

Godfrey Hirst



**Cleaning Guide for Wool Carpet
and Warranties**

Naturally Easy Maintenance

No carpet lasts forever, or is 100% stain proof. But with regular care you can add years to the life of your carpet.

Properly maintained carpets enhance the appearance and atmosphere of interiors. To protect the investment made in your carpet and extend its life, it is important to clean it at regular intervals, rather than waiting until the carpet is heavily soiled.

Maintaining the beauty of wool carpet is exceptionally easy - in fact, a lot easier than most people think. Wool's unique and complex fiber structure releases soil up to 25% more readily than synthetic fiber carpet. Furthermore, the natural resistance of wool fibers provides you with time to act as liquid spills stay on top of the pile longer, rather than seeping into the base of the pile and backing.

There are three basic steps to protect your investment:

- 1) Vacuum regularly
- 2) Remove spills immediately
- 3) Professionally clean by hot water extraction (for residential use, every year or two)

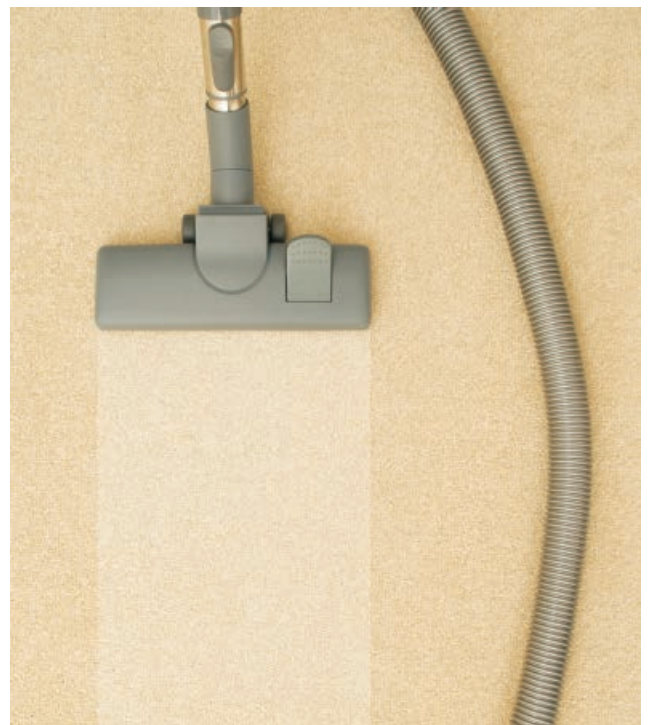
VACCUING

Cleaning methods vary by fiber however, the most important thing you can do for your carpet is to vacuum it thoroughly and frequently, particularly in high traffic areas. Vacuuming not only prolongs the life of the carpet, but also enhances its appearance.

After your carpet is laid, vacuum lightly and frequently in the first week to remove surface lint, dust and fluff. Thereafter continue to vacuum thoroughly at least weekly and more frequently in high traffic areas. This will remove soil and grit before it works its way below the surface of the pile where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas will suffice while five to seven passes for heavily soiled areas are necessary. Vacuuming first against the natural pile direction lifts the pile helping to unsettle and remove dirt and grit, while reducing matting. When finishing, vacuum in the direction of pile lay to achieve a uniform finish.

To effectively clean your carpet, use only a quality vacuum cleaner. Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag (particularly important if you are dust sensitive). A vacuum with a rotating brush which agitates the pile and loosens soil is best for low cut pile carpet. To prevent excess fuzzing turn off the brush, or change the head when vacuuming loop pile, cut/loop pile or berber carpet. Ensure the vacuum is kept in sound mechanical condition and brushes are cleaned and replaced when worn out. Check and adjust the height of beaters regularly to ensure the carpet is not damaged by excessive beating. Change or empty dust collection bags frequently and replace filters as recommended by the manufacturer.



Naturally Easy Maintenance

SPOT CLEANING

All spillages should be treated promptly. To ensure best results from spot cleaning, follow the easy steps that our outlined later in this booklet.

AREA CLEANING

Carpet should also be professionally cleaned using hot water extraction every 12 to 18 months to revitalize your carpet and remove oily, sticky soil and well-settled soil that vacuums don't remove which cause gradual but significant dulling of colors. Shampooing, do-it yourself steam cleaning or dry cleaning are not recommended.

Godfrey Hirst residential warranties require that professional services be performed by an IICRC certified firm. Locate a professional cleaner through the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 800-835-4624 or www.iicrc.org.

