



**HYCRAFT**

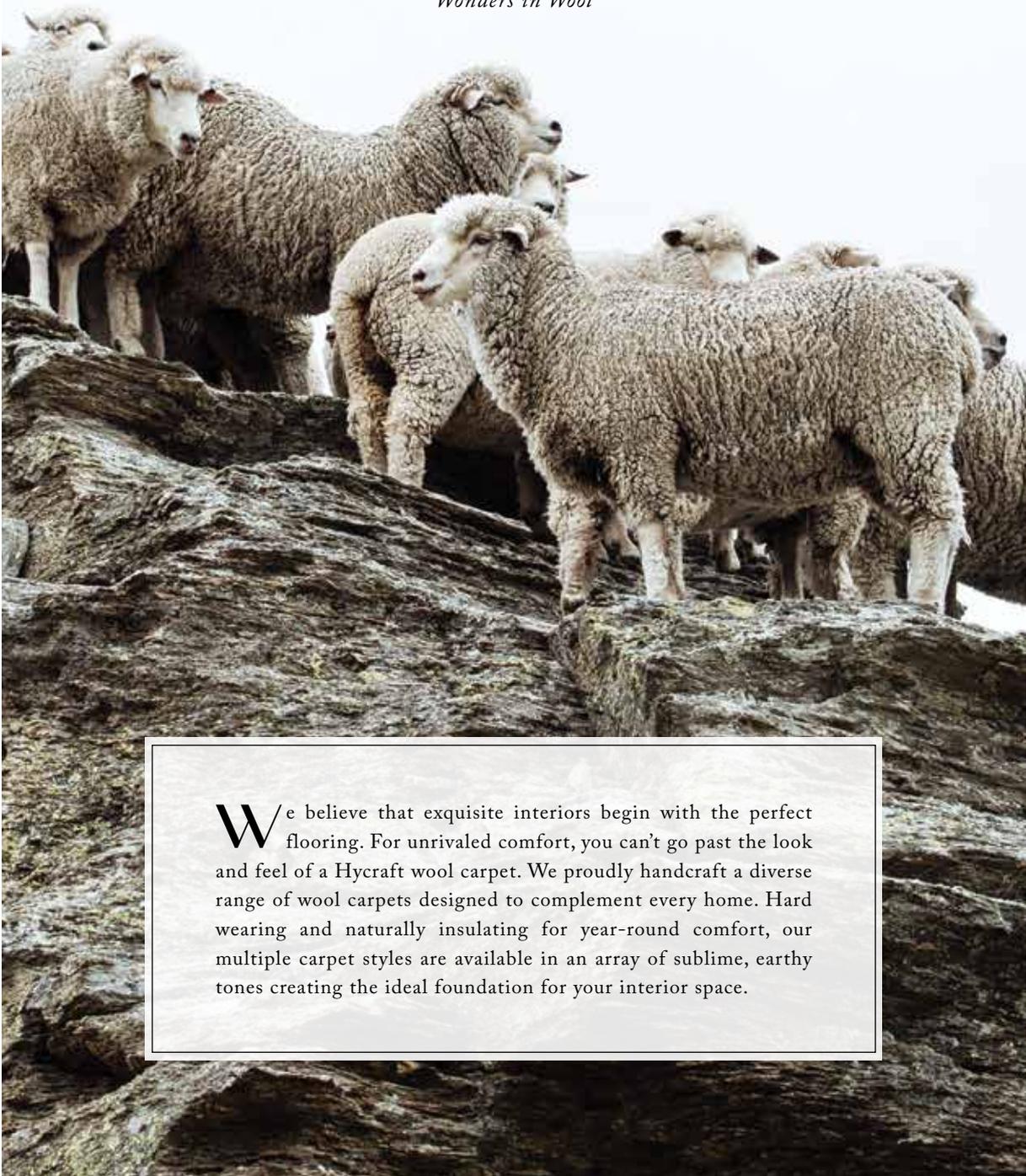
*Wonders in Wool*

## CARPET COLLECTION

*~ Includes Care & Maintenance Information*

# THE NATURAL CHOICE

*Wonders in Wool*



**W**e believe that exquisite interiors begin with the perfect flooring. For unrivaled comfort, you can't go past the look and feel of a Hycraft wool carpet. We proudly handcraft a diverse range of wool carpets designed to complement every home. Hard wearing and naturally insulating for year-round comfort, our multiple carpet styles are available in an array of sublime, earthy tones creating the ideal foundation for your interior space.

