms. Trainers have special gripping qualities which pull and tear at the carpet pile and may cause pilling as well as premature wear and loss of appearance.

### Stairs

Although it is not always possible, shifting the stair carpet can compensate for heavy wear that can particularly occur on the nosings. Your retailer will be able to advise you more fully.

### Restorative Wet Cleaning

Many carpets are subject to heavy use and even with regular vacuum cleaning can become dirty. The employment of a reputable professional carpet cleaner is recommended.

### Accidental Spillages

Many common spillages can be removed effectively if dealt with immediately. Failure to act at once can result in a spillage becoming a stain, although some spillages, despite early attention i.e. bleach, bleaching agents, plant foods, hot tea, hot coffee, Ribena and other cordials may result in the permanent staining of the carpet.

After removing as much of the spillage as possible by gentle scraping or blotting, the area should be treated according to the stain removal chart.

There are many commercial spot/stain removers and carpet shampoos available. However, owing to their varying performance, it is strongly recommended that a professional carpet cleaning company be consulted. Your retailer will have a list of registered companies local to your area.

### Colour Fastness

Do not use any cleaning chemicals which contain brighteners or bleaching agents, and always test on an off-cut or inconspicuous area of the carpet.

## Advice on Stain Removal

We believe that the following information is the best currently available. It is subject to revision as additional knowledge and experience is gained. Adam Carpets makes no guarantee of results and assumes no liability or obligation in connection with this information. If in doubt refer to a professional cleaning company.

## IMPORTANT POINTS TO NOTE

1. Chemicals should never be used in concentrations greater than specified by the manufacturer.
2. Label all chemicals carefully and keep out of the reach of children.
3. Do not over wet the carpet when removing stains.
4. Do not use soap, biological soap powders or washing up liquids to remove stains.

### Rules for spot removal

- Soak up liquids with kitchen roll, paper tissues, or absorbent colourfast cotton cloth
- Scoop up or scrape off solids
- Try to identify unknown spots prior to any treatment - if unsure, use a solvent first
- Always follow the manufacturer's directions when using commercial products

### Blot and do not rub

- Use an inconspicuous place to test the colour fastness of the carpet to the chemicals
- Use a light, colourfast cotton cloth for the treatment of spots
- Apply small quantities of the spot cleaner at a time, applied to a cloth - NOT directly to the area - work from the outside of the spot inwards towards the centre with the cloth or a sponge, blotting with clean, white, tissue frequently. Vigorous rubbing of the pile could damage the texture of the yarn.
- Take care when applying solvents - do not over apply, carpets should not feel 'wet'
- Ensure there is plenty of fresh air ventilation
- Dry the area by blotting and/or using a hair dryer on a low setting
- If necessary, always brush cut pile carpets in the direction of the pile

### Treatments

1.	Blot with kitchen roll or paper tissues
2.	Vacuum clean
3.	Cold water
4.	Warm water
5.	Approved carpet shampoo (diluted)
6.	Approved spot remover for water based stains
7.	Approved spot remover for greasy/oily stains
8.	Absorbent paper or paper tissue and hot iron
9.	Chewing gum remover (solvent or freeze type)
10.	Nail varnish remover or acetone
11.	White spirit or turpentine substitute
12.	Surgical spirit (ethyl alcohol or ethanol)
13.	Rub with a coin
14.	Rub gently with coarse sand paper

N.B. Do not use any cleaning chemicals which contain bleach - this will cause irreversible damage to the carpet.