

*Ethnicraft*

CARE INSTRUCTIONS

KILIM 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.

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Our kilim 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 kilim 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 makes your kilim incredibly durable as well as very dirt and moisture resistant.

Kilim weaves result in a flat and durable surface rather than pile types. Your kilim is handwoven on a traditional loom. As the weave is not machine programmed, nuances in the size and colour variations are to be expected.

Due to the handcrafted nature of your kilim 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.

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

- Vacuuming regularly using longer strokes if possible to avoid too much back and forth motion.
  - Do be aware of rug 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 kilim too much, 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.
- Rotate the rug every few months to get more even exposure to sunlight and wear. Use this occasion to clean the underlay and floor under the rug.

## TIPS & TRICKS

- This product is intended for indoor use only.
- To prevent colour differences: do not place your rug in direct sunlight.
- 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.

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

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