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INC.

PRESENTS

A Carpet Care Guide

For the Home Owner

Visit our Website at www.buildarug.com to design a rug or call 1-888-floor41 for more information.

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INTRODUCTION

Build-A-Rug Inc. is happy to offer customers and potential customers a free carpet care guide that will explain how to take care of your customized rug. This guide will help maximize your rug's life and will allow you to enjoy your rug by explaining proper steps to follow to care for your rug. This guide will cover topics like Maintenance, Stain Removal, Do's and Don'ts, and Frequently Asked Questions. Build-A-Rug inc. will use materials from Fabrica, Masland and other high quality manufacturers of carpets to create custom area rugs. We have used information provided by these manufacturers to help serve as a reference guide. (See *Sources and Disclaimer*).

Build-A-Rug would like to thank our customers for choosing us and we hope we can continue to build you and your friends one of a kind, exquisite custom area rugs that you can count on from us.

Contact Information:

Build-A-Rug Inc.
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1-888-356-6741

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MAINTENANCE

It is important to regularly maintain your area rug to reduce soiling. Soiling is the cause of most carpet wear and tear over time. It should be realized that the more infrequent you are to care for soiling the harder it will be to remove soiling as well as the harsher soiling will be on your rug.

Some carpets have stain resistant treatments that improve your ability to clean stains, but not prevent stains. Similarly, carpets with soil resistant treatments reduce the rate of soiling, but all carpets require regular care and maintenance.

Vacuuming:

Regular vacuuming will help rugs retain their beauty and will extend the life of the rug. Vacuum carpet thoroughly and frequently, particularly in high-traffic areas. Realize that walking on soiled carpet allows the soil particles to work their way below the surface of the pile where they are far more difficult to remove and can damage the carpet fibers. Frequent vacuuming removes these particles from the surface before problems occur.

For rooms with light traffic, vacuum the carpet traffic lanes twice weekly and the entire area once weekly. In areas with heavy traffic, vacuum the carpet traffic lanes daily and the entire area twice weekly. Up to three passes of the machine will suffice for light soiling, but five to

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seven passes are necessary for heavily soiled areas. Change the vacuuming direction occasionally to help stand the pile upright and reduce matting. (www.shawfloors.com)

A good vacuum is necessary to ensure effective carpet care. Fabrica recommends one from any of several leading manufacturers. You should insure, however, that it has a beater bar with brush and is adjustable for various pile heights. Also, insure that the pile height adjustment is set so that the beater bar and brush are barely touching the surface of the carpet. Push the vacuum slowly, using four to six strokes per area. Where heavy traffic occurs, alternate the vacuum at 90° angles, two to three strokes in each direction (www.fabrica.com).

Do not wait until your carpet is soiled; vacuum weekly to protect your carpet's appearance. Regular vacuuming also helps control odor and remove particles that can damage fibers. Masland suggests using a good quality vacuum that features a beater brush to adjust to pile height. Follow the manufacturer's recommendations for changing filter bags. Never reuse a filter bag (www.Maslandcarpets.com).

Vacuum Cleaners:

To ensure that your vacuum will conform to the highest industry standards, make sure that your vacuum cleaner is certified through the Carpet and Rug Institute (CRI) Vacuum Cleaner Indoor Air Quality Program. Visit www.carpet-rug.com for details and listings.

Shaw recommends using vacuums with a rotating brush or combination beater/brush bar that agitates the carpet pile and mechanically loosens soil for removal. Carpet with thick loop pile construction, particularly wool and wool-blend styles, may be sensitive to brushing or rubbing of the pile surface and may become fuzzy. For these products, Shaw recommends a suction-only vacuum or a vacuum with an adjustable brush lifted away from the carpet so it does not agitate the pile. A vacuum with a beater/brush bar can be tested for excessive fuzzing in an inconspicuous location before regular use (www.shawfloors.com).