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*Wonders in Wool*

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# OUR STORY

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The Hycraft brand is synonymous with uncompromising quality and performance. We proudly handcraft our stunning wool carpets from the very best wool in our state-of-the-art Australian and New Zealand plants.

Drawing inspiration from the raw beauty of the natural world, and then merging these elements with global interior trends and colours, our expert team of designers create modern classics and enduring styles to suit every home.

Widely recognised as market innovators with an ongoing commitment to environmentally sustainable manufacturing practices, our investment in research and development ensures we will continue to deliver premium carpet products well into the future.

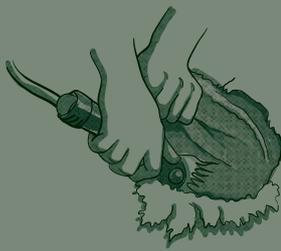




*Carramar*  
750 Coal Ash

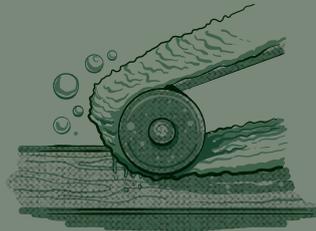
# HOW OUR CARPET IS MADE

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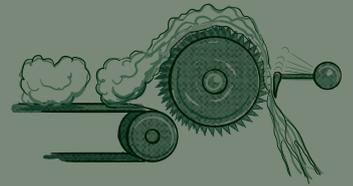
## 1 SHEARING

Sheep shearing is the process by which the woollen fleece of a sheep is carefully removed.



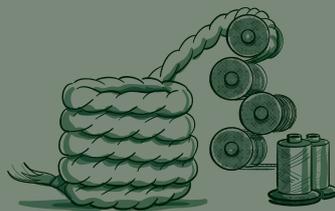
## 2 SCOURING - CLEANING

Wool scouring is the process of gently washing wool in biodegradable soap and hot water to remove contaminants and then drying it.



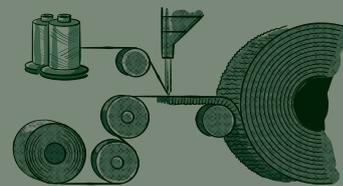
## 3 CARDING - BRUSHING

Carding combs, cleans and intermingles the fibres to produce a continuous web or sliver suitable for subsequent processing.



## 4 SPINNING INTO YARN

Spinning is the twisting technique where the fibre is drawn out, twisted, and wound onto a bobbin.



## 5 TUFTING - FINISHED CARPET

Finally, tufted carpet is created by sewing the wool yarn into the fabric which is then adhered to the backing using a non-toxic, odour free and biodegradable adhesive.



#### THE MANUFACTURING PROCESS OF WOOL CARPET

**T**he Hycraft wool carpet manufacturing story begins simply enough; a blend of sheep, sunlight, water and grass combine to produce over 60,000 tonnes of raw fleece for us each year.

Using the perfect marriage of cutting-edge technology and hand-crafted techniques, this quality wool is then transformed into high performance flooring.

From the pasture to your floor, our wool carpets tell a story of meticulous craftsmanship, rigid quality control and genuine passion for a world leading product.



*Ravine*  
510 Oatmeal

# BENEFITS OF WOOL CARPET

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*Just like a favourite snuggly jumper, we all love the cosy softness of wool carpets, but the benefits of this 100% natural fibre go far beyond comfort.*

## CLIMATE CONTROL

The unique properties of wool react to changes in temperature, absorbing and desorbing large quantities of moisture from the air to control humidity. Wool carpet is a natural insulator, it will help to keep your home warm in winter and cool in summer.

## AIR QUALITY

Wool carpets are inherently hypoallergenic making them suitable for those with allergies. The fibres rapidly absorb common pollutants from the home or office, and retain them until they can be vacuumed out.

## REDUCES ODOURS

Recent tests, carried out by AgResearch<sup>^</sup> confirm that wool carpet absorbs many of the pet odours in the home. Tested on wool and synthetic fibres, wool emerged the clear winner, absorbing up to 4 times as many odours as other carpet types.

