

DARE TO BE DIFFERENT

 **Feltex**

Carpet Collection

INCLUDES CARE & MAINTENANCE INFORMATION



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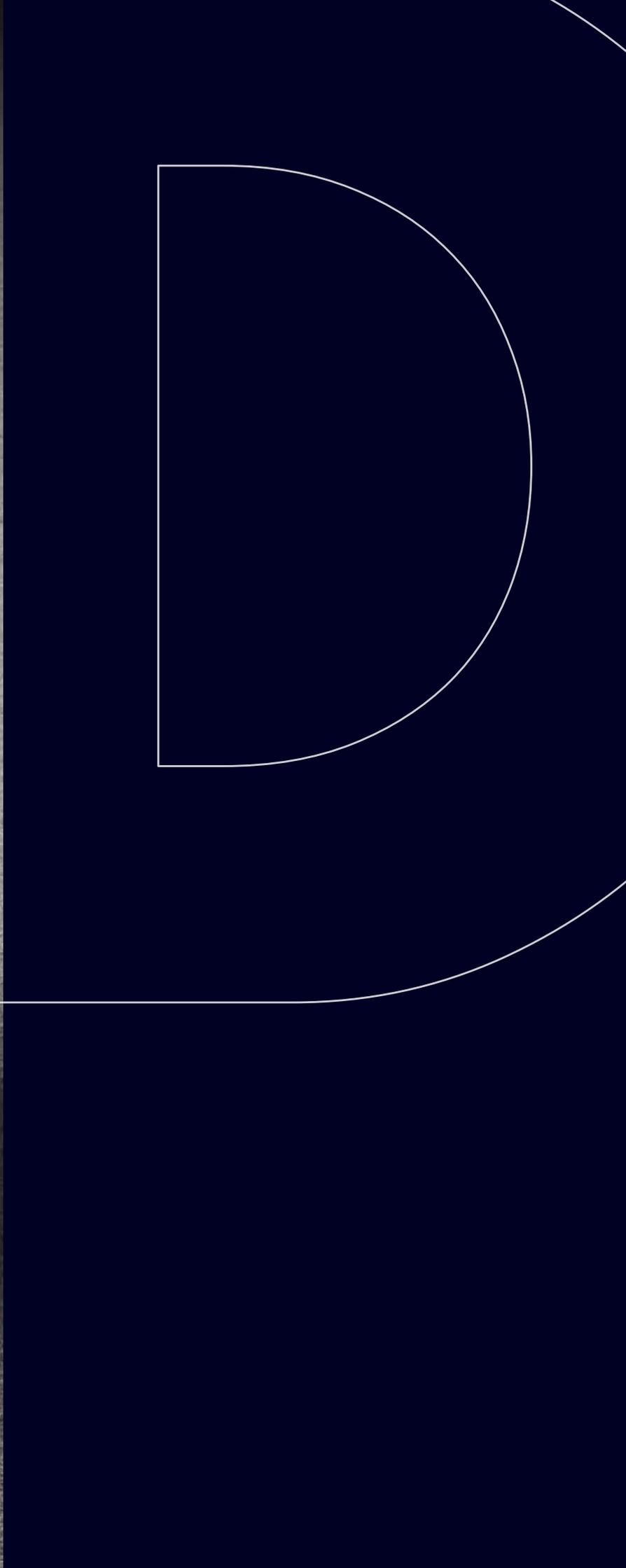
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QUALITY IN WOOL AND WOOL BLEND CARPETS

Feltex has always been synonymous with style, design integrity and luxury. As a leading manufacturer of the finest carpet, Feltex sets the benchmark for quality in wool and wool blend carpets. When you choose a Feltex carpet you can rely on almost 100 years of manufacturing experience and expertise.

Our expert team of designers are at the forefront of cutting-edge design, bringing the latest colour and style trends to floors all over the world. With a palette of gorgeous colours and irresistible textures, Feltex carpet is the flooring must-have.



QUEENSBURY
92 ICE GREY

Designed for Australian Interiors.

At Feltex Carpets we are designers, technical specialists and armed with a passion for interiors produce a selection of carpet designs and custom carpet options that are a canvas for your meticulous self expression.

Feltex wool carpets come in a range of colours painstakingly developed over the years and in a variety of designs to compliment even the most complex of design plans.

Flooring selection is one of the largest investments made when designing a space. One that often gets over looked and the complexities forgotten, as with any surface option carpet has many design aspects that can contribute and enhance the design aesthetic.

Our intentions and ideas for the design of a space is as much about how we create form and order as it is about how we experience the space.

There are value systems we can use to define essential or naturally occurring elements within a given space, these are the physical aspects such as shape and space, boundaries and edges. The very canvas to bring our conceptual thinking. These value systems could embrace principles such as balance, emphasis and focus, contrast, scale and proportion, details, harmony and unity and movement through repetition and rhythm to express our visual intentions.

The admirable talent of interior designers and architects is being aware of the 'feel' of a space and responding to empirical information through the senses to sculpt and create a desired experience. Not only are we asking "What do you need in your space and how do you move through your life everyday?" At Feltex we are also extending a visual conversation to ask "How would you like to feel?" within this space.

Again we see a balancing of analogies and the tension in their comparative similarities - relaxed, invigorated, focused, calm, energised, social or retreating to comfort. What is the substance of your innate values of personal space?

Design Theory



Design Principles



STONEFIELDS
42 PEBBLESTONE

EMPHASIS - FOCAL POINT

One of the first tasks in designing a space is to choose the focal point and then apply your chosen form of balance and the remaining design principles. Remember, a room where everything gets equal importance will seem either scattered or boring.

BALANCE

When things are balanced, everything feels right, and yet even within this 'simple' principal there are three options, radial, symmetrical and asymmetrical balance.

Radial Balance - Items are distributed and arranged around a central point.

Asymmetrical Balance - Different elements with similar weights on opposite axis.

Symmetrical Balance - Used in traditional focused designs, symmetrical balance is the easiest form of balance to apply and can be executed with form or colour.

RHYTHM

Rhythm in design is all about creating patterns of repetition and contrast to create visual interest to help move your eye around the room.

HARMONY

Harmony is achieved when all the elements act together to create a unified message. Just as rhythm can create excitement, harmony creates a sense of restfulness.

PROPORTION AND SCALE

The ancient Greeks came up with the Golden Ratio - 1.618. Nature seems to repeat this ratio whilst spaces and objects that contain this ratio are thought to be more pleasing aesthetically. The Golden Ratio is a way to create negative space and apply balance, harmony and emphasis. It is the culmination of all the design principals.

