

## 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	

**UK  
CA**

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EN 14041

ADAM CARPETS

Textile Floor Coverings  
Group types 1, 2 & 3.  
D.O.P. available from Manufacturer

*Here is a QR code which links direct to our website showing the latest version of our Carpet Care Guide and our recommendations for professional carpet cleaning.*



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## Carpet Care Guide

### Adam Carpets Limited

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## 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.

### Total Insect Protection

At our factory in Kidderminster, we colour all of our plain yarns in our dyehouse. At the end of the process, we apply the "Insect Protection Treatment". Based on nature's own solution found in Chrysanthemum flowers, this treatment penetrates fully all of the fibres in a sufficient quantity to eradicate all UK insect pests that attack wool carpets before they finish their first bite. It works especially well on beetle as well as clothes moths and dust mite larvae too, giving 100% protection.

We apply the Total Insect Protection treatment very carefully to meet the industry gold standard Woolmark Level Two. It is harmless to humans.

We are the only manufacturer in the UK able to use the best dye bath application method to ensure that all of the wool and nylon receives a deep and even coating.

All ranges have been treated with the exception of Pure Brit and Pure Brit Supreme.

### 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 its 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 'permanent 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 should commence from the day the carpet is fitted. It is essential as it prevents loose dirt and grit from walking down into the carpet pile and damaging the fibres.

It is our experience that all carpets will flatten (tread down) to varying degrees in use. At Adam Carpets we strongly recommend the use of a mains-powered, corded upright vacuum cleaner with belt driven beater bar/brushes and a strong powerful suction. This type of vacuum cleaner is the best tool to assist in maintaining the carpet to keep its best appearance for longest. It is also suitable for use with our high quality loop pile products.

The vacuum cleaner should be kept in good working order and maintenance includes replacing worn belts and brushes in the maintenance cycle recommended by your vacuum manufacturer. Bags or reservoirs should be emptied regularly and filters cleaned to maintain the efficiency of the vacuum.

Recent years have seen the rise in popularity of cordless vacuum cleaners, also known as stick vacuums, which offer various features to the consumer and are very lightweight. Our experience over four generations of making carpet for consumers is that whilst these cordless machines are fine for spot cleaning a small area as intended, such as picking up a few spilt crisps on the carpet surface, they have neither the power nor the stamina nor the driven beater bars which are essential for properly cleaning and maintaining the pile of an Adam cut pile carpet. All of these features are critical, and all are essential requirements in the recommended mains-powered corded upright vacuum cleaner belt-driven beater bar/brushes.

### 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, bicarbonate of soda 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.