CHANGES IN CARPET APPEARANCE

Carpet gets more abuse than most other furnishings, and like all textile products, has traits which may affect its appearance over time. These conditions are normal and not considered manufacturing defects:

Shading/Vacuum Cleaning Marks In cut pile products, especially luxurious solid color velvets or saxonomies, light can play strange tricks with carpet, making it appear from certain angles, that particular areas are lighter or darker than others. This is caused by disturbed pile reflecting the light differently to the surrounding body of carpet. Sometimes the changes may be temporary, and able to be removed or lessened by vacuuming or rushing of the pile. It is a visual feature of the carpet design, and is not considered a defect.

Shift Lines Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of construction

of the carpet. Lines may be more apparent with "large" designs or patterns. Color, directional pile lay and light sources are also contributing factors, as certain light sources shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet's wear or durability.

Phasing/Panelling Where carpet design includes a random use of contrasting colors, at times these colors can coincide in production, causing an effect known as phasing. Similarly, in loop pile carpets, shading effects of color patterning can appear as panelling down the length of the carpet. Both phasing and panelling are an accepted part of the design and in no way affects the carpet's performance.

Changes in Appearance All carpets will change in appearance over time, particularly in areas of high foot traffic. Good quality pad will extend a carpet's appearance. Tips of tufts in a cut pile carpet, over time and use, may lose a degree of yarn twist, known as blooming. Most apparent in traffic areas or in front of chairs, this is normal and should be expected. Carpet styles with dense pile and tightly twisted tufts minimize the likelihood of excessive tip bloom.

Footprints Most deep, cut pile carpets may show footprints and vacuum cleaner marks. Selecting a carpet with a denser construction and lower pile height will minimize this effect.

Crushing The compression of carpet tufts due to foot traffic or furniture is known as crushing. Regular vacuuming or using your fingers to lift and groom the pile in severely affected areas should help reduce changes.

Wrinkling (and Rucking) Wrinkling may occur after installation. It can be caused by excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially relative power stretching. A competent installer can usually correct this problem.

Naturally Easy Maintenance



Changes in Carpet Appearance Continued:

Filtration Soiling Dark discoloration due to air borne pollutants may appear along walls, vents and doorways. This may be removed by professional cleaning, however, is usually due to an imbalanced ventilation system, and will usually return unless the ventilation problem is remedied.

Color/Texture Variation It is normal for installed carpet to show minor color and texture variation from selling samples or minor variations between production runs and dye lots. Godfrey Hirst's formal quality assurance program (which is ISO9000 accredited) seeks to minimize the potential for variability and ensure any variation is within recognized textile industry standards.

MOTHS AND CARPET BEETLES

All Godfrey Hirst wool carpets have insect resistant treatments applied during manufacture. However, moths/beetles in some areas have developed a tolerance to treatments.

Good housekeeping is essential to control textile pests. Regular vacuuming along skirtings, under furniture and in corners will discourage insects and reveal any infestations at an early stage.

If you believe there may be minor infestation, you should thoroughly vacuum the area (spraying the contents of the vacuum cleaner with insecticide prior to disposal) and treat the infested area, extending 6 inches beyond the boundaries of the activities with an insecticidal aerosol spray or dust following the manufacturer's directions or precautions. In the case of serious infestations or if the initial treatment is not successful, it is recommended that you contact a professional pest control operator.



Cleaning Guide for Wool Carpets

Prompt and immediate attention to any spillages or stains is paramount to avoid the penetration of the stain into the carpet fibers and pile and avoid potential discoloration and unsightly markings. Liquids (particularly hot liquids) must be attended to immediately. If allowed to cool or dry, the stain will be almost impossible to remove. However, care must be taken as haphazard attempts at spot removal can cause permanent setting of stain, pile distortion and loss of color.

Basic Carpet Cleaning Steps:

1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon, and liquids blot up by applying pressure with white paper towels or tissues. Use a wet/dry vacuum if spill is large. NEVER scrub or rub the carpet during the stain removal or rinsing process as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion.
2. Determine the appropriate method of stain removal from the table below.
3. Pre-test any treatment on a small inconspicuous area of carpet to ensure against damage and possible color change.
4. Ensure carpet is press dried with a clean white cloth or white paper towel between any step in the treatment process to remove excess moisture. Do not rub, as rubbing can alter the carpet's texture.
5. After the spill/stain has been treated, place several layers white paper towel over the area and place a flat weight on them. A hair dryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.
6. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately. Should more aggressive spot cleaning methods

be used, there is a risk of the stained area becoming permanently discolored. It is essential that the entire room be hot water extracted so that any apparent color change is consistent throughout the entire room.