Colour

COLOUR IS ONE OF THE MOST IMPORTANT FACTORS TO CONSIDER WHEN DECORATING A NEW HOME OR RENOVATING.

Colour impacts the mood, feeling and personality of a room. Colour can help enhance the appearance of a room's size, allowing you to make the most of natural and artificial light.

THINK ABOUT THE ROOM SIZE

No matter how big or small the area, the colour of the floor will have a major impact on the feeling of space within the room. If the area is small or lacks natural light, a lighter shade of carpet will make it appear larger and brighter. Conversely, darker hued carpets will warm a room, giving larger spaces a cosiness while adding depth and character.

HOW WILL YOU USE THE ROOM?

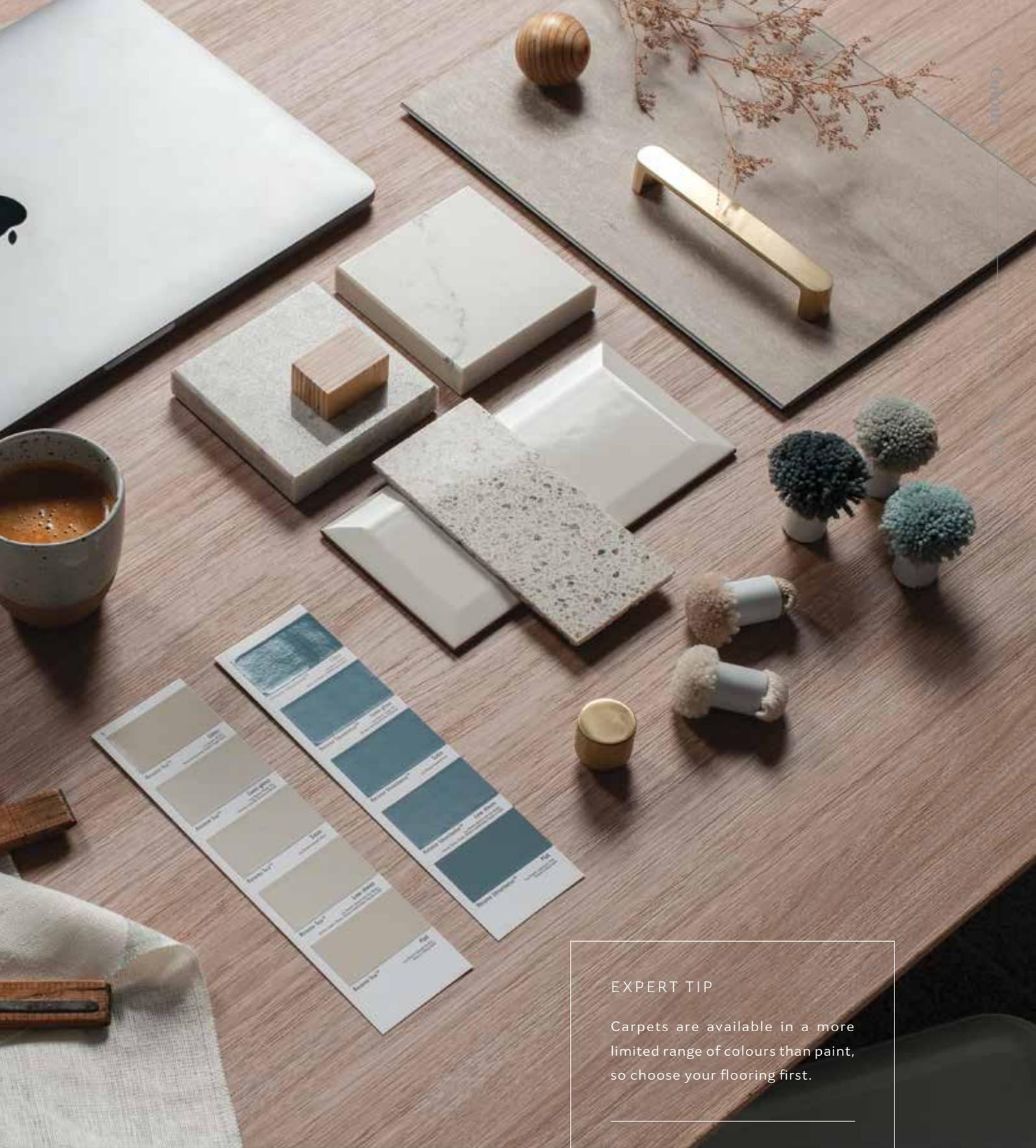
Considering how each room is going to be used is important when selecting your carpet. In homes with energetic families a hard-wearing carpet in a darker tone is a great option. Patterned carpets are especially effective at hiding stains and soiling. For those who like to entertain, a loop pile carpet in mid-tone works well. For a low traffic home, you may opt for a plush pile carpet in a lighter shade.

SET THE MOOD

The colour palette you choose will influence the feeling, light and space in each room. Room colour can affect people in many ways, influencing your mood and energy.

Cool colours are considered calming and serene; they are often recommended for bedrooms. In halls, entries and small spaces, warm colours can feel expansive and welcoming.





EXPERT TIP

Carpets are available in a more limited range of colours than paint, so choose your flooring first.

Carpet colours can appear different throughout your home depending on the light source. Ask the retailer for a sample and check how it appears in both natural and artificial light before making a final choice.



Carpet Styles

Our variety of styles will provide plenty of options to ensure you pick the right carpet to fit your lifestyle and design requirements.

CUT PILE CARPET

Cut pile carpet is Australia's most popular style. It comes in a variety of qualities and prices. High weight, longer pile styles offer a luxurious feel and opulent look.

Cut pile carpets offer a more uniform look and are now available in soft to touch synthetic options, adding another level of comfort.

LOOP PILE CARPET

By combining different coloured fibres and varying the height of the loops, different styles and patterns can be created.

Loop pile carpets can work well with casual lifestyles. These are a good option for those who don't like the look of tracking or shading. Loop pile carpets are hard wearing and durable and are a great choice for family living.

YOUR FELTEX CARPET WILL BE WITH YOU FOR A LONG TIME SO IT'S IMPORTANT TO THINK ABOUT HOW THE SPACE WILL BE USED.



CUT PILE PLUSH

The yarn ends are closely cropped to create a smooth, almost velvet type surface. Each tuft is cut at the same height to create a luxurious finish.



MULTI LEVEL LOOP

Multi level loop pile is created by using loops of various heights to create a textured appearance. The loops in the carpet make it extremely durable for medium to high-traffic areas.



CUT PILE TWIST

Constructed with a high twisted yarn, the pile lies in different directions, giving a more textured appearance.



LEVEL LOOP PILE

Level loop pile carpet has all of the loops at a uniform length. It has a distinct texture with low and tight loops which do not show footprints. This a great carpet choice for very high-traffic areas.