Additional Methods:

Dry Extraction Method –Fabrica

Every six months, it will be necessary to remove, by chemical cleaning, the 5-15% of the soil (oily soil) that vacuuming cannot. This should be done using a dry extraction method. Build-A-Rug Inc. may use Fabrica materials in creating your area rug, therefore we will use their recommendation as a standard. The system that Fabrica recommends is called HOST©, manufactured by Racine Industries. This system employs a pre-cleaning spray solution for spots and heavy soil, a cleaning compound for all areas, and a lightweight electric machine. The advantages of this system are: It removes deep-down soil from all types of carpet. There is no need to remove furniture (unless the furniture has been placed over a section of carpet soiled since the last cleaning). Traffic areas may be cleaned and "blended in" with the surrounding area.

Because this system does not use water, there is no danger of shrinkage or over-wetting. The carpet may therefore be walked on during cleaning. It is convenient because the carpet may be used immediately after cleaning. Contrary to other methods, traces of dry compound left in the carpet help retard re-soiling rather than promoting it, and they can actually continue to clean the carpet. Used on a regular basis, this will maintain a high level of cleanliness all

year long.

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The process is simple and easy; there are no complicated instructions. The machine is actually easier to push than many vacuums. If you desire, you may rent the cleaning chemicals and machine from a nearby dealer at a very reasonable cost. If you do

choose to do the cleaning yourself, please follow the manufacturer's directions. Alternatively, you may elect to use a professional carpet cleaner to perform the HOST© cleaning. Check your Yellow Pages, or call your Fabrica dealer or Fabrica directly, for the name of your nearest HOST© representative(www.Fabrica.com).

Not Maintaining Your Rug?

A more aggressive method of soil and stain removal, such as the Hot Water Extraction method, is necessary if proactive maintenance has not taking place. This method, commonly referred to as "steam cleaning", is at its best when administered by a certified professional firm. For recommendations refer to the yellow pages and contact certified professionals (fabrica).

Self Contained Cleaning Unit –Masland

Masland promotes routine cleaning. Routine cleaning at least once a year will extend your carpet's life significantly. Never let your Masland carpet become overly soiled before cleaning. Although Masland prefers professional cleaning services, you may want to purchase or rent a self-contained cleaning unit. If so, Masland recommends the following:

- A. Be sure to specify a hot-water extraction unit.
- B. Thoroughly vacuum the area before cleaning.
- C. Apply a traffic path cleaner and wait recommended time before cleaning.
- D. Begin by using half the detergent amount recommended.
- E. Never use more than the recommended amount of detergent.
- F. Rinse carpet until all detergent is removed.
- G. Do not walk on damp carpet; this will accelerate resoiling.
- H. Do not over-wet carpet; this can promote mildew and bacteria.
- I. Use electric fans or high-speed blowers to speed drying.

CARPET TREATMENTS

Aftermarket carpet treatments, such as soil retardants, anti-statics, insecticides, antimicrobials, coloring agents, and optical brighteners, are not necessary if your carpet is maintained and cleaned properly. In fact, these items could degrade the carpet's appearance and service life (www.maslandcarpets.com).

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STAIN REMOVAL

Quick Reference: Safe Preferred Method

You should clean spills immediately with the following method: blot with a clean cloth, spot clean with a solution of clear dish washing detergent (non-bleach) and water, rinse with water, and blot dry.

1. Remove as much of food spills as possible by scraping the carpet gently with a spoon or a dull knife.
2. Absorb wet spills as quickly as possible by blotting repeatedly with white paper or white cloth towels. Always blot; never rub or scrub abrasively, as a fuzzy area may result. When blotting, work from the outer edge in toward the center of the spot to avoid spreading the spill.
3. Remove the stain using a solution of clear dish washing detergent (non-bleach) and water.
4. Rinse the cleaned carpet area with water to remove detergent residue that may become sticky and cause rapid re-soiling.
5. Absorb any remaining moisture by placing several layers of white towels over the spot and weighing them down with a heavy object. This step is necessary even when the carpet doesn't seem particularly damp. (www.shawfloors.com)

Build-A-Rug Inc. understands that some spills and stains require specific attention. Be very careful with some of the highlighted methods below that have an * next to them. These spots and spills may damage your carpet. If you are unsure of how to care for your rug please consult professional attention from the contact information that is provided below. The below Spot and Spill Removal methods has been recommended by Fabrica.

