

Godfrey Hirst



Easy
living
Carpet Collection

Wool
Triexta
Solution Dyed Nylon
Polyester



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Design inspiration



Created for New Zealand Interiors



The New Zealand way of life has influenced and inspired interior design throughout our homes. At Godfrey Hirst, we believe the easy going, quintessential kiwi lifestyle should resonate in our interiors.

Colours

Colour is one of the most important factors to consider when decorating a new home or renovating.

Colour impacts on 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.

Once your carpet is installed, the colour of the carpet will appear slightly lighter than when viewed in store.



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.



Bright colours in a large expanse can make a dramatic statement.



Light colours are expansive and airy, making rooms seem larger and brighter.



Dark colours are sophisticated and warm, they give large rooms a more intimate appearance.

Expert tip

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.



Colours

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 young families and pets, a hard-wearing, stain resistant carpet in a darker tone is a great option. For those that like to entertain, a loop pile carpet in mid-tones works well. For a low traffic home, you may opt for a plush-pile carpet in a lighter shade.



Multi-coloured and patterned carpets are especially effective at hiding stains and soiling.



Very light and very dark colours show far more debris than mid-tones.



A busy household with kids and pets may not be suitable for lighter shade carpets.

Expert tip

Try to choose your carpet colour with your lifestyle in mind. Make sure your floor matches the style and feel you want to give your home.

Do you have furniture or art that you would like to emphasize? Then use natural colours to create a neutral canvas for your key pieces.



Setting 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.



Cold colours are considered calming and serene; it is often recommended for bedrooms.



In halls, entries and small spaces, warm colours can feel expansive and welcoming.



Neutral shades come in both warm and cool tones and are the ideal decorating base.

Expert tip

Light colours will give the space a sunnier, happier feel.

Want to keep your interior peaceful and cool? Consider timeless grey tones.

An interior dominated by brown tones, may have a very natural, rustic feel.



Colours

Naturally neutral or pop of colour?

Neutral shades come in both warm and cool tones and are the ideal base to maximise design possibilities. Experimenting with vivid hues, especially in smaller areas, can deliver real impact, lifting a room and creating a unique space.



Will the colour you love today still appeal to you in five years?



Neutrals don't have to be uninspiring. Texture can also add another exciting dimension, lifting a neutral carpet to a multidimensional design statement.

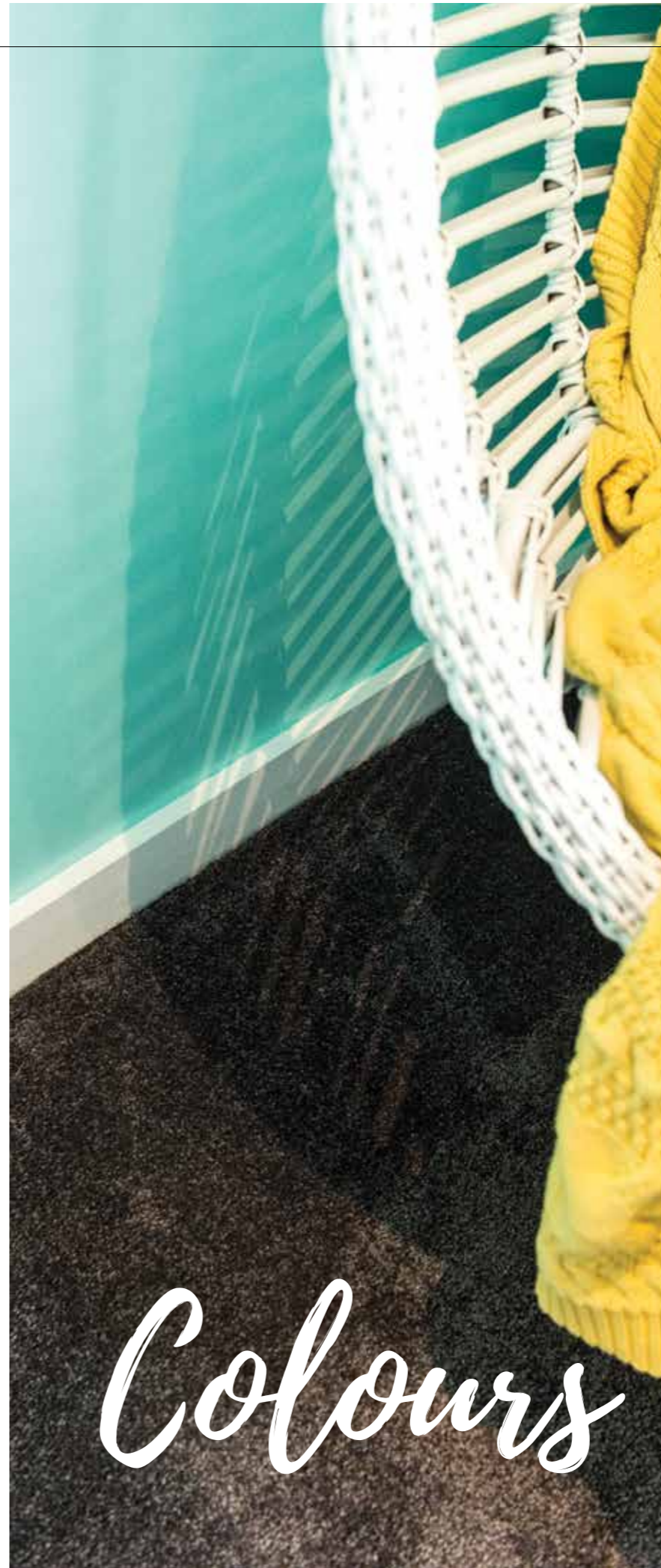


Carpets are available in a more limited range of colours than paint, so choose your flooring first.

Expert tip

Current trends favour neutrals in earthy hues, including warm greys and the ever-popular taupe. Neutrals don't have to be boring.

Texture can also add another exciting dimension and to your carpet.



Colours

Carpet styles



Your Godfrey Hirst carpet will be with you for a long time so it's important to think about how the space will be used. 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 New Zealand's most popular style. It comes in a variety of qualities and price. High weight, longer pile styles offer a luxurious feel and opulent look.

Higher weight carpets show footprints and other tracking, so bear this in mind when selecting your carpet. Alternatively, a lower, tightly packed pile will show less tracking.

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.

However, if you have pets loop piles may not be the best option as the loops can be snagged by claws of cats and dogs.

Most loop pile carpets sold in New Zealand are made from wool, and benefit from this natural fibre which is soil resistant.



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.