Wool and it's Benefits

Made from natural fibres, wool carpets are insulating, hypoallergenic, stain resistant and sustainable.

NATURAL INSULATION AND HUMIDITY CONTROL

Wool is a natural hygroscopic insulator. This means your wool carpet can absorb up to 30% - 40% of moisture without becoming wet to touch. This reduces the dampness in the air, making your home a drier and healthier place to live. In cold, damp conditions (high relative humidity) moisture is absorbed by wool and heat is given off.

In warm dry conditions, moisture is released by wool, resulting in a cooling effect. How well your carpet insulates largely depends on how much air it can trap.

Because of wool's natural inbuilt crimp, air is retained in millions of tiny pockets which provide an insulating effect, thus creating a comfortable environment for you and your family.



Natural
Renewable Fibre



Regulates Temperature
& Humidity



Flame resistant
& Fire-retardant



Naturally
Hypoallergenic

NATURAL STAIN RESISTANCE AND EASY MAINTENANCE

Wool carpet is a very practical option in terms of cleaning and maintenance. It is naturally resistant to dirt and household stains.

HYPOALLERGENIC

Wool carpet is ideal for allergy and asthma sufferers as it does not promote the growth of bacteria, mould and mildew.

This reduces the likelihood of spores, mycotoxins and volatile organic compounds from developing in the home, helping to prevent allergies and respiratory problems.

Wool fibre also deters the growth of dustmites – the most common single cause of asthma.





Carpet Collection



3TH BEACH
12 ANTS

13th Beach

Invoking a sense of seaside tranquility, 13th Beach by Feltex adds a casually elegant charm to contemporary living spaces. Available in 6 sophisticated neutral shades, the level loop pile carpet, crafted from the very best New Zealand wool, is soft and texturally pleasing underfoot. 13th Beach is naturally insulating, hypoallergenic and stain resistant, delivering on all promises of resilience and style.



LEVEL LOOP
PILE



9 BOINGS



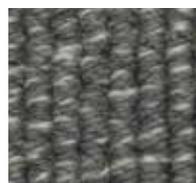
12 ANTS



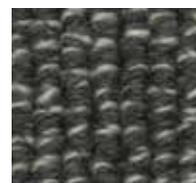
14 THE BLUFF



91 CLUBBIES



92 BEACON



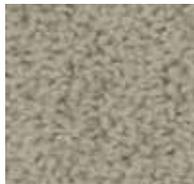
94 BLACK ROCK



BAILEY
96 STONEY GREY

Bailey

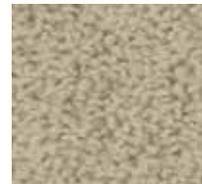
Offering the best in style and resilience, Bailey delivers a carpet of truly epic performance. Meticulously crafted from renewable wool, Bailey is inherently durable, stain resistant and resilient. The luxurious cut pile twist is soft underfoot, while an ACCS Residential Extra Heavy Duty rating means it's the ideal carpet for heavy traffic and stairs. Available in ten superb shades, Bailey will add considered design flair to any space.



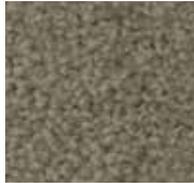
9 BEECHWOOD



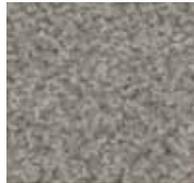
11 STUDIO CREAM



41 CREAMY BEIGE



76 CHEROKEE



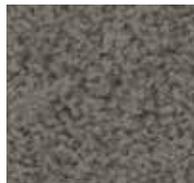
90 SMOKEY HAZE



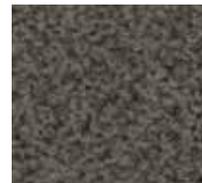
93 GRAINGER



96 STONEY GREY



97 DRIFTWOOD



98 DARK SMOKE



770 STORM CLOUD



CUT PILE
TWIST

Berkley

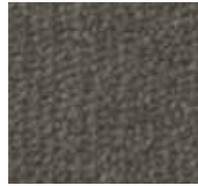
Made from a quality wool rich blend, Berkley is a luxurious base for your space. Available in a range of nine superb colours, this velvety plush carpet creates a feeling of warmth and luxury from the floor up. With an ACCS Residential Extra Heavy Duty rating, Berkely can confidently be installed in busy household living zones, even stairs.



CUT PILE
PLUSH



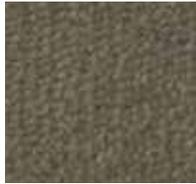
4 SERENE



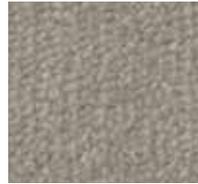
9 MONDO



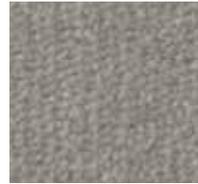
41 BONE



48 MASALA



91 SAMOSA



92 ICE GREY



94 METALLIC



95 SEAL



99 CINDER

Barleystone

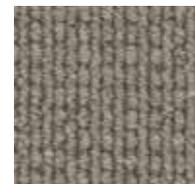
Inspired by the work of ancient stonemasons, Barleystone takes visual and textural cues from techniques dating back thousands of years. This carpet features an organic, linear pattern which will add texture, depth and luxury to any space.



MULTI LEVEL
LOOP PILE



1 GRASSCLOTH



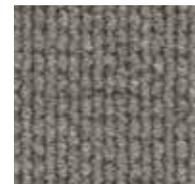
9 RUSTIC STONE



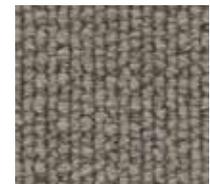
11 LINEN WEAVE



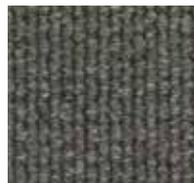
42 WOODGRAIN



91 STONE WALL



92 GRANITE



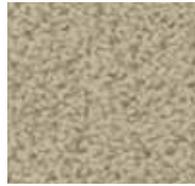
93 DARK SLATE



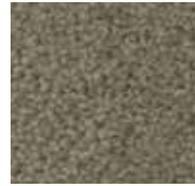
94 WROUGHT IRON

Broyden

Make a design statement with the luxurious Broyden wool blend carpet. Combining the durability of synthetic fibres with the insulating and temperature regulating properties of wool, Broyden is soft and luxuriant underfoot. Broyden is available in an array of seven exquisite shades, and melding form with function, is Environmental Certification Scheme certified with an ACCS Residential Extra Heavy Use rating. Broyden is also naturally stain resistant, delivering uncompromising resilience, durability and quality to any home.