Stains should be differentiated from soiling. For example, many sugar based spills, such as soft drinks and coffee, leave a sugar residue after removal. Similarly when spills are cleaned with a detergent solution and the area is not sufficiently rinsed with plain water, a sticky detergent residue can be left. This sticky residue readily attracts soil from ordinary shoe traffic, and the resulting discolored area appears to be a stain. If so, repeat stain procedures above, ensuring that any residual cleaning mixtures are fully removed.

Which treatment?

Common Household Food & Beverages: Most common household food and beverage stains (not being a stain containing dyes or substances which destroy or change the color of carpet) may be treated solely with warm, not hot, water applied to the stained area. Then using a clean white cloth or sponge, treat with a mixture of one teaspoon of approved wool detergent and one teaspoon of white vinegar mixed in 1 litre of warm water. Apply to the stain and rinse with warm water repeating treatment until no stain is evident on the cloth or towels used to press dry the area.

For other substances:

It is important to identify the source of the stain to ensure use of the appropriate method of removal. On the following page are some recommendations for removal of some common substances.

Cleaning Guide for Wool Carpets

Cleansing Agent/Treatment:

1. Cold Water
2. (1) teaspoon mild laundry detergent approved for wool and one teaspoon of white vinegar in 1 liter of warm water.
3. Chill with aerosol freezing agent or ice cubes in a plastic bag. Pick or scrape off gum.
4. Clear nail polish remover without lanolin.
5. Rust remover (can be applied by a professional carpet cleaner).
6. Clear household disinfectant.
7. Vacuum immediately. If any residue, call professional carpet cleaner.
8. Rinse with warm water.

While care has been taken in compiling the treatment guide, removal of these stains cannot be guaranteed. No responsibility is accepted by Godfrey Hirst for claims arising from any proposed treatments. If stains fail to respond to treatment, call a professional carpet cleaner immediately.

Warnings:

Supermarket cleaning products are not recommended. Some chemicals and cleaning products like bleaches can permanently discolor or dissolve carpet fibers, and if used should be used with great care strictly in accordance with their use and safety instructions. If used, always pre-test a cleaning agent in an inconspicuous place, to ensure it does not remove color or damage fibers.

Do not apply stain repellent treatments which contain silicone as they are unnecessary and tend to accelerate soiling of carpets.

STAIN TYPE	ORDER OF TREATMENT		
	Step 1	Step 2	Step 3
Blood	1	2	8
Chewing Gum	3	2	8
Coffee	2	8	
Feces	2	6	8
Nail Polish	4		
Paint (latex)	1	2	
Rust	5		
Soot	7		
Urine (fresh)	1	2	8
Urine (old)	2	8	
Vomit	2	6	8
Wine (white)	2	8	

Other Ways to Protect your Carpet:

Door Mats: Place door/barrier mats outside all exterior doorways, and at entrances to carpeted areas to trap dirt and moisture from shoes. Remember to clean these mats regularly.

Furniture: Use furniture cups and occasionally rearrange furniture to alleviate pressure marks. Chair pads should be used under desk chairs with castors. The use of furniture coasters to distribute the weight of heavy items is also recommended, especially for furniture with wheels. Take care when moving furniture with wheels by putting a protective barrier between the wheels and the carpet.

Rugs: Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localized and uneven wearing. Rugs should be cleaned regularly, at which time you should clean and restore the pile of the carpet.

underneath. Check rugs for colorfastness before placing them on carpet as the color in some rugs may bleed through. After cleaning your carpet, allow it to dry completely before replacing rugs.

Chemicals: Exercise extreme caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. They are strong chemicals that can permanently discolor or dissolve carpet fibers.

Direct Sunlight: Carpets like all other dyed textiles will slowly lose color over time when exposed to direct sunlight. Protect your carpet from prolonged periods of direct sunlight with curtains, blinds, shades or awnings.

Godfrey Hirst Limited Wear Warranty

This warranty may not apply to all Godfrey Hirst carpets. You can establish the specific warranties applicable to a particular carpet style, by checking the labels on the back of the carpet samples, or by asking the Godfrey Hirst carpet dealer at the time of purchase. All warranty information in this brochure is effective May, 2010.