Cut Pile Twist

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



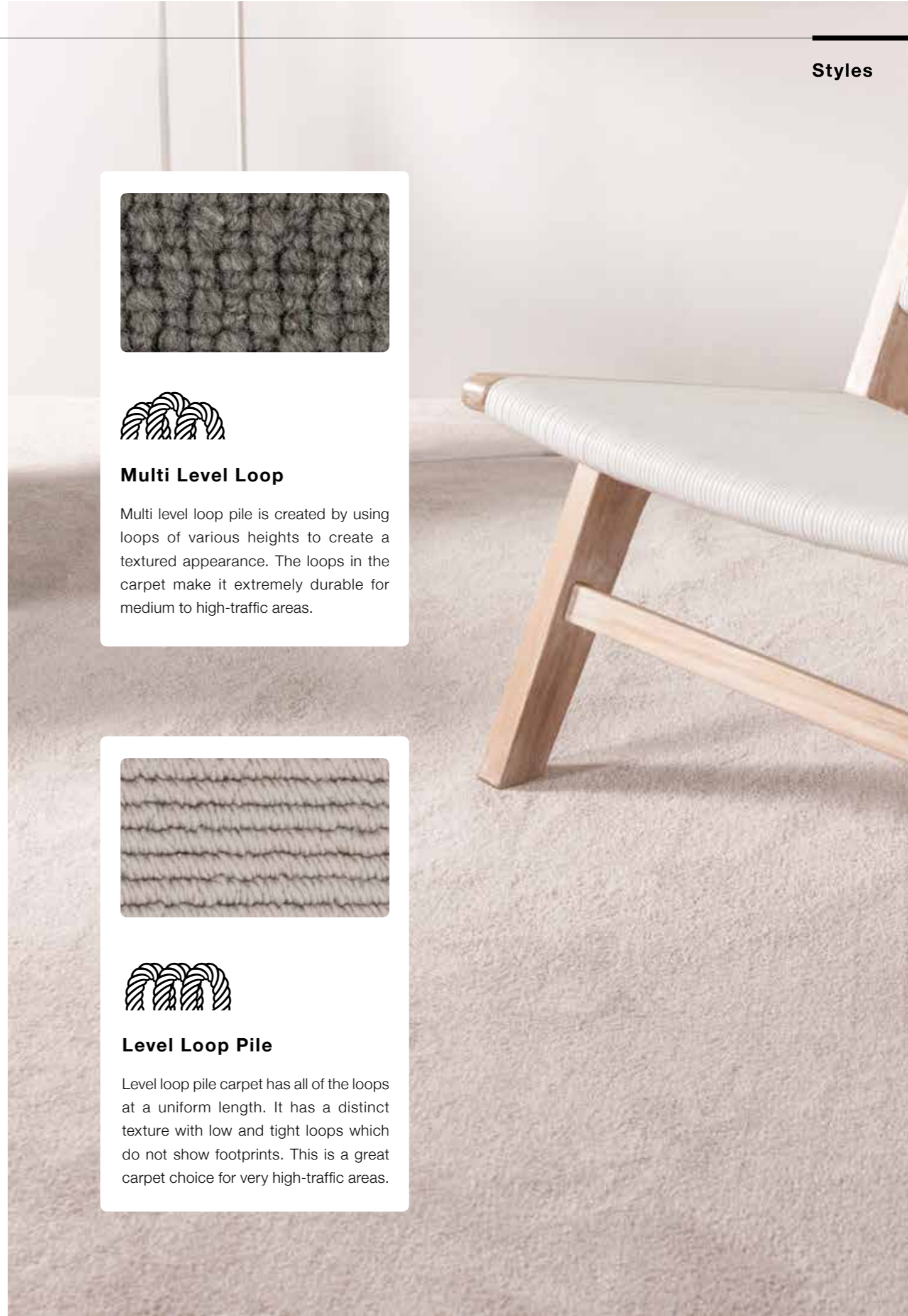
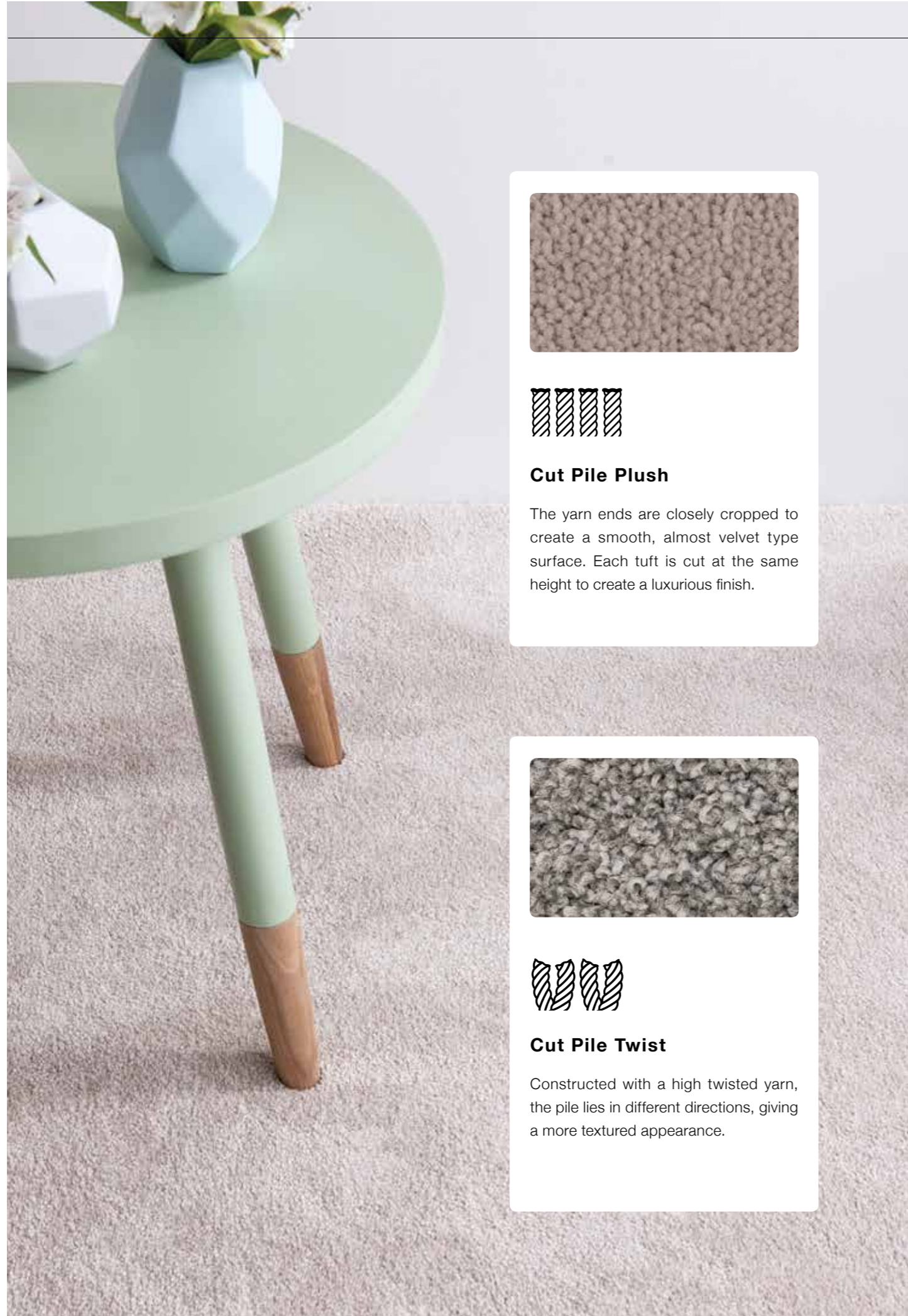
Multi Level Loop

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.



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 is a great carpet choice for very high-traffic areas.





Carpet fibres

The carpet fibre you choose determines the appearance, texture and longevity of your carpet.

