

# Area Rugs and The Mystery of "Pile Reversal"

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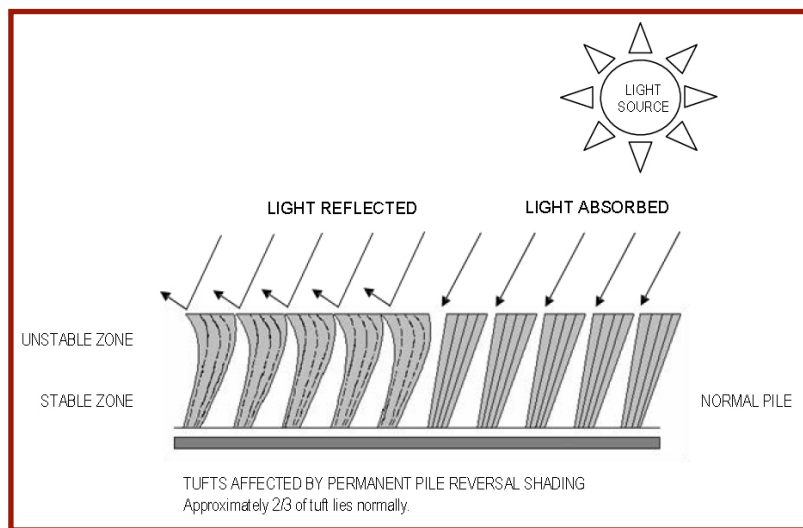
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Courtesy of Commercial Cleaning & Restoration,  
where ***Carpet Care Is Just The Beginning...***

## "What is that stain on my carpet?"

1. All pile yarn carpet is subject to "pile reversal"; however, it is very common on area rugs.
2. Pile reversal creates a permanent change in the carpet's appearance caused by the difference in the way light reflects off the sides and tip of a yarn as the pile lays in different directions.
3. After a period of use, carpet may look as though water has spilled on sections of the carpet, hence the term "watermarking."
4. Watermarking or shading may develop on a carpet made with any fiber(s) or manufacturing process.
5. Brushing or vacuuming may create some degree of temporary appearance change; however, this change is only at the top portion of the tuft. The pile will return to the reversed position after it is again subjected to foot traffic.



## Please note:

Commercial Cleaning & Restoration takes great care in the cleaning of your area rugs and carpets. Please be aware that we cannot be responsible for any defects that may exist in area rugs given into our custody. Please also know that some defects are not visible until soil is removed, which may cause unintended consequences such as shrinkage, color changes, or changes in texture. Your area rug, service options, and possible results will be thoroughly reviewed with you before any cleaning is undertaken.





# Wool, Silk, Cotton, Blends, Wilton, Axminster, Karastan, Persian, Chinese, Turkish, Moroccan, Pakistani, Dhurry, and more...

Commercial Cleaning & Restoration specializes in cleaning natural fiber rugs — we have the experience and facility to preserve and protect your investment. Our pricing includes pick-up and delivery; a detailed pre-inspection; dry soil removal; a stabilizer treatment for colorfastness; multiple gentle cleaning passes; hand cleaning and brighter fringes; a controlled drying atmosphere; fabric protector that is Woolsafe™ approved; and a returned, delivered rug rolled up in paper.

To help preserve your rug's cleanliness and to reduce the chances of damage, here are some suggestions for steps you can take in between your professional cleaning appointments:

## 1. VACUUM REGULARLY

Rugs must be vacuumed regularly (at least weekly) to remove grit and dry soil, which have a sandpaper effect. This dry soil will wear down the fibers over time **and is the biggest risk to your valuable rug.** Always vacuum in the direction of the pile and be very careful near fringes.

## 2. DEEP SOIL REMOVAL

Occasionally a more thorough vacuuming will be needed to remove any soil that has worked down into the foundation. To do this, vacuum the front of the rug then the back, both with a beater bar vacuum. Vacuuming the back should loosen any soil trapped in the foundation, which will be on the floor when you lift the rug. Now sweep up the dry soil on the floor and vacuum the front again.

## 3. QUALITY RUG PADDING

Good quality rug padding will provide an essential protective layer between the rug and the floor. This will increase the life of the rug and help to keep it in place. It is important to use the correct size and the correct type of padding for the floor you are laying the rug on (e.g., sponge rubber padding, polyurethane padding, felted fiber padding, etc.).

## 4. PROTECT YOUR RUGS

Your rug will have extra protection from stains and soil if it is treated with a fabric protector. This does not alter the color or feel of the rug in any way. It serves to seal the fibers so that spillages are not so easily absorbed into the pile. Our rug protector treatment is Woolsafe™ approved.

## 5. RUG ROTATION

Rotate the rug periodically so that it wears evenly. All rugs that are walked on will wear down to some extent over time. However, a rug that is heavily worn in one area will be devalued considerably.

## 6. SPILLS & ACCIDENTS

If you spill anything onto your rug, the first step is to absorb as much as you can with a plain white towel. Just blot. **DO NOT RUB**, as this may damage the wool or silk fibers permanently. At this point call us for further advice. **Do not be tempted to use over-the-counter spotting chemicals.** These are often aggressive oxidizers that can permanently discolor the dyes in the rug.

## 7. FADING

Remember that rug dyes will fade over time, especially newer chemically washed Persian rugs. If you want to slow down this process, consider keeping curtains closed if the rug is in a room that is only used occasionally.