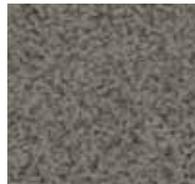
41 SHELDON



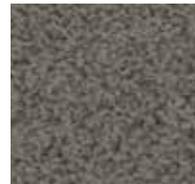
76 LOTA



79 CHAR GREY



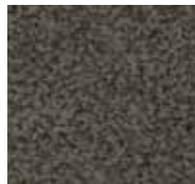
93 STEEPLE



97 GREY METAL



98 SHADOW



99 TRUFFLE



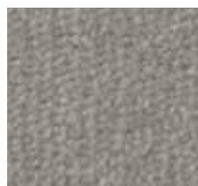
CUT PILE
TWIST



41 CHALKSTONE



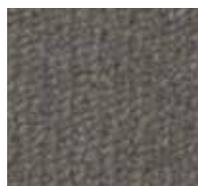
48 ROCKY



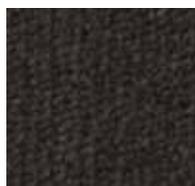
92 STONE GREY



94 DARK CLOUD



95 LAVA STONE



99 STEEL

Corinthian

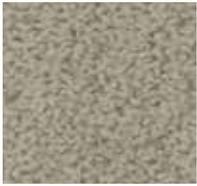
Delightfully rich and soft to the touch, the Corinthian range of plush pile carpet brings unrivalled luxury to any interior. Meticulously crafted from a wool rich blend, this sumptuous solid shade carpet is available in a luxurious palette of subtle colours. Corinthian's dense velvet texture suits the most formal of settings, while its ACCS Residential Extra Heavy Duty rating makes tough enough for busy households.



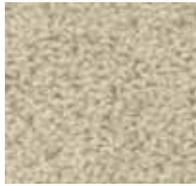
CUT PILE
PLUSH

Essington

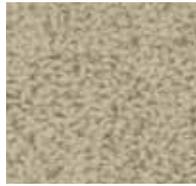
Feltex presents Essington, a sumptuously soft, cut pile twist carpet. Expertly crafted from the best New Zealand wool, Essington comes in a range of twelve rich colours, from tones of creamy oatmeal to intense deep charcoal. The natural wool acts to regulate interior temperatures all year round, whilst also being naturally stain resistant and resilient, making it the perfect choice for busy households.



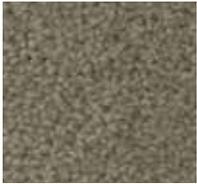
9 CARAWAY



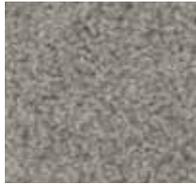
11 HUSK



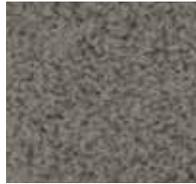
41 OVERLAP



76 EVIDENT



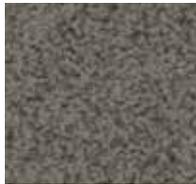
90 WHISPER GREY



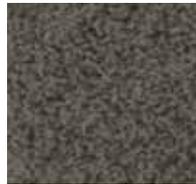
93 GREY CEMENT



96 REGIME



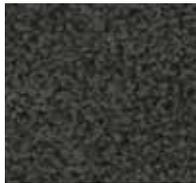
97 COBBLESTONE GREY



98 WALNUT BROWN



770 MOCHA BROWN



780 SLATE



790 NIGHT SHADOW



CUT PILE
TWIST

Great Divide

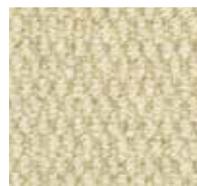
A beautiful, textured 100% wool carpet that complements today's interior trends. Great Divide is inspired by the natural rustic beauty seen in rugged mountain landscapes. Soft underfoot, this textured loop pile will add contrast to a range of interior design finishes and furnishings.



MULTI LEVEL
LOOP PILE



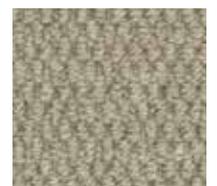
1 FEATHERTOP



11 BARREN



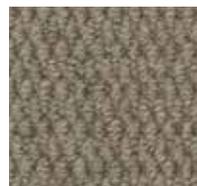
41 HOWITT



43 BOGONG



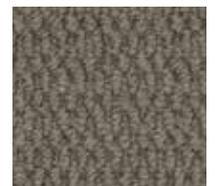
45 TRICKETT



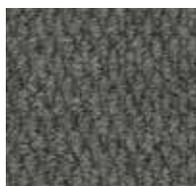
48 TAMBO



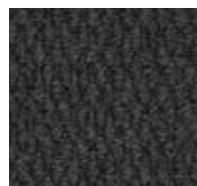
95 BUNINYONG



96 FRANKLIN



97 MACEDON



99 WELLINGTON

Queensbury

Queensbury is a luxurious wool rich blend carpet, providing comfort and refined flooring style. This cut pile plush is available in nine stunning shades, with light reflecting strands creating both depth and texture. Not only velvety soft under foot, Queensbury will also insulate against the noisiest of households. Plus the natural thermal insulation properties of wool ensure your home will stay warm in winter and cool in summer.



4 MANDALAY



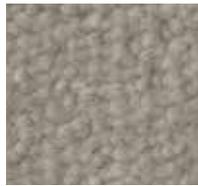
9 THOROUGHbred



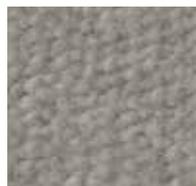
41 BONE



48 OILSKIN



91 SAMOSA



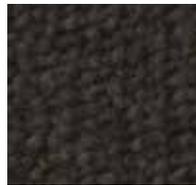
92 ICE GREY



94 METALLIC



95 SEAL



99 JAGUAR

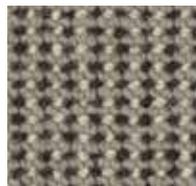


CUT PILE
PLUSH

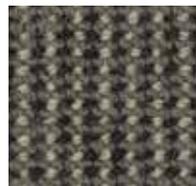


Holland Park

Beautifully crafted woollen yarns have been used to create Holland Park quality wool carpet. The loop pile construction and contrasting tri-toned palette gives the range a definitive texture and classic appeal. Holland Park's subtly decorative linear pattern has been designed to complement a multitude of interior stylings, with seven sophisticated colourways that adapt to formal, casual, modern or traditional home settings.