Subject to the Warranty Exclusions and other terms and conditions set out below, Godfrey Hirst warrants that the surface pile of your Godfrey Hirst carpet, given normal domestic wear, will not abrasively wear more than 10% within the number of years set out in the Godfrey Hirst Limited Wear Warranty label affixed to the sample following original installation (the % wear being based on weight of pile fiber loss as determined by Godfrey Hirst after it has been inspected and the carpet tested).

Abrasive wear means fiber loss from the carpet through normal abrasion, not from crushing or flattening of the carpet pile in any area, or from staining, soiling, fading, or other changes in carpet appearance. Matting (being the loss of twist from the tips of pile and entanglement of the fibers), crushing (being the non-restorable loss of pile thickness due to foot traffic or pressure of furniture) or any other change in appearance retention do not constitute abrasive wear and are excluded from this warranty.

Also specifically excluded from this warranty, in addition to exclusions set out below is damage caused by tears, pulls, pilling, burns, improper installation, inadequate cushion, improper cleaning, furniture, wheels or athletic equipment.

Godfrey Hirst General Warranty Terms and Conditions:

Godfrey Hirst warranties:

Are extended to the original purchaser of the carpet and are not transferable

Are solely for the domestic indoor use of the carpet in an owner-occupied single family private residence

Apply only in the United States and Canada

Only apply to first quality carpets and are not applicable to carpets sold as seconds, irregulars, shorts/mill end or used

Only cover the surface pile and not the carpet backing

Carpets must be properly installed over pad in accordance with the installation recommendations set out in this brochure under "Carpet Installation". Carpet also requires routine maintenance, and should be properly maintained in accordance with the recommendations described in this brochure under "Caring for your Carpet", including hot water extraction cleaning performed by trained, qualified carpetcare professional at least every 24 months. **FAILURE TO APPROPRIATELY INSTALL THE CARPET AND TO PROVIDE SUCH CARE COULD VOID ALL OR PART OF THE WARRANTY COVERAGE.**

ONCE INSTALLED, THE PRODUCT IS DEEMED ACCEPTED BY THE BUYER, AND NO WARRANTY SHALL APPLY FOR COLOR, CHARACTERISTICS, CUT, FIT OR APPEARANCE RELATED CLAIMS.

Godfrey Hirst Limited Wear Warranty

Unless the warranty for your Godfrey Hirst carpet specifically and expressly covers any item listed below, THE WARRANTY DOES NOT COVER:

Any non-residential or commercial application of the carpet or renting or leasing of the premises in which the carpet has been installed

Any carpet installed on stairs, outdoors or in utility areas such as bathrooms, kitchens or in any areas subject to other than ordinary shoe traffic

Any defects due to improper installation (eg., wrinkling, buckling, tuft losses, seam peaking) or due to failure of pad or failure to use appropriate pad or cushion

Damage to the carpet caused by improper maintenance, application of improper cleaning agents, methods or mishaps or inadequate care

Abuse by any athletic equipment such as roller skates, golf shoes or gym equipment, etc.

Damage or appearance problems caused by wrapping carpet around nosing of stairs

Damage resulting from accidents or abuse (including without limitation of any use considered unreasonable given the normal and expected use of carpet in a residence) or abnormal wear

(including without limitation staining, soiling, burning, flooding, cutting, pet damage, smoke, etc) or from wetting or persistence of excessive moisture or exposure to very hot substances

Changes in carpet color, yellowing or fading or other discoloration resulting from external causes including, without limitation, fading due to sunlight, ozone, emissions from heating fuels, pesticides, cleaning agents, spills of household chemicals, or other non-food or non-beverage substances, over application of stain resistant treatments, changes in alkalinity,

cleaning solutions, general soiling, fume fading or other atmospheric or chemical influences

Changes in carpet texture in heavy traffic areas which constitute normal wear and tear

Any carpet which has been treated after installation with any protective material or defects or damage due to application of any topical treatments (including without limitation, fungicides, bactericides, biocides, anti-statics, stain resists, some cleaning agents, etc.)

Normal or minor differences between the color and texture of samples and the actual carpet

Problems caused by the wetting, flooding or the persistence of excessive moisture

Odors

The appearance of footprints and vacuum cleaner marks

Godfrey Hirst Limited Wear Warranty

TO THE FULLEST EXTENT PERMITTED BY LAW, THE LIABILITY OF GODFREYHIRST SHALL BE LIMITED TO THE ACTUAL COST OF REPAIR OR REPLACEMENT OF THE AFFECTED AREA OF THE CARPET EXTENDING TO THE NEAREST WALL, DOORWAY OR ENTRANCE, TO THE FULLEST EXTENT PERMITTED BY LAW, WE EXCLUDE AND WILL NOT BE LIABLE FOR CONSEQUENTIAL, INCIDENTAL, INDIRECT OR SPECIAL DAMAGES UNDER THESE WARRANTIES OR OTHERWISE. By this we mean any loss, expense, or damage other than to the carpet itself that may result from a defect in the carpet, including, without limitation, mileage, lost wages, movement of furniture, delivery delays, extra handling and labor involved in bordering or sculpturing.