SPOT AND SPILL REMOVAL: Detailed specific for individual spots and spills(Note: Use caution and thoroughly read)

No matter how careful you and your family may be, spills on your new carpet are likely to happen. Don't panic, but get right to the spill! If you treat these spots and stains immediately, they'll be easier to remove. Some stains (that would not otherwise be) can become permanent if they are allowed to stand for even a few hours. Ordinary household materials will usually get the job done. For more difficult spots and stains, always consult with a professional cleaner.

If the spill is thick, remove as much as possible with a spoon, the back of a dull knife blade, or some other similar clean instrument. With white paper towels or a clean white towel, try to absorb as much of the spill as

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possible. Continue blotting until no additional spot shows on the towel **DO NOT RUB.**

If a spot or stain remains after blotting, treat with one of the procedures from the table shown here. Use a clean white towel and always apply the cleaning material to the towel rather than to the carpet. Avoid rubbing. Wipe the cleaning material onto the spot in single directional strokes. Thoroughly blot the spill area between applications of each cleaning agent. Use the cleaning agents referenced by their letter in the order they appear next to the stain you are attempting to eliminate.

If the stain does not respond to these cleaning procedures, seek the help of a professional carpet cleaner. Haphazard attempts at spot removal can cause permanent setting of stains, pile distortion, matting, or loss of color. Build-A-Rug Inc may use Fabrica carpets to construct your custom area rug. Fabrica carpets are manufactured from advanced generation fibers using state-of-the-art soil and stain repelling chemistry. Further, these carpets incorporate consumer assurance programs provided by the manufacturers of these items. For your assistance and convenience, you may contact them directly if you have additional questions on your carpet's performance or maintenance. Their toll-free numbers are as follows: (www.Fabrica.com).

Professional Services recommended by Fabrica

DuPont Flooring Systems

1-800-4-DUPONT

Scotchgard Service Center

1-800-433-3296

Wear-Dated Hotline

1-800-367-9598

Professional Services recommended by Masland

Masland recommends independent companies that use IICRC certified technicians. However, Masland makes no warranty, implied or expressed, for services performed by these companies (masland).

Masland also recommends the following national companies:

Bane-Clene® Systems

1-800-428-9512

Stanley Steemer®

1-800-448-2848

Steam Way® Referral Network

1-800-447-8326.

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Cleaning Agents

- A) One teaspoon of non-bleaching clothes washing detergent to one cup of warm water
- B) Paint remover containing no oil
- C) Dry cleaning fluid
- D) Rust remover
- E) Acetone or fingernail polish remover containing no oil
- F) Water
- G) One tablespoon of clear household ammonia to one-half cup of water
- H) One-third cup of white vinegar to two-thirds cup of water
- I) HOST® dry compound cleaner

Stains and Sequence of Cleaning Agents

Acne Medicine *	A,C,H,F
Airplane Cement	E,A,F
Animal (White) Glue	F,A,F
Asphalt	C,B,C,A,F
Ballpoint Ink *	C,B,C,E,D
Beer	A,H,F, or I
Bleach *	A,C,H,F
Butter	C,A,H,F
Blood	A,G,A,F,D
Calamine Lotion	A,F
Carbon Black	Vacuum, C,A,F
Chocolate	C,A
Chocolate Milk	A,G,H,A,F
Catsup	A,G,A,F
Chalk	Vacuum, A,F
Charcoal	Vacuum, A,F
Chewing Gum	Ice Cubes, Chip off, C
Clay	Vacuum, C,A,F
Cola	A,G,H,F or I