14 CLASSIC



42 OILSKIN



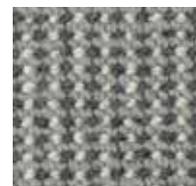
44 MONDO



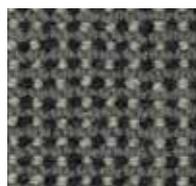
90 IMAGE



91 CASTLE ROCK



92 GATEWAY



95 STATUE



MULTI LEVEL
LOOP PILE



SALISBURY
97 MONUMENT

Salisbury

A chunky wool carpet that complements today's rustic and handcrafted decorator styling, Salisbury is available in seven classic neutrals in the ancient hues of the stone age. Soft and texturally pleasing underfoot, this high low loop pile will add contrast to a range of interior design finishes and furnishings.



MULTI LEVEL
LOOP PILE



9 ANCIENT



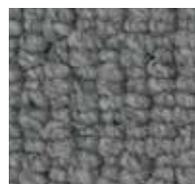
11 DRUID STONE



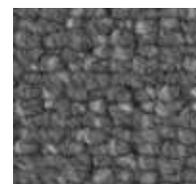
91 NEOLITHIC



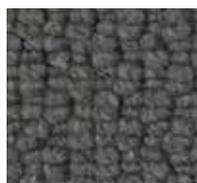
92 SOLSTICE



93 STONE LINTEL



95 RITUAL



97 MONUMENT

Spinifex

This beautiful, level loop pile, flecked wool carpet is available in a range of eight stunning shades which are sure to enhance the look and feel of any space. As a wool carpet, Spinifex is naturally flame retardant. Designed by our experts, this high-quality carpet marries strength, luxury and natural beauty.



LEVEL LOOP
PILE



13 EARTH



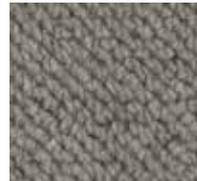
44 BARK



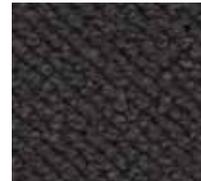
91 SAND STORM



92 PEPPER



93 BLUESTONE



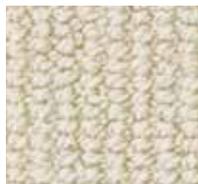
94 ASH



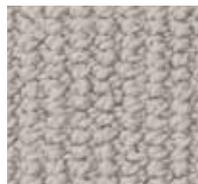
97 CLIFF ROCK



111 STONE



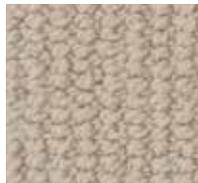
1 SNOW CAP



7 BARK GREY



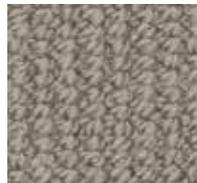
11 WINTER WHEAT



12 CANVAS WASH



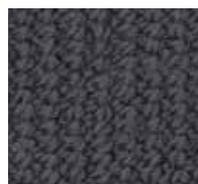
45 PECAN



93 SMOKE HAZE



94 ALPINE GREY



96 SILHOUETTE

Stefano

A sophisticated loop carpet, Stefano draws the eye, creating an illusion of space. This quality New Zealand wool carpet is available in eight gorgeous shades and features a densely textured pile. Stefano will complement a multitude of interior stylings with each classic neutral equally appropriate in a formal, casual, modern or traditional home. Stain resistant and certified ACCS Residential Extra Heavy Duty, hard wearing Stefano is manufactured to retain its good looks and last the distance in the busiest of households.



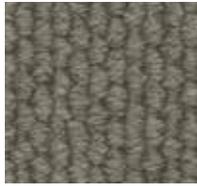
MULTI LEVEL
LOOP PILE

Stonefields

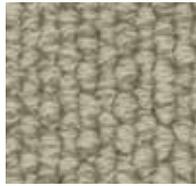
This high quality wool carpet is warm, soft and luxurious with natural durable qualities. Stonefields is available in a rich range of colours that will bring life and luxury to your home interiors. Stonefields' luxurious finish makes it ideal for living areas, bedrooms and family homes.