When selecting a carpet fibre, it is important to consider your lifestyle, the area the carpet will be installed, who will be using it, the level of foot traffic and your budget.

Carpet options for you

Value Collection

Polyester Carpet

Page 20



High Lustre Appearance



Value for Money



Stain Resistance

Low traffic?



Polyester carpets are beautifully soft with a high-lustre appearance. Great for quiet or social spaces with moderate to low traffic, like bedrooms, offices and TV rooms.

Performance Collection

Solution Dyed Nylon Carpet

Page 23



Highly Durable & Heavy Traffic



Resilient & Easy to Maintain



Pile Recovery Bounce-back

Sunny Room?



Because the colour is part of the fibre, solution dyed nylon carpets won't fade under New Zealand's harsh sun, making it the perfect carpet to sit beside your north-facing windows or doors.

Ultimate Collection

Triexta Carpet

Page 24



Extremely Soft



Cleans with just Cold Water



Made Partially from Corn Sugar

Got Pets?



Triexta carpets are the best choice for pet owners. Claws are less likely to get caught in the pile. Triexta fibre is also hydrophobic, repelling water and stains.

Natural Collection

Wool Carpet

Page 27



Natural & Renewable Fibre



Flame Resistant & Fire-retardant



Regulates Temperature & Humidity

Allergies?



Wool carpets are a great option for allergy sufferers. It is a natural product that filters and absorbs toxins which can cause irritation.



Polyester

Polyester is an affordable synthetic fibre with a soft and lustrous texture.

Softness

Polyester carpets offer a velvet like handle, softness and flexibility in both colour and design. This is why polyester has long had a reputation as the softest and most flexible of the synthetic carpets. The inherently bulkier yarns can offer heavy, soft textured carpets that feel cosy and luxurious underfoot.

Cost-effective

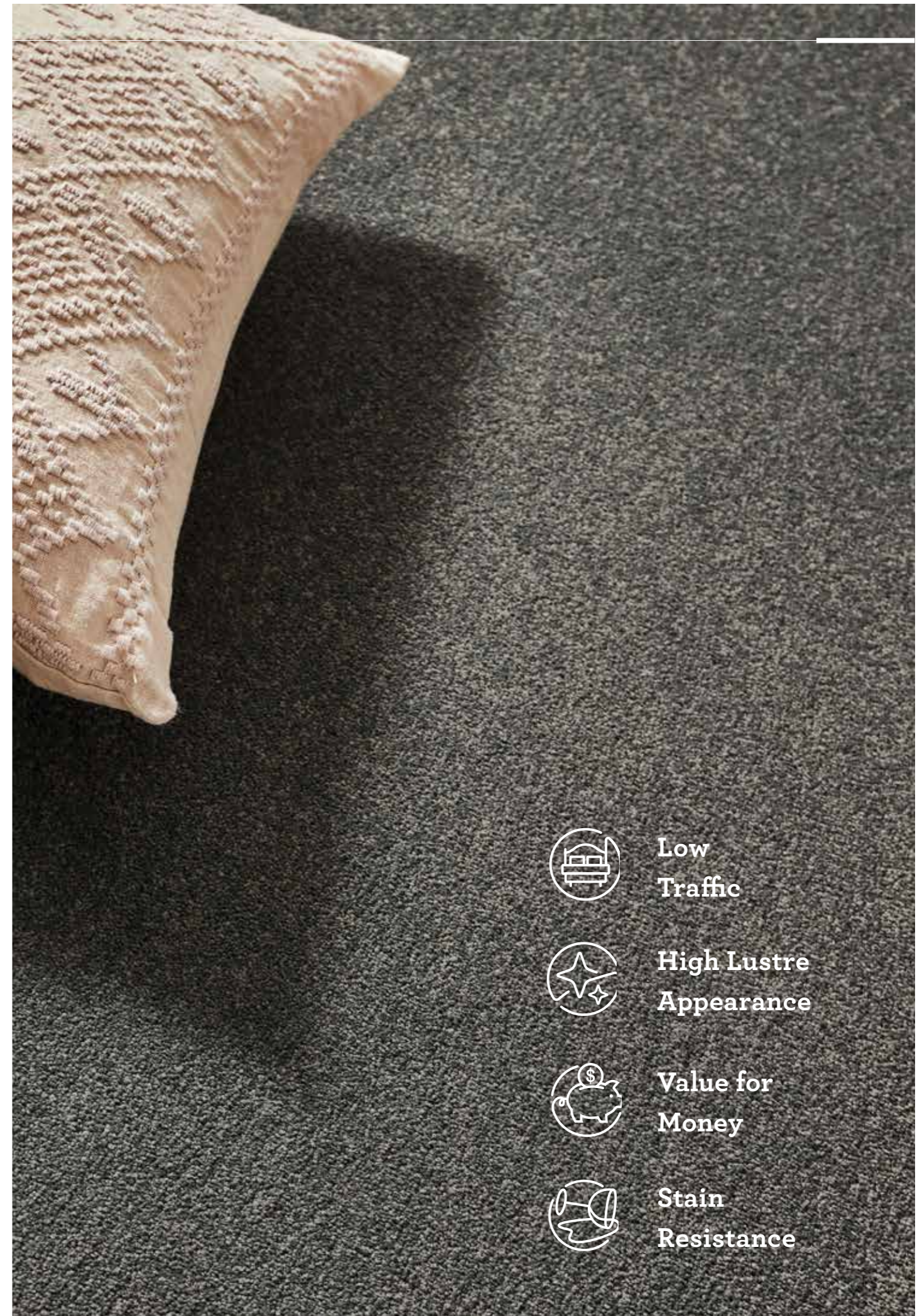
Due to the lower cost of raw materials and production, Godfrey Hirst polyester is a very affordable option.

Invest Wisely in Your Home

This fibre type is best suited to low traffic areas within the home as it is not as resilient as some other more expensive fibres. We recommend you choose Godfrey Hirst Polyester carpets with a higher pile and medium-high density to ensure maximum appearance retention and longer wear.

Stain Resistance

Made from closed-cell fibres, Godfrey Hirst Polyester carpets do not have any open dye sites for stains to adhere to, making them highly stain resistant.



**Low
Traffic**



**High Lustre
Appearance**



**Value for
Money**



**Stain
Resistance**



**Best Colourfastness
& Fade Resistance**



**Pile Recovery
Bounce-Back**



**Highly Durable
& Heavy Traffic**



**Resilient & Easy
To Maintain**

Solution Dyed Nylon

SDN is a synthetic fibre that is fade resistant, tough and durable.

Quality and Performance

Godfrey Hirst Solution Dyed Nylon carpets provide the ultimate in carpet colourfastness, stain protection and performance.

The polymers that make up Godfrey Hirst Solution Dyed Nylon carpets are coloured using only the very best quality colour pigments available. These Solution Dyed Nylon fibres are then processed into high quality yarns suitable for tufting into carpet. This means the colour is locked into the molecular structure of the yarn fibres prior to the manufacture of the carpet.

The Practical Choice

Godfrey Hirst SDN carpets are true all-rounders. With correct maintenance, the carpet will look as impressive in years to come as the day it was laid. For this reason, they are a popular choice for young families, as they are:

- Impervious to most common household food and beverage stains.
- Resistant to soiling when combined with regular maintenance.
- Protects against static build-up.
- Durable and resilient.
- Stylish and comfortable.