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Coffee	A,F or I
Coffee, Cream & Sugar	A,H,A,F
Coffee, Instant, C & S	A,H,A,F
Colored Paper	C,B,A,F
Crayon	C,B,C,A,F
Dirt	Vacuum, A,F
Drain Cleaner *	A,C,H,F
Duco Cement	C,E,F
Dye *	A,C,H,F
Egg	A,G,A,F or I
Excrement ***	Remove Solids, A, H
Flea/Tick Powder/Spray *	A,C,H,F
Food Dye	A,G,F
Food Stains	Remove Solids, C,A
Fungicide *	A,C,H,F
Fruit Juice	A,G,H,F
Furniture Dye *	C,B,C,A,F
Furniture Polish	C,B,C,A,F
Gelatin	A
Grape Juice	A,G,H,F
Graphite	Vacuum, A,F
Grass	C,A
Gravy	A,G,H,A,F or I
Grease, Car *	C,B,A,F or I
Ice Cream	A,G,H,A,F,C or I
Hair Oil	C,B,C,A,F
Hair Spray	C,B,C,A,F
Hand Lotion	C,B,C,A,F
Insecticide **	A,C,H,F

Iodine Tincture 2% *	A,C,H,F
Iron rust	Vacuum, D,F
Lacquer *	C,B,C,A,F
Latex Paint *	A,G,F,B,C
Linseed Oil	C,I
Lipstick	B,C,A,G,H,F
Liquor	A,H
Makeup	C,B,C,A,F
Mascara	C,B,C,A,F
Mayonnaise	C,A,H,F
Merthiolate	A,G,H,F
Metal Polish	C
Milk	A,G,H,F,A,F,C
Mustard	A,H,A,D
Nail Polish *	C,B,E,A,G,H,F
Oil, Car *	C,B,A,G,H,F or I
Oil Based Paint *	C,B,C,A,G,F
Oil, Sand *	C,A,H,F
Paste Wax	C,B,C,A,F
Pepto Bismol	C,A,F
Permanent Ink *	C,B,C,A,G,F
Plant Food *	A,C,H,F
Rouge	C,B,A,F
Rubber Cement	C,B,C,A,F
Shellac *	C,B,C,A,F
Shoe Dye *	C,B,C,A,F
Shoe Polish (liquid) *	C,B,C,A,G,F
Shoe Polish (wax) *	C,B,C,A,G,F
Solder *	Remove Solids, A,C,H,F

Soot *	Vacuum, A,C
Syrup	A
Tar	C,B,A,F or I
Tea	A
Toilet Cleaner *	A,C,H,F
Toothpaste	A
Urine ***	A,G,H,F,D
Varnish *	C,B,C,A,F
Vaseline	C
Vomit *	A,C,H,F
Washable Ink *	A,F,G,F
Water Colors	A,F,G,F
Wax (candles)	Remove Solids, C,B,C
Wine	A,H

* These substances can affect or damage the actual color of the carpet. While you may try to remove the stain as described here, we recommend consulting with a professional carpet cleaner.

** Some fungicides, insecticides, and pesticides may harm carpet stain resistance.

*** Pets often have repeat "accidents" because they are drawn by the odor of the previous stain. You can discourage this by the professional application of an approved deodorizer (www.Fabrica.com).

DO'S AND DON'TS

- **Avoid Track Off and Funneling areas** to place your area rugs.

1. Track off areas are where hard surfaces transition onto carpet.

Examples are outside entry or patio onto carpet, entry tile onto carpet, and kitchen tile to carpet.

2. Funnel areas where traffic is squeezed to a point or through a narrow area.

Examples are hallways and doorways (carpet to carpet), in front of frequently used furniture, and in front of a bathroom vanity.