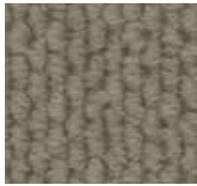
1 COTSWORLD STONE



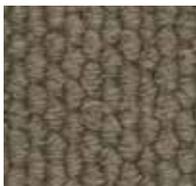
9 GRANITE



11 QUARTZ



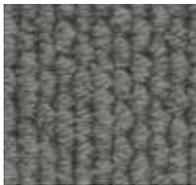
14 STONE BEIGE



41 COBBLESTONE



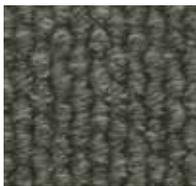
42 PEBBLESTONE



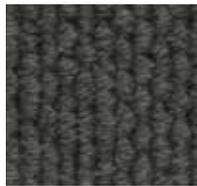
91 GREYSTONE



92 TERRAZZO



93 SLATE



94 DARK MARBLE



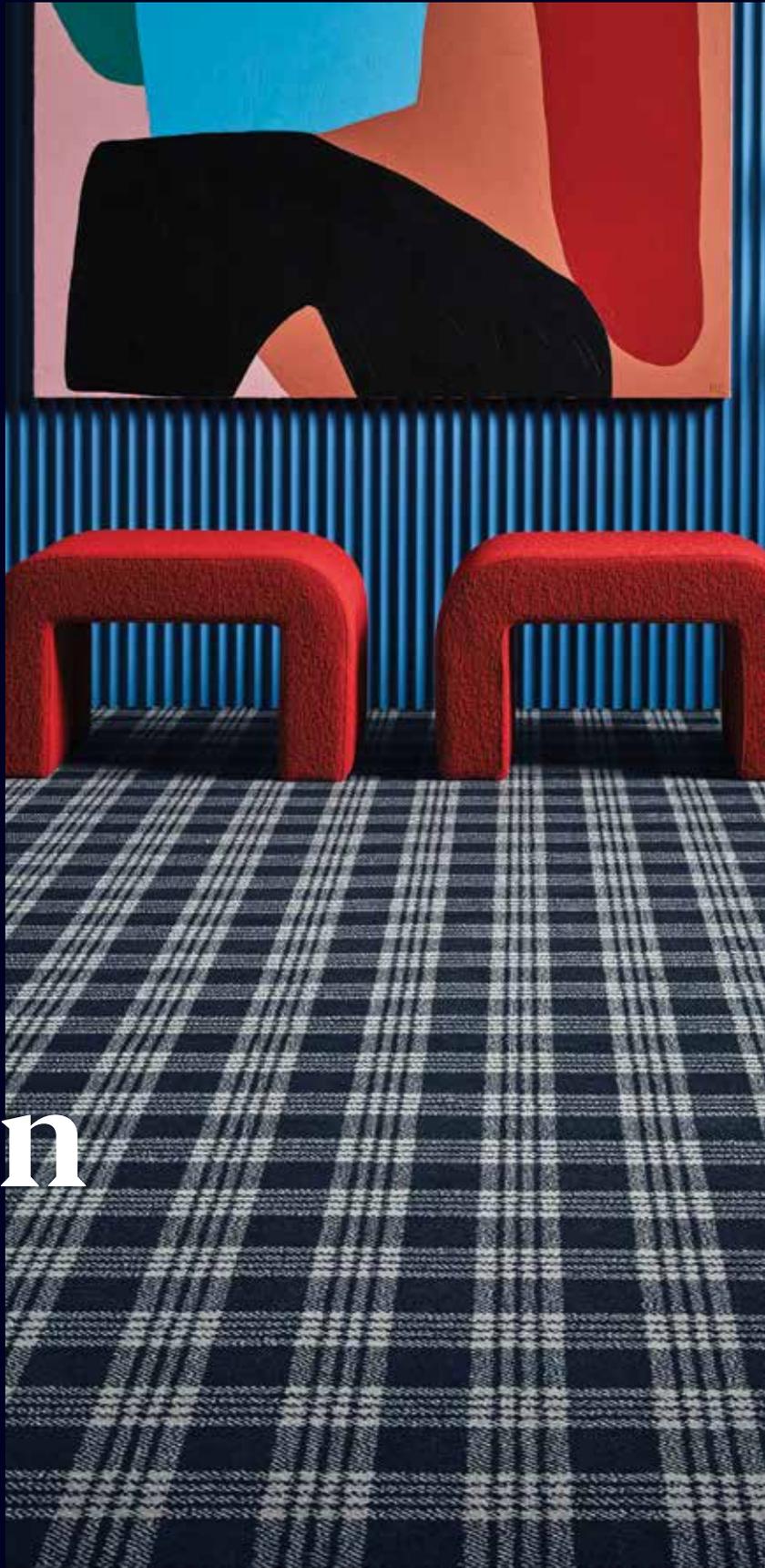
MULTI LEVEL
LOOP PILE

STONEFIELDS
91 GREY STONE

DARE TO BE DIFFERENT

Introducing Artisan, an exciting range of woven carpets from Feltex. Crafted from a rich blend of premium wools, this quality Axminster combines comfort with durability.

Artisan



Artisan features a diverse assortment of classic and contemporary patterns in subdued hues or bold pops of colour, specifically designed to complement a variety of interiors.



13 KOSI CROSS



16 DIAMANTINA



22 PERSIAN RED



33 PERSIAN BLUE



34 TARTAN BELLS



73 PERSIAN BLONDE



90 TARTAN QUARTZ



92 HOTHAM CROSS



93 RIVET



95 TARTAN ROCK



97 ATOM



98 DARK NET



34 TARTAN BELLS

Quality and Environment





SPINIFEX
92 PEPPER

All Feltex carpets are manufactured under a quality management system certified as complying with ISO 9001.

This certification ensures strict quality control through every step of the manufacturing process, right through to finished goods and after sales support focusing upon the identification and rectification of root cause of any quality issues and the desire to continuously improve and develop.



All Feltex carpets are manufactured under an environmental management system certified as complying with ISO 14001.

This certification helps our organisation to enhance our environmental performance and manage our environmental responsibilities in a systematic manner that contributes to the environmental pillar of sustainability.





Care and Maintenance

GETTING THE MOST FROM YOUR CARPET

Your new Feltex carpet is a substantial investment and like your other furnishings, requires proper care to keep it looking great for years to come. You can protect your investment, prolong the life of your carpet and enhance the quality of your indoor environment by following a regular maintenance schedule.

Carpet usually does not wear out in terms of fibre wearing away, rather its appearance can deteriorate over time to a point at which it is no longer acceptable. Experience has shown that proper maintenance can help reduce the rate at which the appearance of a carpet changes.

QUEENSBURY
92 ICE GREY

THE CARPET CARE PROGRAM

A comprehensive carpet care program consists of four elements:

- Preventative measures
- Regular vacuuming
- Steam cleaning
- Removal of spots and spills

PREVENTATIVE MEASURES

- Use new, quality underlay under your carpet, particularly on stairs. Good underlay gives better resilience underfoot and can also add to the life of your carpet. Installing carpet over carpet (i.e. using old carpet as underlay) is not recommended.
- Try to keep your entrance ways free of excessive dirt and substances which can be tracked into the home. Outdoor mats should be used at all entrances to absorb soil and moisture. Mats should be cleaned on a regular basis so they don't become sources of soil themselves, especially during wet weather.
- Protective indoor mats or rugs are very useful in front of chairs, as the continual grinding of footwear can accelerate wear in these areas. This wear is usually most prevalent in front of chairs used for TV viewing, computer use and under tables.
- Move heavy furniture occasionally to avoid excessive pile crushing. The use of coasters under the legs of tables, chairs and other furniture will help distribute the weight and prevent crushing of the pile. Use protective chair pads under chairs or appliances with rollers or castor wheels to prevent wear and damage to the carpet. When moving heavy wheeled furniture (pianos, buffets, etc), prevent damage by placing a protective barrier of heavy cardboard or similar between the wheels and the carpet.
- Be sure to regularly remove and clean any rugs used over your carpet. Clean and restore the pile of the carpet in the underlying area. Check rugs for colourfastness before replacement, as the dyes in some rugs may bleed through to the carpet. After cleaning your carpet, remember to allow complete drying before replacing rugs.
- Protect your carpet and furnishings from prolonged periods of sunlight with window tinting, blinds, shades and/or awnings to minimise fading and maintain durability. Move furniture periodically to expose all areas evenly.

Note of Caution: The colour of your carpet may be affected by various commonly used household products. Some examples are acne medications (cream/lotion), insecticides, furniture polishes, plant foods, household bleaches, acids, strong alkali, athletic or muscular liniments or creams, chlorine (i.e. swimming pools), hair colourings and corn plasters. These types of products if spilt or sprayed inadvertently on to your carpet, may cause irreversible discolouration. You should carefully read the manufacturer's direction for the particular products use.

MOTHS AND CARPET BEETLES AND WOOL CARPETS

All Feltex wool carpets have insect resistant treatments applied during manufacture. The treatment does not stop insects from entering your home and moths/ beetles can build up an immunity and in some areas have developed a tolerance to treatments. The insect deterrent treatment is embedded in the carpet fibre and needs to be ingested by the insect to have an effect and stop further spreading – such that some fibre loss may occur and good housekeeping is essential.