## COMFORT

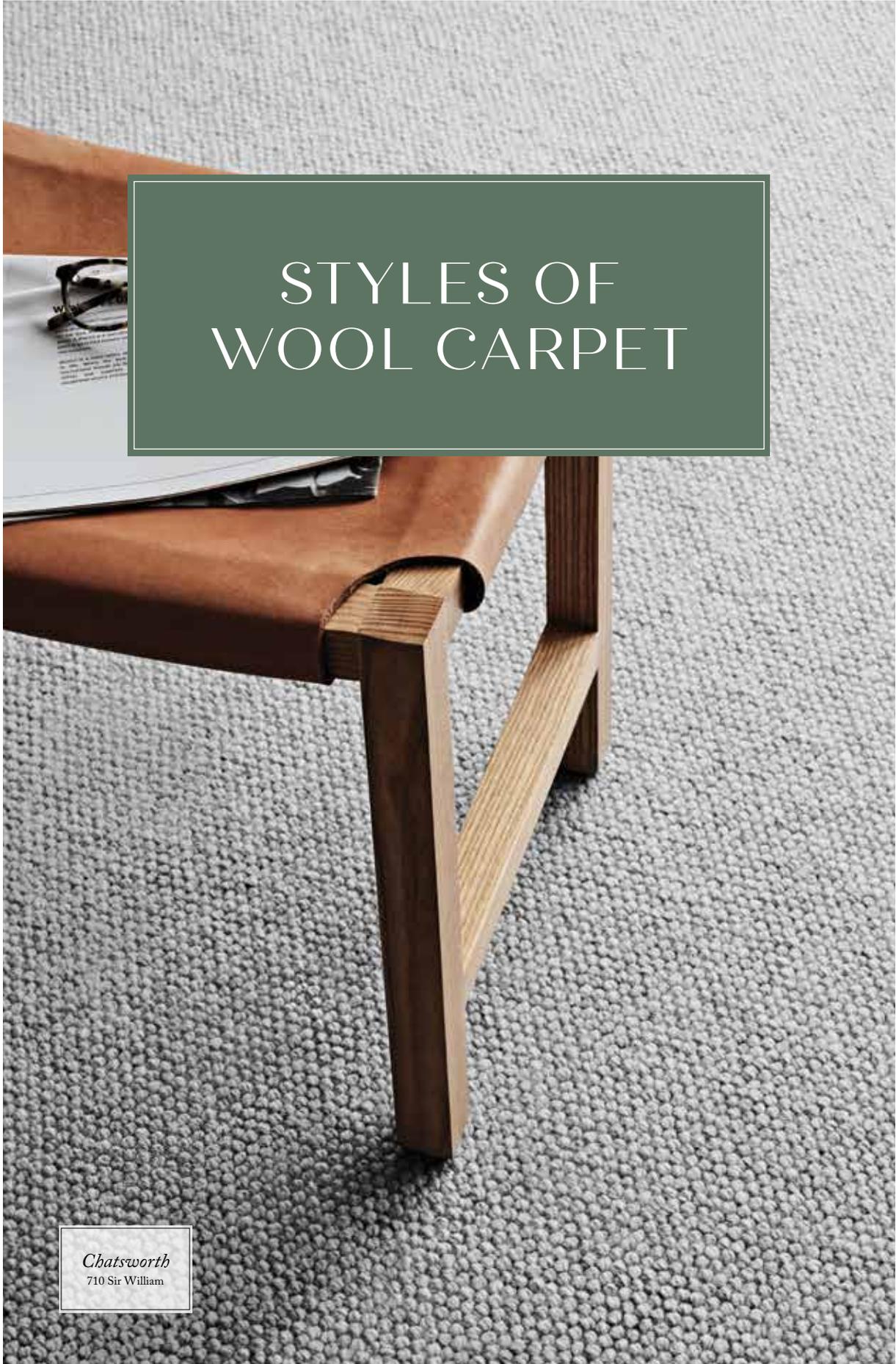
In a natural phenomenon known as 'Heat of Wetting', the proteins in wool fibres create heat when they're exposed to moisture. This explains why wool doesn't feel overly damp or cold when it initially gets wet, and why in humid conditions, wool carpet stays feeling dry.

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Wool has an essential structural crimp that allows pile fibres to repeatedly rebound and refresh. This makes wool carpet incredibly hard wearing, with an understated luxury that belies its durability, flame resistance and natural stain repelling qualities.

*Wonders in Wool*

<sup>^</sup>Cooper, A., 2016. *Wool Carpets Help Prevent Pet Odours*. Christchurch: AgResearch.



STYLES OF  
WOOL CARPET

*Chatsworth*  
710 Sir William



Carpets have insulated, decorated and quietened our homes for millennia. As techniques have evolved, so has choice.

Cut Pile carpets are a traditional favourite, produced by cutting the yarn loops to produce a soft, thick upright pile, they are notable for their luxurious underfoot feel. Loop Pile carpets are popular in busy, family households, as they tend not to show carpet tracks or footprints.