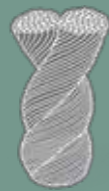
Triexta

Triexta is a fibre made with 37% renewably sourced polymer, derived from corn sugar.

Invest Wisely in Your Home

Your carpet represents a substantial investment and you want it to look good for years to come. Most Triexta carpets are rated “residential extra heavy duty, including stairs” so are ideal for heavy traffic areas.

ULTRA SOFT
FIBRE



Ultra Soft

Ultra soft technology brings a new level of comfort to your floor. Our Triexta ultra soft fibres provide exquisite textures, modern colours and quality construction.

The soft feel is achieved by adding more individual filaments in each triexta fibre. Run your hands through the exceptionally soft fibres and feel the difference.

REGULAR
FIBRE



Stain and Soil Protection

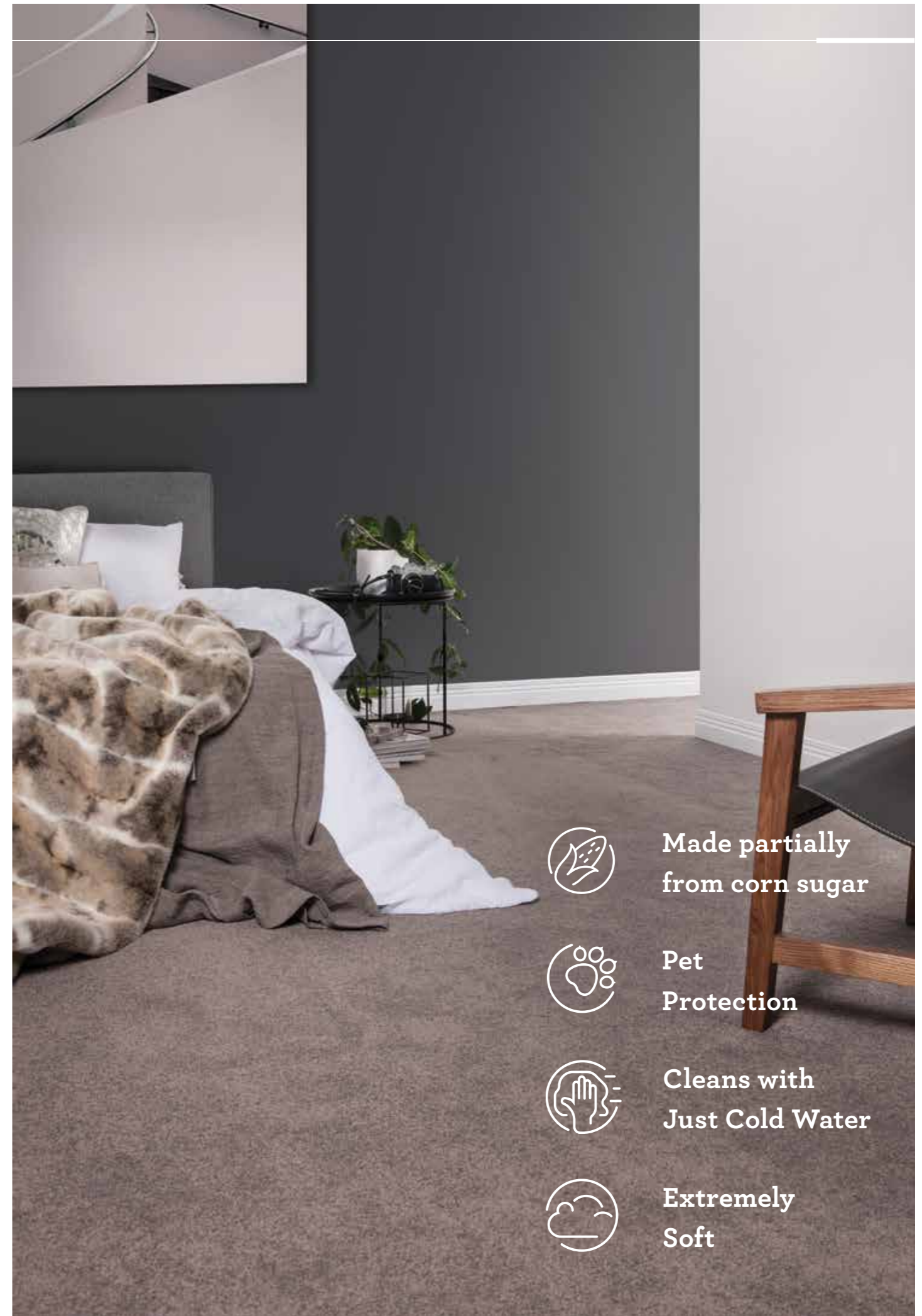
Superior stain protection, built into every fibre so it never wears off. Cold water removes most household food and beverage spills.

Wear Resistance

The strong pile retention and resilience of Triexta fibres prolong the life of your carpet.

Luxuriously Soft

Triexta fibre redefines carpet softness.



Made partially from corn sugar



Pet Protection



Cleans with Just Cold Water



Extremely Soft



**Natural &
Renewable Fibre**



**Regulates Temperature
& Humidity**



**Flame Resistant
& Fire-retardant**



**Naturally
Hypoallergenic**

Wool

Made from natural fibres, wool carpet is environmentally friendly, warm, luxurious and durable.

Natural Insulation and Humidity Control

Wool is a natural hygroscopic insulator. This means your wool carpet can absorb up to 30% - 40% of its own weight in 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 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 dust mites – the most common single cause of asthma.