Regular vacuuming along the skirting, under furniture and in corners will discourage insects and reveal any infestations at an early stage. If you believe there may be a minor infestation thoroughly vacuum the area (spraying the contents of the vacuum cleaner with insecticide prior to disposal) and treat the infested area, extending 15 cm beyond the boundaries of the activity, with an insecticidal aerosol spray or dust following manufacturer's directions and precautions.

In the case of serious infestations or if the initial treatment is not successful, it is recommended you contact a professional pest control operator.



REGULAR VACUUMING

Thorough and frequent vacuuming, particularly in high traffic areas, is important for prolonging the life of your carpet and also assisting to enhance its appearance.

After your carpet is laid, vacuum 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 pile surface, where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas is recommended, with five to seven passes for heavily soiled areas. Vacuuming against the natural pile direction first lifts the pile, helping to unsettle and remove dirt and grit while reducing matting. Then, vacuum in the direction of the pile 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 or canister. This is particularly important if you are dust sensitive. Consider your carpet type when selecting a vacuum. Adjustable height and suction are important features as they enable your vacuum to be used on a wide variety of carpet constructions. Luxuriously thick, soft cut pile carpets: Use a high height setting so any beater bar/rotating brush just lightly touches the carpet surface. Use a suction level that allows the vacuum to move easily whilst lifting dirt and other foreign matter.

Avoid vacuums with very concentrated or sealed suctions. Large wheels will ensure the vacuum glides easily across the carpet.

Loop pile or long pile carpets (including cut loop and berber): Vacuum with suction only. Vacuum powerheads, beater bars and rotating brushes should never be used as they may cause excessive fuzzing of the pile surface.

Other carpet constructions: Use a vacuum with a beater bar to agitate the pile and loosen any foreign matter in the pile.

Change or empty dust collection bags frequently (vacuum cleaner efficiency can be reduced when half full). Ensure the vacuum is kept in sound mechanical condition. Replace filters as recommended by the manufacturer. Check the height of beaters (if fitted) and ensure brushes are cleaned and replaced when worn out.

STEAM CLEANING

Carpet should be professionally steam cleaned regularly, approximately every twelve to eighteen months, depending upon the usage and colour. Even though both light and dark colours attract the same dirt and grit, lighter colours tend to show soiling earlier.

Steam cleaning should only be performed by a reputable professional steam cleaner. Your carpet retailer can recommend one.

Steam cleaning when carried out should be in accordance with the latest Australian/New Zealand carpet cleaning and maintenance standard AS/NZS 3733 "Textile floor coverings - Cleaning maintenance of residential and commercial carpeting". Reputable carpet cleaners are aware of and abide by this standard.

Shampooing, do-it-yourself steam cleaning or dry cleaning of carpets is not recommended.

SPOT CLEANING GUIDE

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

Basic Carpet Cleaning Steps:

1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues. Use a wet/dry vacuum for large spills. 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. Never scrub or rub the carpet during the stain removal (or rinsing) process as a fuzzy area may result.
2. Most common household food and beverage stains (not including stains containing strong dyes or substances which destroy or change the colour of carpet) need to be treated solely with warm, not hot, water immediately applied to the stained area. Repeat treatment above until no stain is evident on the cloth or towels used to press dry the area.
3. Ensure carpet is press dried with a clean white cloth or white paper towel to remove excess moisture. Do not rub, as rubbing can alter the carpet's texture.
4. Should the stain remain, using a clean white cloth or sponge, treat with a mixture of 1 teaspoon of approved wool laundry detergent and one teaspoon of white vinegar in 1 litre of warm water. Rinse with warm water, repeating treatment until no stain is evident on cloth or towels.
5. After the spill or stain has been treated, place several layers of white paper towel over the area and place a flat weight on them until dry. A hairdryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.
6. Sometimes stains will reappear due to 'wicking' as stains hidden in the pile resurface as the carpet dries. If so, allow the carpet to dry fully and repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).
7. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately.

Stains should be differentiated from soiling. Ensure that any residue from spills or cleaning mixtures are fully removed. 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, a sticky detergent residue can remain. This sticky residue attracts soil from ordinary foot traffic and the resulting discolouration appears to be a stain. If so, repeat stain removal procedures above.

Carpet Performance Characteristics

PERMANENT PILE REVERSAL

(commonly known as shading or watermarking)

The phenomenon of permanent pile reversal may develop in any cut pile carpet and at times areas of the carpet appear to become lighter or darker than the surrounding area. This occurrence in cut pile carpets is random and largely unexplained. It cannot be predicted or prevented and appears to be related to location of use, rather than the type of carpet construction or materials used. Permanent pile reversal is not a manufacturing fault and its existence has no effect on carpet performance. However as the development of this phenomenon can affect the appearance of a carpet, you are advised to discuss this characteristic with your retailer when considering carpet purchase.

Further information on permanent pile reversal is also available from the Carpet Institute of Australia (phone 1800 188 822 or visit www.carpetinstitute.com.au).

DAMAGED (OR MISSING) TUFTS

Pets can damage tufts by scratching at the carpet pile, or alternatively damage can be caused when moving furniture. This can be rectified by sewing back the missing tufts by hand. Re-tufting is also a satisfactory way of repairing severe cigarette burns or other small areas of damage. To provide spare tufting yarn, it is a good idea to keep a small piece of spare carpet aside.

SHEDDING

Most carpets will shed fibre when they are new, particularly wool carpets. It's not a carpet defect, merely a fibre residue left over from the manufacturing process. Some carpets will shed loose fibre for longer than others, depending on the type of carpet.

TRACKING AND MATTING

Tracking and matting are conditions that tend to occur in high usage areas e.g. in walkways, on stairs, in front of chairs and under tables. These conditions are a greater risk with lighter weight carpets where the fibres can more easily lay over. Generally the softer, more lustrous and longer the pile, the more noticeable will be footprints and movements over the carpet. Even though the effect can be quite pronounced it will be lessened by careful vacuuming. Tracking is a matter of personal taste and if you are concerned with the effect, carpets with these features are not recommended. Regular vacuuming and immediate cleaning of spillages are the greatest aid in preventing tracking and matting.

An additional aid is to place rugs in front of chairs, under tables, in passageways and other heavily used areas. These conditions are not considered to be manufacturing faults.

SPROUTING TUFTS

The loops or tufts of carpet may pull if caught by a sharp object e.g. pet claws. If this occurs, the loop should be cut off level with the pile using a pair of sharp scissors. Never try to pull a sprouting yarn out, as this may cause a run in the carpet.