#### CUT PILE PLUSH



Cut Pile Plush features a short and slightly twisted pile with light reflecting strands that produce texture and depth. A beautiful, soft, dense texture that creates a more formal look and naturally features velvet-like shading.

#### CUT PILE TWIST



Cut Pile Twist offers the same smooth and luxurious feel as Plush, but a highly twisted pile ensures a random textured finish that is less likely to show up footprints or tracking.

#### LEVEL LOOP PILE

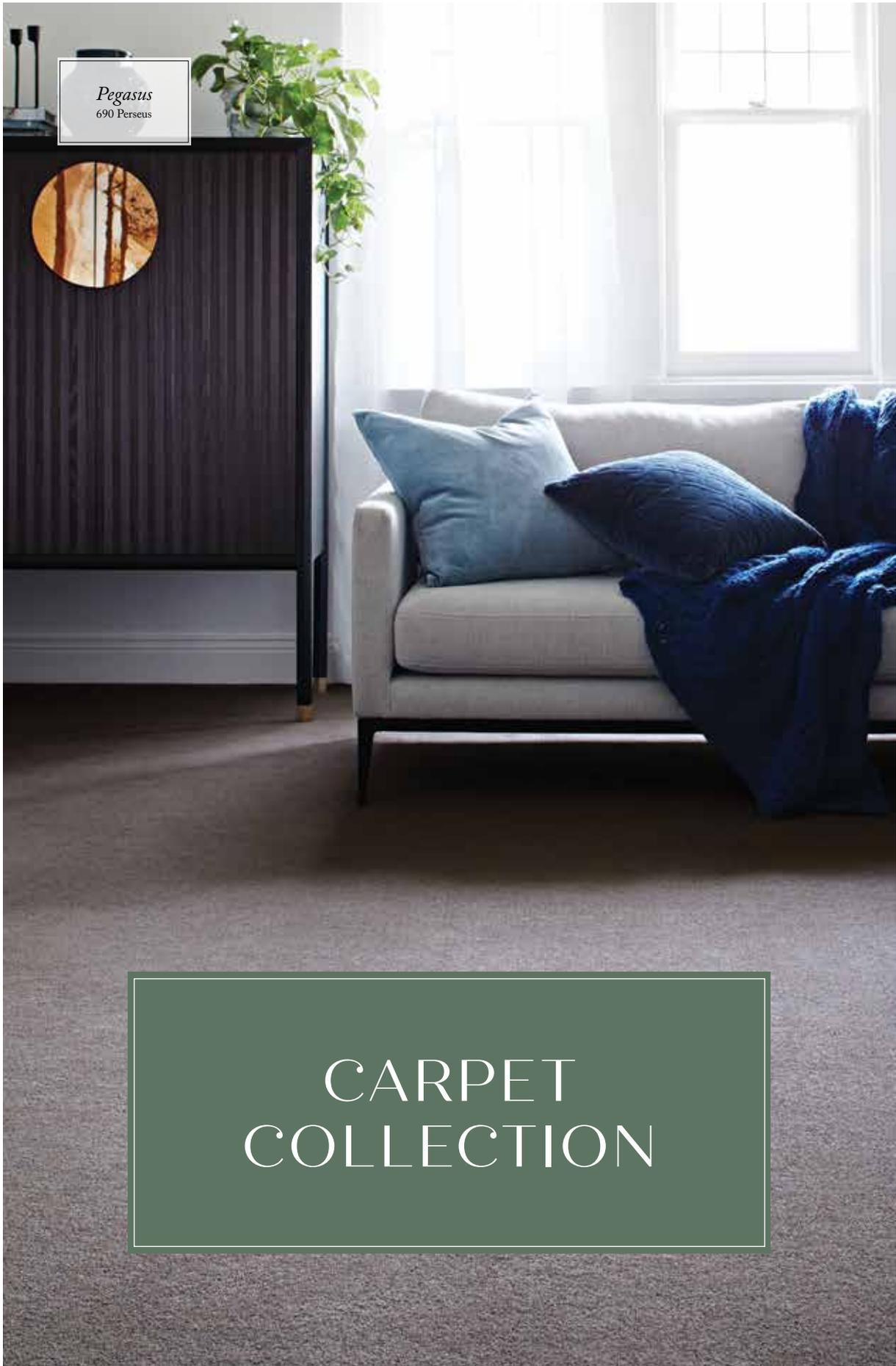


Level Loop Pile is a simple loop with a distinct texture that is low, tight and a uniform length; it won't show tracks, making it footprint-free and a great choice for high traffic spots.

