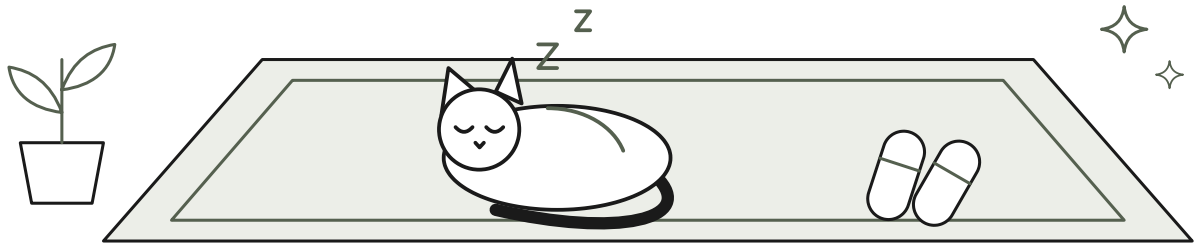
EXACT RUG



Rug Care

Thank you for choosing The Exact Rug.

Your rug is hand-tufted to your specification – any small variations are part of its hand-made character. A few simple habits will keep it looking its best for many years.

When your rug arrives

Open the packaging with scissors, cutting away from the rug – a blade can nick the pile inside.

Unroll your rug as soon as possible and let it relax in a clean, dry room. A dense pile takes a little time to settle after rolling: lay it flat and it will settle within a week, and a warm room or furniture on the stubborn spots speeds it up. If a corner insists on lifting, a gentle reverse-roll for a few hours persuades it.

Sunlight

Daily light is nothing to worry about – rugs live happily in bright rooms everywhere. The one thing to plan for is persistent, intense direct sun: a spot that takes hours of it through glass every day will slowly soften the colors of any dyed natural fiber. If your rug will live somewhere like that, give it an occasional quarter-turn – any change stays gradual and even, and it doubles as good practice for evening out wear.

Everyday care

Vacuum regularly using **suction only – no beater bar or spinning brush**; a hand-tufted pile doesn't like being raked. On Art Silk areas use the gentlest setting, and less often. If dry dirt needs loosening first, use a soft brush, lightly.

A little shedding at first is normal – loose fibers from tufting and trimming work their way out over the first few months, tailing off as they go. It's a sign of natural fiber, not a fault. If a loose strand stands proud of the pile, **trim it level with scissors rather than pulling it**.

Moths and moisture

Our wool pile is moth resistant, and a rug in regular use rarely gives moths a chance – they prefer dark, undisturbed spots. Vacuum under furniture that sits on the rug, and lift and rotate those areas now and then.

Keep your rug indoors and away from sources of moisture, and avoid standing planters or plant pots on it, however carefully placed.

Do

- ✓ Vacuum with suction only
- ✓ Blot a spill straight away
- ✓ Trim a loose strand level with scissors
- ✓ Give it an occasional quarter-turn
- ✓ Use a professional for an overall clean

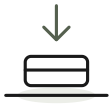
Don't

- ✗ Use a beater bar or spinning brush
- ✗ Rub or scrub a spill
- ✗ Put liquids on Art Silk areas
- ✗ Let liquid soak through to the backing
- ✗ Use bleach or home remedies

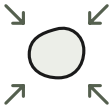
Spills – first aid

EXACT RUG

Attend to spills as quickly as possible. Whatever was spilled, the same first moves apply:



Blot – never rub or scrub. Blot dry with a clean absorbent dry cloth or paper towels, and keep changing to a dry one as it soaks up.



Work inwards from the edge of the spill towards the center, to avoid spreading it.



Scrape up solids first with a plastic spatula or the back of a blunt knife, taking care not to press anything down into the pile.



Apply any solution to your cloth, never directly to the rug – and test it first on an out-of-the-way corner.



Never let liquid soak through to the rug's backing. Use as little moisture as possible, and dry the area fully.



Never use bleach or stain removers containing bleach, and don't use home remedies such as salt, soap powder, or white wine on red wine.

Wool

A wool-safe solution, sparingly

After blotting, a wool-safe (pH-neutral) carpet shampoo solution may be used sparingly – on the cloth, never poured on. A teaspoon of white vinegar in the final rinse water helps lift residue. Blot with a well-squeezed cloth, allow to dry fully, then vacuum gently.

Art Silk

No liquids, no rubbing

Blot straight down only – no liquids, no rubbing. Damp viscose fibers are fragile, and rubbing can crush them flat permanently. Allow to dry fully, then brush softly in the pile's natural direction. For anything serious on an Art Silk area, call a professional early.

Once the area is completely dry, carefully comb or softly brush the pile in its natural direction to lift any matting.

Professional cleaning

For overall or seasonal cleaning, use a professional rug cleaning service – ideally one that is WoolSafe approved. We don't recommend dry cleaning or DIY machine cleaning: hired hot-water-extraction machines over-wet the rug's backing in inexperienced hands. Cleaned colors can show a very slight change; darker tones are more susceptible.

Storing your rug

- Make sure the rug is clean and completely dry – moisture creates mildew, and a dirty rug attracts moths.
- Roll it – never fold – and secure the roll loosely with clean, dry string.
- Wrap the roll in a waterproof material so no moisture can reach it.
- Store somewhere dry and secure, away from damp.

Not sure about something? Ask us first.

We would much rather you ask than guess. Tell us what has happened and we will talk you through it.

Email info@exactrug.com

Rug care online
www.exactrug.com/rug-care/