COLOUR VARIATION

It is normal for installed carpet to show minor colour variation from selling samples or minor variations between production runs and dye lots. If possible, all carpet in your home should be laid from the same production run. Our quality assurance program (ISO 9001 certified) seeks to minimise potential for variance and ensure any variation is within recognised textile industry standards.

Carpet appearance can also vary depending upon type of light under which a sample is viewed and light sources where the carpet is installed. You should view any samples at your residence and under as many different light conditions as possible prior to making your final decision.

WRINKLING (OR RUCKING)

Wrinkling may occur after installation. This particularly relates to woven Axminster carpet which exhibits more stretch in its length than its width - but can occur in any carpet. It can be caused by excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially relative to power stretching. In areas of high humidity use of an air conditioner or dehumidifier is recommended during summer months. Dragging of heavy objects across the carpet can also cause the carpet to stretch and wrinkle, and when moving heavy items it is best to lift the item or use plywood or similar to walk the item over the carpet. A competent carpet installer can usually prevent this problem, which can generally be corrected, should it occur, by re-stretching.

SHIFT LINES

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of carpet construction. Lines may be more apparent with "large" designs or patterns. Colour, directional pile lay and light sources are also contributing factors. 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.

FADING (OR COLOUR LOSS)

To minimise the chance of fading, Feltex Carpets uses the most up to date dye stuffs in the production of carpets. However, all carpets like all other dyed textiles, will slowly lose colour over time when exposed to direct sunlight. It is recommended that you have some form of window protection, e.g. curtains or blinds, for those areas where sunlight falls onto carpet for extended periods. Some quality wool carpets will upon initial exposure to light undergo a rapid lightening/brightening over the first few weeks. This is an inherent phenomenon referred to as 'first fade'. Colour change can also occur as a result of ozone, emissions from heating fuels and air conditioners, pesticides, cleaning agents, benzol peroxide and other household items. The occurrence is random but appears more prevalent in coastal regions, particularly in areas with a high UV content. It is thought to be influenced by atmospheric or ozone conditions. Some colours are more susceptible than others. If you believe there may be a risk of ozone damage, please discuss with your retailer. As these effects are random and unexplained and do not affect the performance of the carpet, they are not considered to be manufacturing defects.

PHASING/PANELLING

All sisal look carpets where the aesthetics of the design is enhanced by random effects of contrasting colours, at times these colours can coincide in production, causing an effect known as phasing. Similarly in loop pile carpets, shading effects of colour 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 affect the performance of the carpet.

PATTERN MATCHING/BOWING AND SKEWING

Though the best available techniques are used during manufacture to minimise pattern distortion, the extensible nature of textile products means that some distortion due to shrinkage or stretch during and after manufacture is unavoidable. Accordingly, repeating patterns may not precisely match along the carpet length or width or from one production run to another. Installation methods and site and storage conditions can also contribute to instability in the pattern, such that perfect pattern match cannot be guaranteed. Installation of patterned carpet will require more time, effort and skill which should be considered in the original labour quotation. A competent carpet layer should be able to obtain a close pattern match in most circumstances. However some irregularities may still be visible in the horizontal, vertical and diagonal pattern or texture, especially when viewing across multiple width installations. If concerned, please discuss further with your retailer and/or carpet layer. Further, all carpets are subject to some degree of bowing and/or skewing. Bowing of up to 40mm over any single width of carpet is generally acceptable. Full details of the tolerances of Feltex carpets are set out in the Feltex Carpets Installation Recommendations (available at www.feltex.com or call 1300 130 239).



GREAT DIVIDE
43 BOGONG



SALISBURY
11 DRUID STONE

BAILEY
96 STONEY GREY

Installation

All carpets must be laid in accordance with AS 2455.1 "Textile floor coverings - Installation practice - General" and the Feltex Carpets Installation Recommendations (available at www.feltex.com or call 1300 130 239).

Carpet should always be installed with new, quality underlay. Underlay and carpet are designed to work together as a complete flooring system and underlay should always be used. Quality underlay will provide better comfort and resilience while extending the life of your carpet. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS 4288 "Soft underlays for textile floor coverings" i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Insist on trained professional tradesmen to install your carpet. Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot.

To avoid bubbling and wrinkling, all carpets should be power stretched in both length and width during installation using a power stretcher with extendable poles (not knee kickers) where possible.

The quality of an installation depends on the quality of the seams. If the seams are not permanently bonded together, the carpet may unravel and begin to break down at the edges, making it appear badly fitted and causing premature wear. Seam adhesive (sealer) must be used for all seams (widthwise and lengthwise). Use a solvent base seam seal adhesive on direct glue down applications or a latex base seam seal adhesive for conventional installations. Seams are not covered by the Feltex Wool Carpet Limited Residential Warranties.

Carpet pile should run in the same direction throughout the house, sweeping towards the main entrance where possible. Seams and cross joins in the wrong place can spoil the appearance of your carpet and lead to premature wear. Generally seams should run in the same direction as most foot traffic. Seams should also be avoided in high traffic areas and be kept as far away from windows as possible so light does not fall across the seam making it more obvious. Ask your installer where they will place seams and cross joins to ensure they are in an optimal area.

Carpet pile should sweep down on stairways. A little hidden extra carpet should be folded back at the top and bottom of stairs so that as the edges of the tread are worn down, the carpet can be moved to hide the wear point. Purchasing extra carpet to update stairs is recommended.

Failure to have your carpet installed using the above guidelines may adversely affect the performance of your carpet.

Warranties

We endorse and recognise all rights of the consumer under the Australian Consumer Law.

All our products are manufactured under a management system independently and externally certified as complying with ISO9001 (Quality Assurance & Management Systems) and ISO14001 (Environmental Management Systems). We are proud of our manufacturing processes and guarantee all our carpets against defects in materials and workmanship. We do not guarantee against normal wear and tear, damage due to improper installation, failure to properly maintain your carpet or damage caused by accident or abuse. Our Australian After Sales Service team can be relied upon to respond to any consumer queries or concerns with our products.

In addition, we provide the Feltex 7 Year and 15 Year Wool Limited Residential Warranties for new carpet installed indoors in owner occupied premises, if properly installed and maintained. Any individual product's warranty can be established by checking the labels on the back of carpet samples or by asking the retailer. These warranties is in addition to consumers' rights under the statutory consumer guarantee provisions in the Australian Consumer Law, which may exceed the rights under this warranty. The amount recoverable under these warranties decreases after five years. For full information in respect to the scope and limitations of these warranties, please refer to the full terms and conditions available from your retailer, by calling 1300 130 239, or by downloading from www.feltex.com.



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Please see www.feltex.com for information updates

94064 - 0221

SALISBURY
11 DRUID STONE