Implied Warranties

TO THE FULLEST EXTENT PERMITTED BY LAW, ALL IMPLIED WARRANTIES, INCLUDING WARRANTIES AS TO MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE, ARE EXPRESSLY EXCLUDED AND NO WARRANTIES, EXPRESS IMPLIED, STATUTORY OR OTHERWISE, EXTEND BEYOND THE TERMS OF THE WRITTEN GODFREY HIRST WARRANTIES SET OUT IN THIS BROCHURE AND ARE EXPRESSLY DISCLAIMED. Implied warranties are warranties the law presumes to have been given by the seller even though they are not set out in writing.

PLEASE NOTE some states do not allow the exclusion or limitation of incidental, indirect, special or consequential damages, or how long an implied warranty lasts, so this limitation or exclusion may not apply to you.

YOU HAVE LEGAL RIGHTS UNDER THIS WARRANTY These warranties give you specific legal rights, and you may also have other rights which vary from state to state. Except for these rights, the remedies provide under the warranties state the limit of Godfrey Hirst’s responsibilities.

What will Godfrey Hirst do if carpet fails to perform?

Provided you have complied with the Homeowner Obligations included in this brochure, if any part of your carpet fails to perform in accordance with the warranty applicable to the carpet, Godfrey Hirst will repair or replace (at the discretion and as the entire liability of Godfrey Hirst and the exclusive remedy of any party) affected areas (ie., the worn and adjacent areas extending to the nearest wall, doorway or entrance) of the carpet. Godfrey Hirst reserves the right to correct any defect prior to the carpet being removed, replaced or any settlement being offered.

Upon Godfrey Hirst’s determination of a valid claim and that the carpet cannot be restored by repair, Godfrey Hirst will offer an allowance or arrange a credit to your retailer equal to the cost of the carpet material only, in the affected area. THERE WILL BE NO CASH PAYMENT. The credit will apply only to a new carpet of the same or comparable quality carpet manufactured by Godfrey Hirst, depreciated as set out below:

10 Year Warranty	Replacement
First 3 years	100%
Years 4-5	70%
Years 6-7	40%
Years 8-9	20%
Years 10	10%

Godfrey Hirst Limited Wear Warranty

Homeowner Obligations

In order to maintain and protect your coverage under the terms of this warranty, you must:

1. Make sure you know which warranties apply to your particular carpet (the warranties are stated on the backs of samples in the store at the time of purchase and it is your responsibility to know which warranties apply to your carpet).
2. Keep proof of purchase in the form of a bill, invoice or statement from your Godfrey Hirst dealer, showing the price you paid for the carpet, together with proof of installation date.
3. Have your carpet installed in accordance with the guidelines outlined in the Carpet & Rug Institute Installation Standard CRI-105 and otherwise in accordance with the guidelines set out in this booklet.
4. Validate your warranty by submission of the completed warranty form within 30 days of installation of your Godfrey Hirst Carpet.
5. Maintain your carpet with regular vacuuming and cleaning and otherwise in accordance with the guidelines set out in this booklet
6. Be able to demonstrate hot water extraction cleaning by an IICRC certified firm at least every 2 years in the form of a bill, invoice or statement including a description of the cleaning service provided.

It is also recommended that you retain a 2' x 3' carpet remnant from your installation for your warranty or in case you ever needed to make a repair.

Making a Claim

Should you believe your carpet is failing to perform in accordance with these warranties, you must notify your Godfrey Hirst dealer who sold you the carpet in writing. Be sure to describe the specific problem as fully as possible, and to include a copy of your invoice. The retailer will take appropriate action, including the notification of Godfrey Hirst if necessary.

If you are unable to contact your retailer for some reason, or if you do not get a satisfactory reply from them, please contact us directly as set out below:

Toll free: 800-480-7134

Write: Godfrey Hirst Customer Service

7629 Adairsville Hwy

Adairsville, GA 30103

Email: northamerica.customerservice@godfreyhirst.com



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Adairsville, Georgia 30103

800-480-7134
www.godfreyhirstusa.com
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