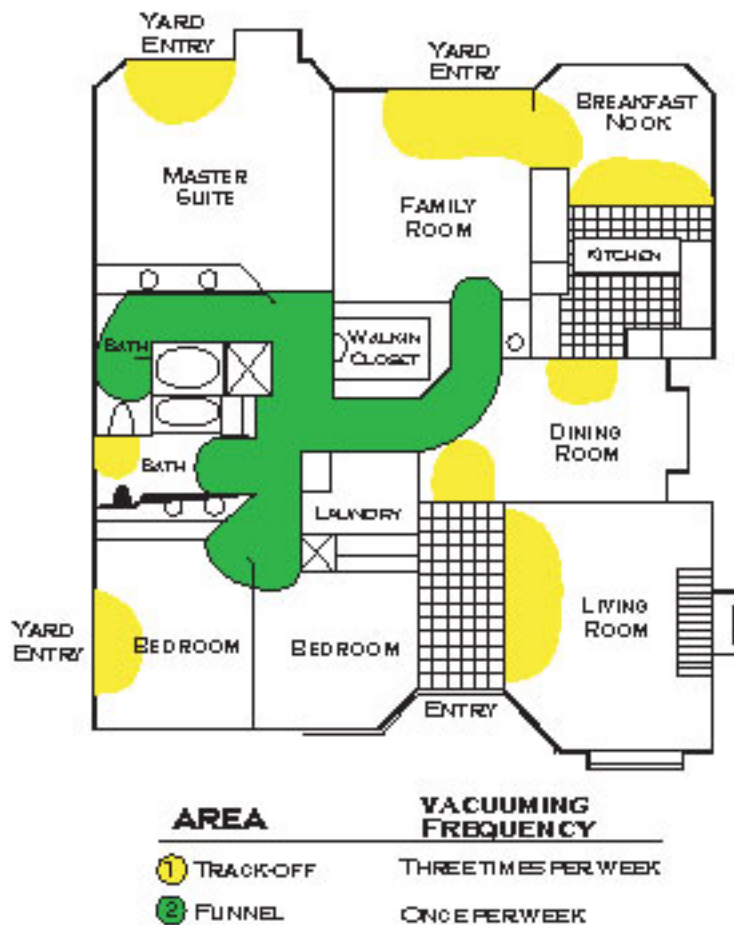


Figure 1. (Fabrica International all rights reserved)

- **Use Walk Off Mats.** Walk-off mats should be used at the exterior of all entrances to absorb the soil and moisture. They can help trap the excessive dirt, sand, grit, and other substances such as oil, asphalt, or driveway sealer that would otherwise be tracked into the home. Mats should also be cleaned on a regular basis so they don't become sources of soil themselves.
- **Use a quality pad.** You should always use a quality pad under your carpet, particularly on stairs. A good carpet pad not only gives better resilience and comfort underfoot, it can extend the life of your carpet. Because some carpets carry warranties with specific density and thickness requirements, be sure and review your warranty before purchasing your pad.
- **Occasionally move heavy furniture.** Move heavy furniture occasionally to avoid excessive pile crushing. You should also use floor protectors designed for carpet under the legs of tables, chairs, and other furniture to help distribute the weight. Do not use chairs or appliances with rollers or casters without a chair pad designed specifically for carpet or damage can occur.
- **Protect carpet when moving furniture.** When moving heavy wheeled furniture (pianos, buffets, etc.), prevent damage by placing a protective barrier of heavy cardboard or plywood between the wheels and the carpet.
- **Reduce periods of direct sunlight.** Protect your carpet from prolonged periods of direct sunlight with blinds, shades, or awnings.

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FREQUENTLY ASKED QUESTIONS

How do I know what materials my rug is made out of?

Build-A-Rug will be more than happy to answer any questions concerning your custom built rug.

Contact us:

Build-A-Rug Inc.
P.O Box 600108
Jacksonville, FL 32260

Phone: 1-888-Floor-41
1-888-356-6741

Email: questions@buildarug.com

What do you use to clean the spill?

Be prepared with the following checklist.

