



Cleaning & Maintenance

YOUR GUIDE TO A SIMPLE
MAINTENANCE PROGRAMME
FOR ASHRIDGE



A simple maintenance programme including regular, interim and periodic cleaning will keep your carpet looking good.

Vacuuming

For cut pile carpets, quality beater bar vacuum cleaners are recommended. For maximum effectiveness use a vacuum cleaner with adjustable height and suction settings, and rotating brushes that will loosen deep rooted dirt. The suction of all vacuum cleaners should be sufficient to get through to the backing and pick up any dust and dirt settled there. There should be a large closed filter and filter system, so the dust does not re-enter the room. Regardless of the vacuum model chosen, it should be regularly serviced. Keep the suction hose and attachments free from foreign bodies and ensure these do not become blocked, as this can reduce suction. Examine the suction head regularly for rough, sharp edges or bent metal which can damage the carpet.

High traffic areas such as corridors, stairs and entrance halls should be vacuumed daily. The whole carpet should be vacuumed a minimum of twice per week; this will ensure dirt lying on the surface will be removed, avoiding penetration further into the pile. This can also reduce dirt already lying deeper in the pile. Surface dirt can be removed by keeping the vacuum cleaner in the direction of the pile for a length of time, and then turning it the opposite way. Repeat as necessary. Always follow the vacuum cleaner instructions with regard to bag and filter changes, and maintenance, to ensure maximum possible suction at all times. If further information is needed on suitability or selection of vacuum, this should be directed to an appropriate retailer.

Deep Cleaning

Daily vacuuming is the most important step for carpet cleaning; however, deeper extraction cleaning takes care of removing tough, stubborn and deep lying dirt.

We recommend cleaning products that are recognised by WoolSafe®. WoolSafe® is an active worldwide organisation that tests products for the professional cleaning and maintenance of carpets - a suitable and appropriate cleaning substance will receive the WoolSafe® Certificate. By passing all the WoolSafe® test requirements, manufacturers can display a certificate and the WoolSafe® logo on their packaging.

We recommend a dry or wet extraction clean every 12-18 months, as standard, and every two years as a minimum, but certainly before any dirt becomes visible. Use a recognised professional carpet cleaning company to undertake the work. Wool requires special care. Excessive rubbing and high temperatures on the wool fibres should be avoided. Wool suffers if bleach or alkaline products are used and should only be treated with neutral cleaning agents with a pH value between 5.0 and 8. When using wet cleaning methods wool must be dried quickly to prevent browning or yellowing.



Do not wait until dirt is visible on the carpet. If the carpet is already heavily and excessively dirty cleaning is all the more difficult and expensive, and, as a result, its life is considerably reduced. Never use products intended for another purpose, such as washing-up liquid, soap or household cleaners. Even if the initial cleaning result appears to be good, problems can occur rapidly, including quick resoiling, bleeding of colour and shade of the carpet fibres, as well as the backing.

Tips for Reducing Soiling

1. This range is impregnated with a protective substance called Stain Resist to prevent rapid soiling. Although this treatment is already advantageous, it doesn't offer 100% protection, due to the treatment becoming worn over time, by mechanical wear and tear from walking on it. Stains and soiling should be removed as soon as they occur.
2. We recommend doormats are laid at every entrance to the house, as these hold much of the coarse dirt, and will minimise soiling of the carpet. A doormat should be large enough to remove a generous amount of dirt from the street from the soles of shoes. A doormat should be beaten outside and cleaned at regular intervals to maintain effectiveness.

