

lifestyle
FLOORS

More choice.
More style.
More value.



**Carpet buying
& care guide**

Choosing carpet

Carpet is a luxurious, comfortable flooring which is a great choice for any home. Its real beauty lies in its versatility – it is suitable for virtually every room in the house, is available in almost any colour under the sun, and provides a warm, tactile surface to walk, sit or play on. It absorbs more sound than other types of flooring, and reduces heat loss more effectively.

Which room?

When choosing a new carpet, it's important to think about where it's going to be used and what type of footfall it will have to cope with.

Bedroom carpet, for example, will not see as much traffic as a hallway or living room so you could choose a less hardwearing carpet here. Or you could splash out and have a luxurious and expensive carpet in the knowledge that it will retain its good looks for a long time.

In areas of high use, opt for a heavy domestic rated carpet, preferably with a life-time stain warranty.

You should always use a doormat or rug in front of doorways, to prevent discoloration and damage from dirty shoes and heavy footfall.

How is it made?

Carpets are available in different construction styles, weights and composition, giving increasing levels of luxury to suit your requirements. All three factors will help determine the best carpet for your specific requirement.

Construction

There are two main ways of constructing carpets – twist and loop piles. Other, less common constructions include woven carpets – a traditional method used in Axminster and Wilton carpets for a hardwearing, compact finish.

Twist pile and Saxony carpets



Twist pile carpets are very popular in the UK. They comprise of twisted yarns which are cut to length, creating a textured, springy and durable surface. Saxony carpets are essentially twist carpets with much longer fibres to give a plush, deep pile finish.

Loop pile and Berber carpets



Loop pile carpets are made of looped yarns. If you have pets, their claws can snag or pull on the loops. Berber carpets are loop pile carpets with flecks of colour and are often more textured and irregular.

Composition

- * **Wool** carpets are considered the most luxurious and, as they are made from natural, sustainable materials, have integral strength and stain-resistance along with an innate beauty. The perfect eco-friendly choice.
- * **Wool blend** carpets are usually 80% wool/20% manmade fibres, providing greater durability and versatility.
- * **Polyamide/nylon** comprises hardwearing synthetic fibres that are long-lasting and easy to clean – perfect for children and pets.
- * **Polyester** offers the softness and comfort of wool and is commonly used in thicker, deeper and denser carpets.
- * **Polypropylene** carpets are popular and inexpensive whilst providing good stain resistance and durability – great for tighter budgets. Lifestyle Floors polypropylene is called LIFE-PROOF
- * **PET** carpets are made from recycled plastic and are environmentally friendly and are an attractive choice.

Pile density or weight

Pile densities are generally measured by traditional imperial weights – in ounces per square yard of carpet. These days weights are generally between 40 and 70 oz; the heavier the weight or pile density, the greater the luxury. Stairs and lounge carpets

are usually 50 oz, and 60-70 oz is generally considered a luxury carpet.

Not all carpets will display a weight – sometimes it's best to just feel the carpet you like to get a good idea of whether it's right for your home and needs. Your retailer will be able to give you good advice in this respect.

Right from the start

Carpets should always be professionally installed. Lifestyle carpet retailers will all offer expert advice and installation to ensure your carpet has a long and happy life.

The right underlay is vital to prolonging the life of your carpet. It provides the cushioning that keeps your carpet feeling comfortable underfoot, reduces noise and increases heat retention, and makes it easier to clean.

For these reasons, it is false economy to lay new carpet on old underlay. You should always invest in the best underlay you can afford as it will keep your carpet looking good for longer.

Keep it looking good.

Once your carpet is laid it should give you years of faithful service, with appropriate care and cleaning helping prolong its life.

Regular vacuuming is important as it gets rid of dirt that collects in the tufts or loops and helps retain the original colour and texture. It's a good idea to vacuum your carpet as soon as it's laid: newly laid carpets often look patchy -

because the tufts have been compressed in different directions. Vacuuming with a cylindrical brush action or power brush attachment will help restore them to an upright position and give a uniform appearance. (For loop pile carpets, use the suction head only as brushing can give a 'felty' appearance).

Occasionally it is a good idea to deep clean carpets with steam or carpet cleaners. You can have this done professionally or hire the equipment to do it yourself.

Like most furniture, prolonged exposure to sunlight can fade the original colour of a carpet – and some areas of the floor will always suffer more than others. You can help mitigate the effects by moving the furniture round occasionally to give the over-used parts of the carpet a rest and help even up its appearance.

Having barrier mats at entrances will help prevent dirt being tracked through your home.

Life's little accidents

Spills and stains are a fact of life, but with prompt attention and remedial action, the damage can usually be avoided or reduced.

In general it is important to act quickly and absorb liquid spills by blotting – not rubbing – with absorbent cloths or kitchen roll. Hard or crusty stains should be loosened where possible, soft substances scooped up with the edge of a spoon and any loose particles vacuumed up.

Next, sponge warm water onto the spill, blot it firmly using a sponge or cloth, and repeat several times, rinsing the sponge or cloth each time. Care should be taken not to over-wet the carpet. Always test a small unobtrusive area first.

To dry out the carpet, place several layers of kitchen roll on the affected area, place a heavy book on top and leave to dry for between 2 and 4 hours.

Wear and stain guarantees

Please see our 'Our Warranties Explained' leaflet for further information.