

# C H E R O M

RUG CARE  
MANUAL

## WOOL RUGS



Wool rugs are extremely durable, making them well suited to entries, hallways, kitchens and dining rooms. Lanolin, a naturally occurring oil in wool, makes wool rugs more resistant to stains than other materials.

Shedding is inherent to wool rugs and occurs primarily within the first 3-6 months. All our wool rugs use long-fiber wool, which is less prone to shedding than shorter fibers.

## CARE INSTRUCTIONS:

- Rotate the rug every 3 months to avoid uneven fading and wear.
- Vacuum regularly in one direction (not back and forth) using suction only, no bristles. Regular vacuuming will reduce shedding over time.
- Avoid pulling loose yarns. If necessary, clip them to be even with the pile height.
- Spot clean as needed using a damp (not wet) cloth with plain water; don't use soap or cleaning products, as they could damage or fade the rug.
- For larger, deeper stains, send the rug to a professional service with experience cleaning fine rugs.
- To preserve the life of the rug, we recommend using a rug pad.

## SILK RUGS



Silk rugs are prized for their exquisite luster and rich texture. Silk fibers lend themselves to dense knotting and can be used to create rugs with highly detailed patterns.

## CARE INSTRUCTIONS:

- Rotate the rug every 3 months to avoid uneven fading and wear.
- Vacuum as needed using suction only, no bristles.
- Vacuum at least once a week, twice if in a high-traffic area. Use suction only, no bristles.
- Do not pull any loose threads; use scissors to trim protruding ends.
- Remove spills immediately by blotting with a clean, undyed cloth; press firmly around the spill to absorb as much as possible. Lay rug flat to dry. If drying under the sun, lay the rug face down.
- Professional cleaning is recommended; send the rug to a professional service with experience cleaning fine rugs. Do not dry clean.
- Store the rug by rolling it front side out and wrapping it in cloth for protection. Never fold your rug for storage.
- To preserve the life of the rug, we recommend using a rug pad.

## VISCOSE RUGS



Our plant-based 100% long-fiber viscose has a delicate beauty, high sheen and rich color and pattern. Viscose rugs are characterized by tonal variations that may be affected by the light in a room as well as the angle from which the rug is viewed. Shifting highlights and lowlights in the surface color of the rug are to be expected and are inherent to the design.

Viscose rugs should be placed in areas where there is less potential for staining, excess moisture or excess wear.

## CARE INSTRUCTIONS:

- Rotate the rug every 3 months to avoid uneven fading and wear.
- Vacuum as needed in one direction (not back and forth) using suction only, no bristles.
- Do not pull any loose threads; use scissors to trim protruding ends.
- No spot cleaning; never use liquids on viscose rugs. Avoid rubbing stains, which causes them to settle more deeply.
- If cleaning is needed, send the rug to a professional service with experience cleaning fine rugs.
- To preserve the life of the rug, we recommend using a rug pad.

## SHAG RUGS



Deep shag makes a sumptuous focal point. The long, dense pile is hand knotted from hand-spun wool for authentic texture, then hand cut to create an organic finish with rich variations and lush softness.

## CARE INSTRUCTIONS:

- After unpacking the rug, vacuum it in the opposite direction of the flattened pile to fluff up the fibers.
- Rotate the rug every 2 months to avoid uneven fading and wear.
- Vacuum regularly to prevent dust and crumbs from settling into the roots of the fibers, and to help control excessive shedding.
- Caution: Use a vacuum cleaner without a beater brush, as it may damage the pile.
- Avoid direct sunlight to prevent UV damage or fading.
- Use rug protectors under heavy furniture to avoid flattening the pile.
- Do not pull loose ends; use scissors to trim.
- Remove spills immediately by blotting with a clean, undyed cloth; press firmly around the spill to absorb as much as possible.
- For larger, deeper stains, send the rug to a professional service with experience cleaning fine rugs.
- Place in a dry, well-ventilated area.
- To preserve the life of the rug, we recommend using a rug pad.

### MOHAIR RUGS



Prized for their sheen and softness, mohair rugs are durable and easy to maintain. Slight shedding is inherent to mohair rugs and occurs primarily within the first 3-6 months.

#### CARE INSTRUCTIONS:

- Rotate the rug every 6 months to avoid uneven fading and wear.
- Vacuum as needed in one direction (not back and forth) using suction only, no bristles.
- Avoid pulling loose yarns. If necessary, clip them to be even with the pile height.
- Spot clean as needed using a damp (not wet) cloth with plain water; don't use soap or cleaning products, as they could damage or fade the rug.
- For larger, deeper stains, send the rug to a professional service with experience cleaning fine rugs.
- To preserve the life of the rug, we recommend using a rug pad.

### CASHMERE RUGS



The exceptionally dense pile of cashmere feels sumptuous underfoot and shimmers with the natural luster of this legendary wool. Slight shedding will occur the first several times the rug is vacuumed. Shedding is inherent to cashmere rugs and occurs primarily within the first 3-6 months. All our cashmere rugs use long-fiber wool, which is less prone to shedding than shorter fibers.

#### CARE INSTRUCTIONS:

- Rotate the rug every 6 months to avoid uneven fading and wear.
- Vacuum regularly in one direction (not back and forth) using suction only, no bristles. Regular vacuuming will reduce shedding over time.
- Avoid pulling loose yarns. If necessary, clip them to be even with the pile height.
- Blot spills immediately with dry cloth.
- No spot cleaning; never use liquids on cashmere rugs. Avoid rubbing stains, which causes them to settle more deeply.
- If cleaning is needed, send the rug to a professional service with experience cleaning fine rugs.
- To preserve the life of the rug, we recommend using a rug pad.

### JUTE RUGS



Jute is a sustainable fiber, extremely durable and long wearing. Given their handwoven nature, slight variations in shading are inherent to each rug's design.

#### CARE INSTRUCTIONS:

- Rotate the rug every 3 months to avoid uneven fading and wear.
- Avoid exposure to direct sunlight, as it will fade the color of the rug.
- Vacuum often, using a low-powered vacuum cleaner, preferably one without a beater brush.
- Blot liquid spills immediately. Spot clean as needed with a damp white cloth only; avoid excess water and cleaning products, as they could damage or fade the rug.
- For larger, deeper stains, send the rug to a professional service with experience cleaning natural fiber rugs.
- To preserve the life of the rug, we recommend using a rug pad.

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