Carpet Ratings

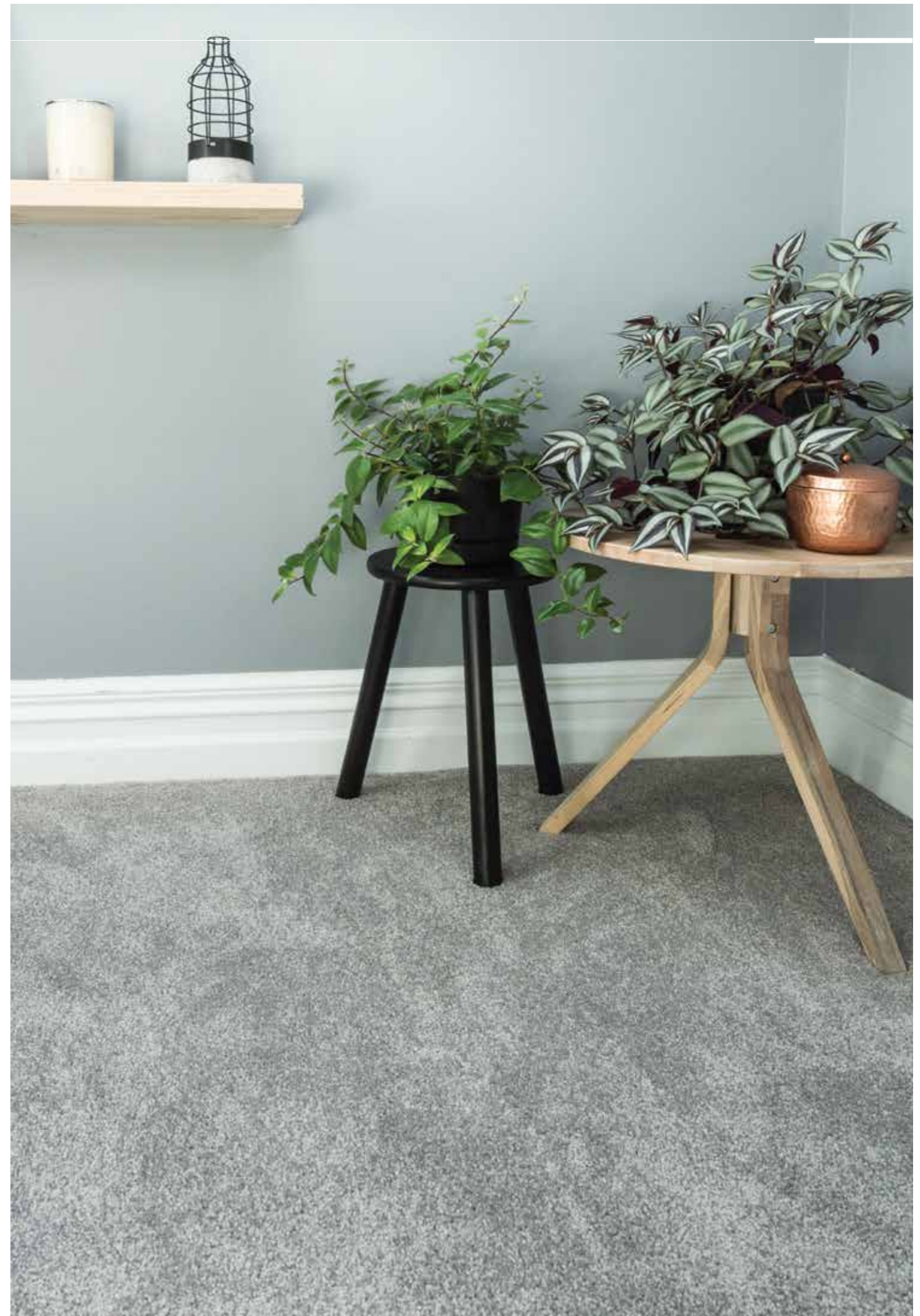
Understand carpet face weight.

Carpet face weight is defined as the weight of the carpet pile per metre of carpet, measured in ounces.

A quality fibre in a heavy weight should perform a lot better than a lighter weight option in the same fibre. If you are unsure, it is a good idea to ask what performance rating the carpet has achieved.

For example, a carpet that achieves a residential, extra heavy duty including stairs rating is superior to a carpet that achieves a residential extra heavy duty rating.

If you have stairs it is recommended that you purchase a carpet that is rated as suitable for stairs.



Room	Foot Traffic	Star Rating
Bedroom with light traffic flow	Residential Light Duty	★
Living room or entertainment area with light to medium traffic flow	Residential Medium Duty	★★
A hallway or entertainment area with heavy traffic flow	Residential Heavy Duty	★★★ or ★★★★
Areas with extra heavy traffic flow	Residential Extra Heavy Duty	★★★★★ or ★★★★★★

The ratings table indicates the minimum quality of carpet required for certain areas. We recommend that you purchase the carpet with the highest rating possible within your price range to enjoy your carpet for as long as possible.

Carpet Classification



The Australian Carpet Classification Scheme (ACCS) is one of the most comprehensive 'all fibre' carpet grading schemes in the world. Carpets are classified under the ACCS according to their performance characteristics. The carpet classification is determined using technical data supplied by manufacturers and results from testing conducted by independent laboratories.

An expert panel assesses the test results and samples of carpet provided by the manufacturer to determine a 'star' classification for that particular carpet, which relates to the performance characteristics of the carpet. The more stars the higher the ACCS grading.

Environmental Certification Scheme: Look for the Green Label



The Environmental Certification Scheme (ECS) is an extension of the ACCS certification and provides an indication of the environmental performance of the carpet. Look for the green label on the back of your carpet sample, this grading ranges from level one to four, the higher the grading the better it performed to environmental testing.

In order to obtain this certification, carpets must perform well when tested for volatile organic compound (VOC) emissions, noise reduction and thermal insulation properties. Each carpet manufacturer must also comply with Code of Practice for Environmental Management which provides performance standards for raw materials, carpet manufacturing, in-service use and final disposal.

This grading has four levels of certification, each level with a more demanding performance criteria. The best ECS rating achievable is Level 4.



Each carpet is tested and classified according to its suitability for use in varying traffic levels.

Quality & Environment

Carbon Management

Quality Control

All Godfrey Hirst 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.

Carbon Management

Godfrey Hirst NZ Limited has been formally assessed by International Certifications and found to comply with the requirements of ISO 14064-1 :2006. This standard specifies principles and requirements at the organisation level for quantification and reporting of greenhouse gas (GHG) emissions and removals. It includes requirements for the design, development, management, reporting and verification of an organisation's GHG inventory.



Environmental Responsibilities

All Godfrey Hirst 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.

All Godfrey Hirst carpets made in New Zealand by Godfrey Hirst NZ Limited are manufactured in a facility that has a management system certified as being in conformance with all three levels of the Carbon Warranty, having measured and reported its manufacturing emissions in compliance with the requirements of ISO 14064-1:2006 and having reduced its manufacturing emissions by implementing a GHG management and reduction plan. Godfrey Hirst has also offset the remaining GHG Emissions by purchasing credible carbon credits to enable the organisation to become Carbon Neutral.



Level 1:
Carbon Measured

Level 2:
Carbon Managed

Level 3:
Carbon Neutral



Installation & underlay

All carpets must be installed in accordance with AS/NZS 2455.1:2007 “Textile floor coverings – Installation Practice – General” standard and the Godfrey Hirst installation recommendations as set out on the following pages.

Installers – Insist on trained professional tradesmen to install your carpet.

Check first – before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot. Once a roll has been cut, claims will generally not be accepted for these issues.

Power Stretching

All carpets must be power stretched. Bubbling and wrinkling may occur if carpet is not adequately power stretched during installation.

Seams

Seam adhesive (sealer) must be used for all seams, width wise and length wise in all installations. Use a solvent based seam seal adhesive on direct glue down applications. On conventional installations use a latex based seam seal adhesive. If the seams are not permanently bonded together the carpet may unravel and begin to break down at the edges, causing premature wear. Poorly bonded seams are not the responsibility of Godfrey Hirst.

Stairs

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

Wrinkling (or Rucking)

Wrinkling may occur after installation. It can be caused by excessive humidity, inadequate underlay or not using the recommended installation procedures, in particular failing to use a power stretcher. A competent installer can usually correct this problem.

Underlay

Underlay and carpet are designed to work together as a complete flooring system. Generally, a quality underlay will extend the life of your carpet while giving better resilience and comfort.

Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS4288 i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Pile Direction

Carpet pile should run in the same direction throughout the installation, 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 be avoided in high traffic areas and kept as far away from windows as possible, to avoid light falling across the seam making it appear more obvious.

