

Ethnicraft

CARE INSTRUCTIONS

WOOL RUGS

ABOUT US

TIMELESS DESIGN

All our designs are intentionally timeless. They withstand trends and associate well with different styles, and they can be passed on from one home to the next, carrying over the stories of one lifetime into another. Our collections go back to the essence of what we believe is good design: pieces full of character, made from quality materials that age beautifully.

We create collections for every room or space: from the furniture that defines the purpose of an area, to the objects that layer it with meaning. Nothing excites us more than seeing how people love and use our products in the story of their life.

CRAFTSMANSHIP

Outstanding craftsmanship is at the core of our brand, and behind the simplicity of our pieces lies a constant drive for innovation. Incorporating advanced techniques to our process of creation, each new design is revised and reworked to the last detail: every curve, texture and line reflects our design values.

TIPS & TRICKS

- This product is intended for indoor use only.
- To prevent colour differences: do not place your rug in direct sunlight.
- To prevent slipping and movement: we recommend fitting an underlay beneath your rug.
- Avoid exposure to extreme conditions: do not place furniture near heating sources or air-conditioners.
- To prevent staining, we recommend that any spills be removed immediately.
- Always ensure water and solutions used to clean the floor do not come in contact with the rug, as it might leave permanent marks.

CARE INSTRUCTIONS

Our rugs are made using 100%, locally sourced, sheep wool. Each yarn is selected to ensure the texture and personality of the final product is maximised. Being wool, your rug is suited for any room of the house and under any furniture item, including chairs, beds, tables, etc. The natural oil content of wool is incredibly durable as well as very resistant to dirt and moisture.

Depending on its style, your rug is hand-knotted or handwoven using a traditional loom. As the finish is not machine programmed, nuances in the size and colour are to be expected. Variations in the yarn are also expected due to the hand dyeing process.

Due to the handcrafted nature of a woven, kilim-style, rug there may be the occasional loose end that starts to come undone. If this does occur, do not pull or cut it, instead gently push or tie it back into the weave.

For knotted, high-pile rugs, it is possible for shedding to occur. This is not considered a defect. Over the first few months, shedding will gradually diminish with routine vacuuming. Pile carpets may continue to shed to a smaller degree for the duration of their life.

To keep your rug in optimal condition, we recommend the following:

- Vacuuming regularly using longer strokes to avoid too much back and forth motion.
 - Do be aware of edges and corners, these are weaker links and prone to wear faster due to improper use of the vacuum.
- Attend to liquid spills immediately using a clean white cloth to blot up excess moisture.
- Remove any dry or solid matter (food etc) by scraping excess away with a spoon. Do not rub.
- For stains, we recommend using a clean damp cloth with a little warm water and natural soap to gently work out the stain. Ensure the floor below the rug is thoroughly dried after.
- Don't wet the rug too much, or use hot water, steam or any harsh chemicals.
- Take care with solutions designed to clean flooring, as splashes may leave permanent marks.
- Never use salt or vinegar on stains as this can damage the dye.
- If a spill or stain cannot be removed by a damp cloth and natural soap, we recommend dry cleaning by a professional cleaner specialised in rugs or carpets.

**We create the foundations
of your home, to inspire the
stories of your life.**

If you prefer, these care instructions are available for download in other languages. Please see the product page at ethnicraft.com in your chosen language.

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