You should use the following items for handling spills on your carpet. It's important to use only the items listed, because many other household cleaners contain chemicals that may permanently damage your carpet..

White cloths or white paper towels

Detergent solution

Mix mild liquid detergent with water (no more than 1/2 teaspoon of detergent to 32 ounces of water). A clear, non-bleach liquid dishwashing detergent such as Dawn, Joy, or clear Ivory is recommended. Do not use detergents that are cloudy or creamy because they may leave a sticky residue.

Vinegar solution

Mix 1 part white vinegar to 1 part water.

Ammonia solution

Mix one tablespoon of ammonia to one cup of water. (Do not use on wool or wool-blend carpets.)

Non-oily nail polish remover

Chewing gum remover (freeze or solid type)

Spot Remover

Use spot removers designed specifically for grease, oil, or tar, such as Carbona or Energine.

Why is my carpet Fading?

All carpet (like any textile product) is subject to color changes over time.

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This change is very gradual and is caused by oxidation through exposure to the open air within the home. Due to damaging ultra-violet rays, areas exposed to sunlight are subject to more dramatic color changes. We recommend that you take steps to protect these areas during high sunlight exposure hours, by using draperies or other window coverings. It will help if a reputable company tints your windows; but tinting alone is not a substitute for window coverings.

Why is my carpet Shedding?

Shedding is not a defect, but rather a characteristic of all new carpet, especially cut-piles and Wools. It is caused by short fibers within the pile that work loose during service. This condition is most evident in high traffic areas. Although your vacuum bag may fill with this surplus fiber, the total fiber loss during use is relatively small. Shedding will gradually decrease, the length of time required to eliminate shedding is dependent upon the type and amount of vacuuming performed.

My Carpet has different Shading or Highlights.

After installation, carpet often appears to change color in certain areas. This phenomenon does not involve a true color change, but rather a difference in light reflection between various surface areas. Shading is not a manufacturers defect, but is actually considered to be the beauty of a cut-pile carpet, simulating the look of velvet or suede. The condition occurs due to the difference in light reflection between the sides and tips of the yarn strands. As the pile surface is disturbed, the yarn sides will reflect more light than the tips, resulting in the highlighting feature so common in today's styles. Normally, this condition is temporary (such as with footsteps). In rare cases, the condition is permanent. The latter is referred to as pooling or water-marking. The reason for this condition is unknown except that it is traffic related and random in nature. The pile fibers take on a permanent set based on the traffic patterns, and this set cannot be changed.

DISCLAIMER

It should be known that Build-A-Rug Inc. does not promote or advise using cleaning methods that may harm your carpet. We will not be responsible for any damage that is incurred if a consumer uses methods that were included in this guide and may harm your rug during the cleaning process, or any other consumer mishap that may occur while cleaning an area rug or carpet area. We offer this guide solely as a reference to carpet care and will not be responsible for any damages that may occur in conjunction with the consumers area rug or carpet and the use of this guide. It is the sole responsibility of the consumer to insure proper maintenance of their area rugs. Build-A-Rug advises that the consumer seek professional services if they have questions about how to care for their area rugs. Build-A-Rug Inc. offers this carpet care guide to educate consumers in maintenance techniques that have been approved by leaders in the flooring industry.

Build-A-Rug Inc does not suggest that the custom area rugs made, are Fabrica or Masland area rugs created by the manufacturers themselves. Build-A-Rug uses Fabrica and Masland carpets to create our very own custom rugs using the finest materials from these industry leaders.

SOURCES

Build-A-Rug Inc. Has used sources from the following Carpet Manufactures in creating this document and claims no ownership of the information provided. Build-A-Rug Inc. references information used throughout this document below using MLA style.

- *Fabrica International Home Page*. Fabrica, <<http://www.fabrica.com>>.
- *Shaw Industries Home Page*. Shaw, <<http://www.shawfloors.com>>.
- *Masland Carpets Home Page*. Masland, <http://www.maslandcarpets.com>.