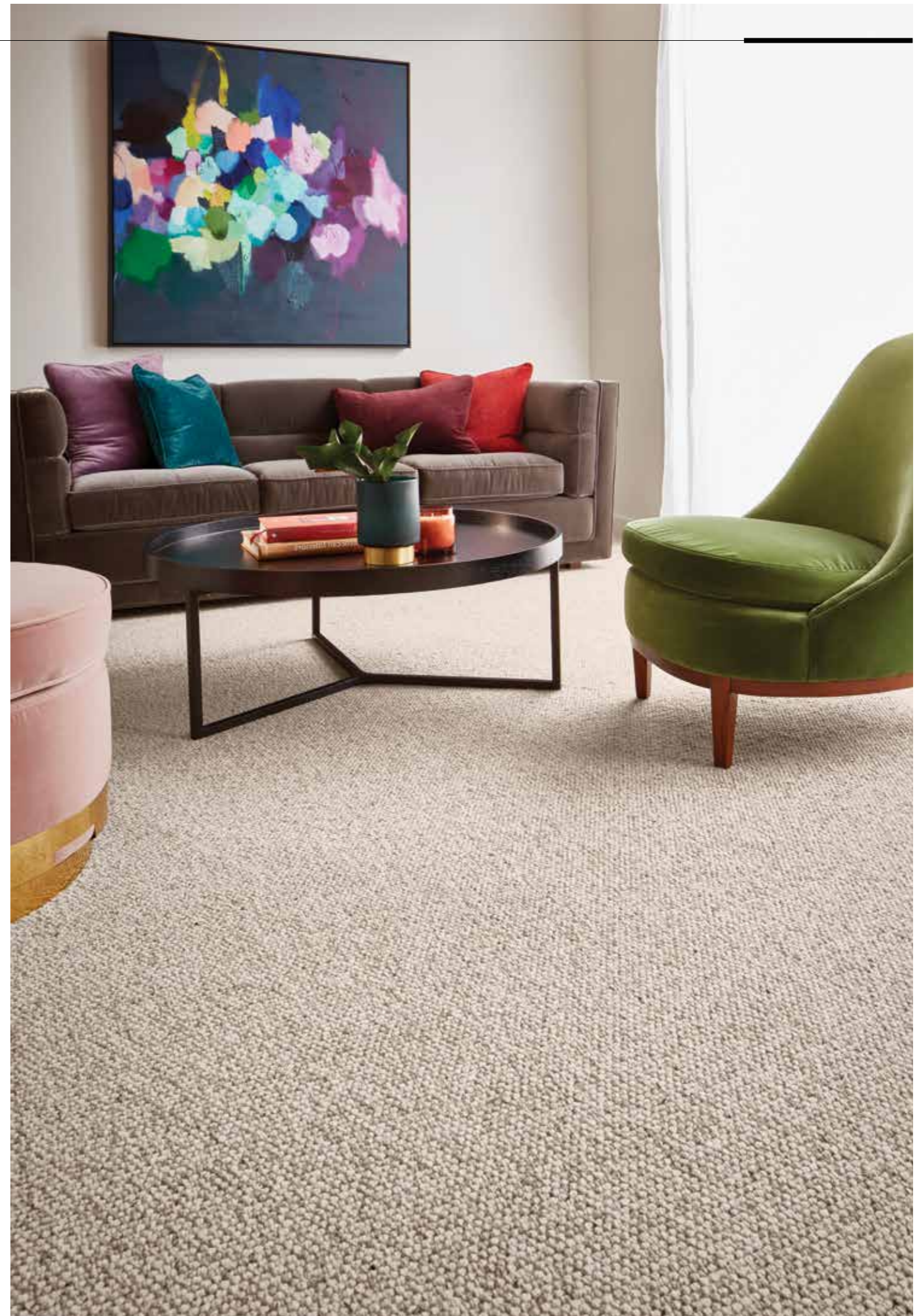
Ask the installer where they plan to place seams and cross joins before the carpet is cut.



Carpet characteristics

Like other textiles, carpet has certain inherent characteristics that may affect its appearance.

These conditions are normal and are not considered to be manufacturing defects.





Never try to pull a sprouting loop or tuft out as this may cause a run in your carpet.

Characteristics

Sprouting Tufts

The loops or tufts of carpet may pull if caught by a sharp object, e.g. pets' 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 loop out as this may cause a run in your carpet.

Shedding Fibre

Most carpets will shed fibre when they are new, particularly wool carpets. This is not a fault in your carpet, it is merely fibre residue left over from the manufacturing process. Some carpets will shed loose fibre for longer than others.

Permanent Pile Reversal/Shading

The phenomenon of permanent pile reversal refers to cut pile and cut and loop pile carpets which appear lighter or darker in some areas of the same installation. This occurrence is random, largely unexplained and cannot be predicted or prevented. This condition is an inherent characteristic of these styles of carpet and therefore does not constitute a manufacturing defect. However, as the development of this phenomenon can affect the appearance of a carpet, you should discuss this characteristic with your retailer when considering carpet purchase.

Colour Variation

It is normal for installed carpet to show minor colour variation from retail samples or minor variations between production runs and dyelots. Godfrey Hirst quality assurance program (ISO 9001 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

Appearance

Colour appearance can vary depending on the type of light under which a sample is viewed and the light sources where the carpet is installed. Viewing

of the sample at your residence and under as many different light conditions as possible, prior to making your final decision, is recommended.

Fading/Discolouration or Colour Loss

To minimise the chances of fading, Godfrey Hirst Carpets use the most up to date dyes in the production of their carpets. However, most carpets fade to some degree if exposed to sustained periods of sunlight. It is recommended that you have some form of window protection, e.g. curtains, blinds, for those areas where sunlight falls onto the carpet for extended periods of time. 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'. The phenomenon of colour change can also be experienced where, over time, the carpet appears to lose colour in areas not subjected to direct sunlight. The occurrence is random but appears more prevalent in coastal regions, particularly in areas with high UV content and is thought to be influenced by atmospheric or ozone conditions. As the effect of this phenomenon is random and unexplained, it is not considered to be a manufacturing defect.

Fuzzing or Blooming

Fuzzing or blooming is caused by the tips of the fibres in a cut pile carpet losing a degree of yarn or twist over time. This is most apparent in high traffic areas or in front of chairs. This is considered normal wear and tear.

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 performance.

Tracking and Matting

Tracking and matting are conditions that tend to occur in high usage areas, e.g. in walkways, in front of chairs, under tables, etc. The chances of these conditions occurring are greater in lower quality carpets as the pile is generally less dense and therefore the individual fibres can more easily lay over.

It is recommended that you place rugs in front of chairs, under tables, in passageways and other heavily used areas. These conditions are not manufacturing faults.

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.

Pets

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

Pattern Matching/Bowing and Skewing

Due to the inherent nature of textile products, some distortion due to shrinkage or stretch during, and after, manufacture and instability in patterned carpets can occur.