Carpet Appearance

1. **Shading** - Shading is also described as 'pile reversal' and may be wrongly misinterpreted as watermarking. Shading involves certain areas in soft, velvet carpets appearing lighter or darker than the surrounding areas. This is only an optical effect, which is caused by the different directions of the fibres, and becomes evident in different light conditions. In traffic areas, or where the floor is uneven, such shading may also appear more intense. It does not indicate a fault in the carpet itself.
2. **Changes to colour** - the colour of a carpet can change for various reasons. Usually colour changes occur due to 'tracking', where the treading down of the fibres refracts the light differently and an optical difference in colour occurs. Also, light soiling and fading of the dye due to UV rays from sunlight can cause colour changes. A thorough professional clean will restore the appearance of the carpet and revive the colour, provided the dye content within the fibres has not reduced.
3. **Soiling caused by draughts** - at the edge of the carpet, near the walls, skirting boards, doorways and ventilation systems, heavy soiling can often appear as dark grey streaks. This streaking is formed by dust particles carried in the air, and held by the carpet fibres that act like a filter.
4. **Loss of fibres** - when a carpet is newly laid, some short fibres have a tendency to come off. With wool, these fibres build up considerably, although they weigh very little. These appear, for the most part, in the first few weeks, and mainly with cut pile carpets. The fibres are visible as fluff on the surface of the carpet. This is a normal phenomenon, and shouldn't be worried about, as it lessens over time. Vacuum the carpet more gently in the first few weeks, and change the dust bag or empty the dust compartment unit more frequently.



5. **Stain treatment** - stains in carpets should always be treated immediately. The earlier you tackle it, the easier the removal:

- Blot liquids immediately with absorbent cloth such as kitchen paper, toilet paper, cotton towel etc and dab, don't rub
- Solid substances such as yoghurt should be removed with a spoon or the back of a knife
- Identify the stain in order to select the correct treatment
- Always work on the stain from the outside inwards
- Dab stains, NEVER rub
- Take care when using solvents. Put on a cloth first, and not directly on the carpet
- Ensure there is sufficient fresh air supply
- Always test the cleaner/stain remover in an inconspicuous area (even better on a carpet sample or offcut), never directly on the stain
- Always thoroughly dab away the solvent
- If possible, dry the treated area using a hairdryer

These recommended stain removal suggestions contain the methods in the order in which the treatments should be attempted.



Stain Removal Guide

Easy stains - relatively easy to remove by the recommended methods. See key at end for treatment methods

Stain	1st step	2nd step	3rd step
Blood	5	6	3
Burn or scorch mark	13	14	-
Butter	7	5	-
Candle wax	8	7	-
Chewing gum	9	-	-
Chocolate/cocoa	5	7	6
Cola	3	5	6
Cream	7	5	-
Egg	5	6	-
Floor wax	7	5	-
Fruit Juice	3	5	-
Gravy/sauce	5	6	-
Herbal tea	3	6	-
Metal polish	5	-	-
Mustard	5	6	-
Oil/fat	7	5	-
Emulsion paint	3	5	-
Shoe polish	7	5	-
Tea	3	5	6
Urine (fresh)	3	5	15



Stain Removal Guide

Difficult stains - harder to remove and require repeated attempts using stronger stain removers. With some stains it is probably impossible to fully remove them. In this case, help from professional carpet cleaners is required.

Stain	1st step	2nd step	3rd step
Soft drinks	3	6	-
Bleach	3	15	-
Radiator fluid	5	6	15
Coffee	6	-	-
Furniture polish	7	5	-
Felt tip pen	7 or 11	12	5
Adhesive	10	11	-
Glue/ink	3	6	5
Ballpoint pen	12	-	-
Lipstick	7	-	-
Milk	4	5	15
Nail varnish	10	-	-
Oil based paint	11	-	-
Rust	15	-	-
Soot	6	5	2
Tar (asphalt)	7	-	-
Urine (old)	6	15	-
Vomit	5	6	15
Red wine	1	6	-



Treatment Methods

Key no	Method
1	Dab stains away using white kitchen towel
2	Vacuum
3	Cold water
4	Warm water
5	Diluted WoolSafe® approved carpet shampoo
6	WoolSafe® approved stain remover for water soluble stains
7	WoolSafe® approved stain remover for fatty/oily stains
8	Absorbent paper or paper tissue and hot iron
9	Chewing gum remover (solvent or frozen)
10	Nail varnish remover or acetone
11	Turpentine substitute
12	White spirit
13	Rub with a coin
14	Gently rub with coarse sandpaper
15	Call a WoolSafe® professional carpet cleaner