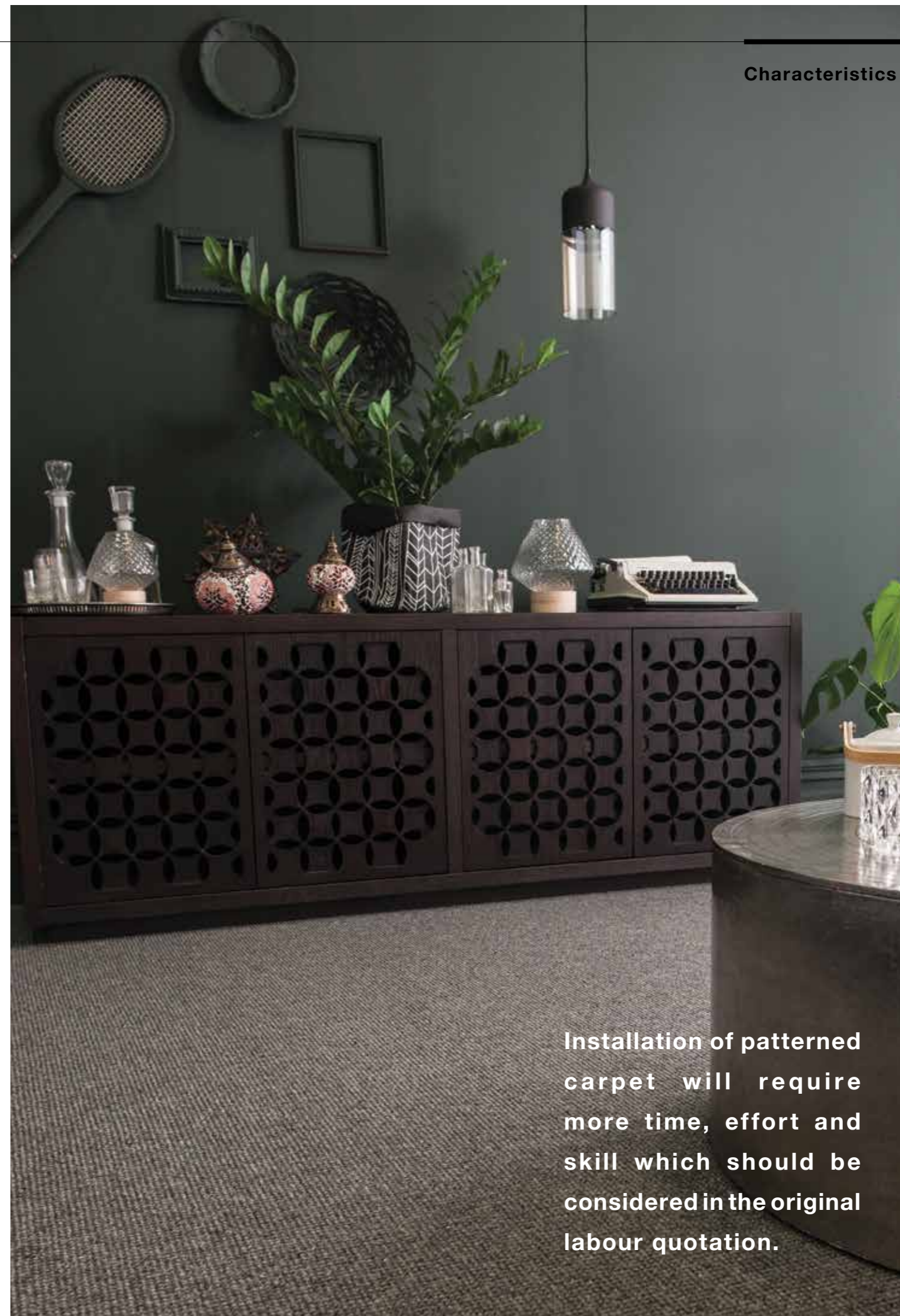
This means repeating patterns may not precisely match along the length or width of carpet or between production runs, such that a perfect pattern match cannot be guaranteed. Installation of patterned carpet will require more time, effort and skill which should be considered in the original labour quotation.

A competent carpet should be able to obtain a close pattern match in most circumstances, although 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.

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.



Installation of patterned carpet will require more time, effort and skill which should be considered in the original labour quotation.

Care & maintenance

Your carpet represents a substantial investment and, like your other furnishings, requires proper care.

To ensure that you will enjoy the quality of a Godfrey Hirst carpet for years to come please see the proceeding pages for care and maintenance guidelines.



A comprehensive carpet care programme consists of four elements: prevention, vacuuming, spot cleaning and steam cleaning.



Preventative Measures

1. Use new, quality underlay with your carpet - particularly on stairs. Good underlay not only provides better resilience under foot, but it can also add to the life of your carpet. Godfrey Hirst Carpets do not recommend installing carpet over carpet (i.e. using old carpet as underlay).
2. 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.
3. If you use rugs over your carpet, be sure to remove and clean them regularly. Clean and restore the carpet underneath too. Be certain to check area rugs for colourfastness before putting them back, as the dyes in some rugs may bleed through onto the carpet. After cleaning your carpet, remember to allow complete drying before replacing rugs.
4. Door mats – place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly.
5. Exercise extreme caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. They are strong chemicals that can permanently discolour or dissolve carpet fibres.
6. Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.
7. Even though some carpets are deemed suitable for use on stairs, it is possible pile distortion (or flattening) will occur over time on the stair nosings and tread area. Godfrey Hirst Carpets suggests you may wish to purchase a spare section of carpet to use for the replacement of stairs in the event this occurs.



Moths and Carpet Beetles

All Godfrey Hirst and Godfrey Hirst Classic 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.

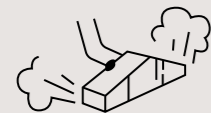
In the case of serious infestations or if the initial treatment is not successful, it is recommended you contact a professional pest control operator.





Spot Cleaning

- Remove as much of the spill as possible using a blunt knife or spoon for solids, blotting up liquids or using a wet/dry vacuum for large spills.
- Never scrub or rub the carpet during the stain removal.
- Always work from the outside of the stain in towards the middle.
- Determine the appropriate method of carpet stain removal with our easy-to-follow steps on Spot Carpet Cleaning.



Steam Cleaning

Carpet should be steam cleaned every one to two years – depending on the usage and colour.

It is important to use a reputable professional steam cleaning company who operates in accordance with the Australian and New Zealand carpet cleaning and maintenance standard AS/NZS3733-1995.

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



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. Turn off any beater bars (to prevent "fuzzing").

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



Basic 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 cloths.

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.
- 2.** Determine the appropriate method of stain removal. Please see pages 22 or 23 for further guidance.
- 3.** Pre-test any treatment on a small inconspicuous area of carpet to ensure against damage and possible colour change.

- 4.** Ensure the carpet is pressed dry with a clean white cloth or white paper towel between any step in the treatment process to remove excess moisture.

Do not rub, as rubbing can alter the carpet's texture.
- 5.** After the spill or stain has been treated, place several layers of white paper towels or cloths 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.** If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately.

Care & Maintenance



While some Godfrey Hirst carpet ranges feature stain resistant treatments to improve your ability to clean stains easily, they cannot totally prevent all stains. For difficult stains refer to a qualified professional for assistance.

Synthetic Carpet Cleaning Guide

Order of Treatment – Synthetic				
Stain Type	Step 1	Step 2	Step 3	Step 4
Blood	1	2	9	
Chewing Gum	3	2	9	
Coffee	2	7	2	9
Faeces	2	6	9	
Nail Polish	4			
Paint (latex)	1	2	9	
Rust	5			
Soot	8			
Urine (fresh)	1	2	9	
Urine (old)	2	9		
Vomit	2	6	9	
Wine	2	7	2	9

Cleansing Agent/Treatment

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

Godfrey Hirst Carpets do not recommend do-it-yourself shampooing, steam cleaning or dry cleaning. Acting quickly is the key to success when anything is dropped or spilled on carpet. Always have the necessary cleaning material at hand.

Wool Carpet Cleaning Guide

Order of Treatment – Wool			
Stain Type	Step 1	Step 2	Step 3
Blood	1	2	8
Chewing Gum	3	2	8
Coffee	2	8	
Faeces	2	6	8
Nail Polish	4		
Paint (latex)	1	2	
Rust	5		
Soot	7		
Urine (fresh)	1	2	8
Urine (old)	2	8	
Vomit	2	6	8
Wine	1	2	8

Cleansing Agent/Treatment

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



Warranty

Godfrey Hirst New Zealand warranty.

All Godfrey Hirst carpets carry a warranty supported by New Zealand after sales service. The Godfrey Hirst warranty is applicable to all Godfrey Hirst carpets sold in New Zealand.

“As a New Zealand manufacturer, we endorse and recognise all rights of the consumer under the Consumer Guarantees Act 1993 (the “CGA”) and further agree to match any performance guarantee or warranty offered in the marketplace, at the time of purchase, on any product which is equivalent to ours, where that performance guarantee or warranty offers rights to the consumer in addition to those in the CGA.”

This means that, when you choose a Godfrey Hirst carpet, you can be secure in the knowledge that your carpet is backed by a comprehensive warranty, supported by a leading New Zealand manufacturer.

What to do if Your Carpet Fails to Perform

If you believe your carpet is failing to perform, please contact the retailer from whom you purchased the carpet. Your retailer will fill out a complaint registration form and send it to Godfrey Hirst. If your complaint is accepted, Godfrey Hirst will repair, offer an allowance or arrange a credit equal to the cost of the carpet material only in the affected area.

The credit will apply to new carpet of the same or comparable quality. The credit will be passed to the retail store where you purchased the carpet. If your carpet has been discontinued and replacement is necessary, Godfrey Hirst will substitute a carpet of comparable quality in the affected area.

**Backed by a
comprehensive**

Warranty



About Godfrey Hirst

Godfrey Hirst has built a reputation as one of New Zealand's leading carpet manufacturers, through consistently providing consumers with innovative, high quality and stylish floor covering solutions.

Benefits of Purchasing from Godfrey Hirst

Recognised as one of the top carpet manufacturers in the world, Godfrey Hirst has spinning mills, dye houses, design studios and manufacturing plants in New Zealand and Australia.

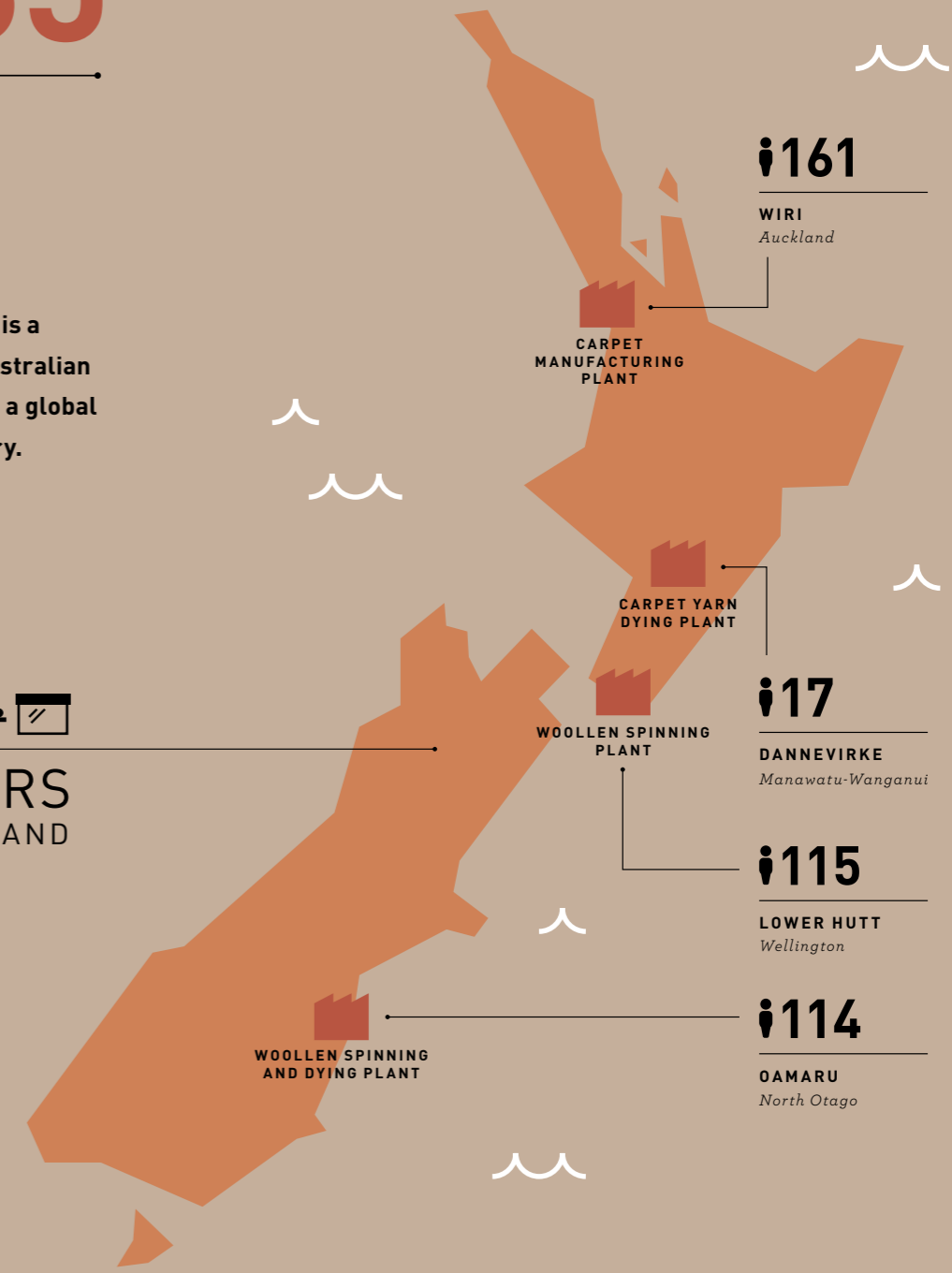
Since 2018, Godfrey Hirst has been part of Mohawk Industries Inc., the world's market leader in flooring. The utilisation of world class technologies in continuous dyeing, wool yarn, state-of-the-art tufting equipment and finishing lines means Godfrey Hirst produces innovative broadloom carpets which are manufactured to the highest standard.

The company will strive to continue to use its extensive technological and experienced human resources to maintain a leadership role in the manufacturing and distribution of carpet in New Zealand.

ESTABLISHED
1865

Godfrey Hirst is a New Zealand & Australian manufacturer with a global success story.

300+    
RETAILERS
IN NEW ZEALAND



Godfrey Hirst

For any information about your
Godfrey Hirst carpet or any
assistance in respect to warranties
and care please contact:

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