#### MULTI LEVEL LOOP



Multi Level Loop uses loops of varying heights to create unique patterns and interesting textures. The loops ensure a hard wearing carpet that works well in medium to high-traffic rooms.



CARPET  
COLLECTION

# BASQUE

Just like the fabled region; unique, distinctive and redolent with classic style, Basque adds warmth and texture to every home. Available in six natural, earthy shades featuring a subtle fleck throughout, Basque is a soft and durable level loop pile in 100% wool designed to complement a variety of interiors. Basque's 4 metre wide luxurious pile is not only soft underfoot, but helps to insulate against household clamour, and certified ACCS Residential Extra Heavy Duty, is the ideal choice for heavy traffic areas such as stairs, hallways or living rooms. For everyday luxury, or as the Basque's would say, Luxuzko, you can't go past this Hycraft wool carpet.



**Level Loop Pile**

*(4 metres wide)*



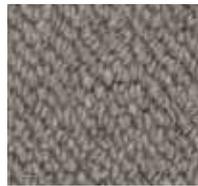
500 ECRU



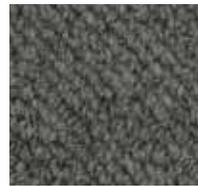
510 LINEN



710 PIERRE



730 ETAIN



750 GRIS



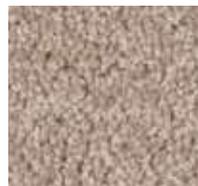
765 TERRE

# BELLAVISTA

Create your own beautiful interior view with Bellavista, a sumptuously soft wool carpet. A cut pile twist with random textured finish, Bellavista comes in a range of eleven rich colours, from tones of creamy beige to intense steel grey. Warm in winter and cool through summer, natural wool acts to thermally regulate temperatures all year round, while also offering a resilient, stain resistant finish. Bellavista scores the highest possible Environmental Certification Scheme certified and, rated ACCS Residential Extra Heavy Duty, is the perfect carpet choice for busy households. Simultaneously hard wearing and lush, Bellavista will enhance every home.



525 BOHEMIA



550 PEBBLE BAY



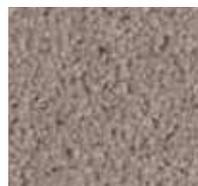
565 MURRAY RIVER



576 SATAY



580 MARKET PLACE



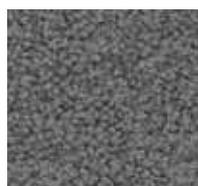
705 STAINLESS STEEL



740 ASTEROID



749 SCHOOL GREY



760 PEWTER



890 DEEP SPACE



905 STONE AGE



**Cut Pile Twist**

*(3.66 metres wide)*

# CARIBBEAN

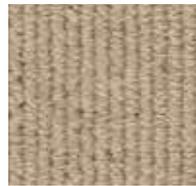
Cue the Calypso music for Caribbean, a strikingly good looking level loop carpet guaranteed to have you dancing the Merengue! Reminiscent of limestone ridges, rocky outcrops and mountainous terrain, this rich wool carpet is available in ten evocative shades and features a densely textured pile. Caribbean will complement a multitude of interior stylings with each classic neutral equally appropriate in a formal, casual, modern or traditional home. Stain resistant and certified ACCS Residential Extra Heavy Duty, hard wearing Caribbean is manufactured to retain its good looks and last the distance in the busiest of households.



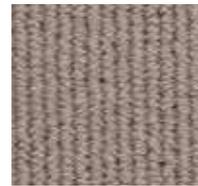
500 HAVANA



510 MONTEGO BAY



530 BAHAMAS



550 HAITI

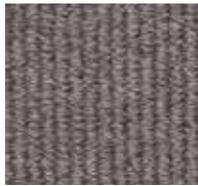


580 CAYMAN



## Level Loop Pile

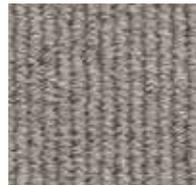
(3.66 metres wide)



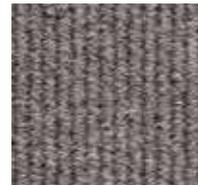
590 ST LUCIA



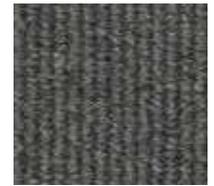
710 BARBADOS



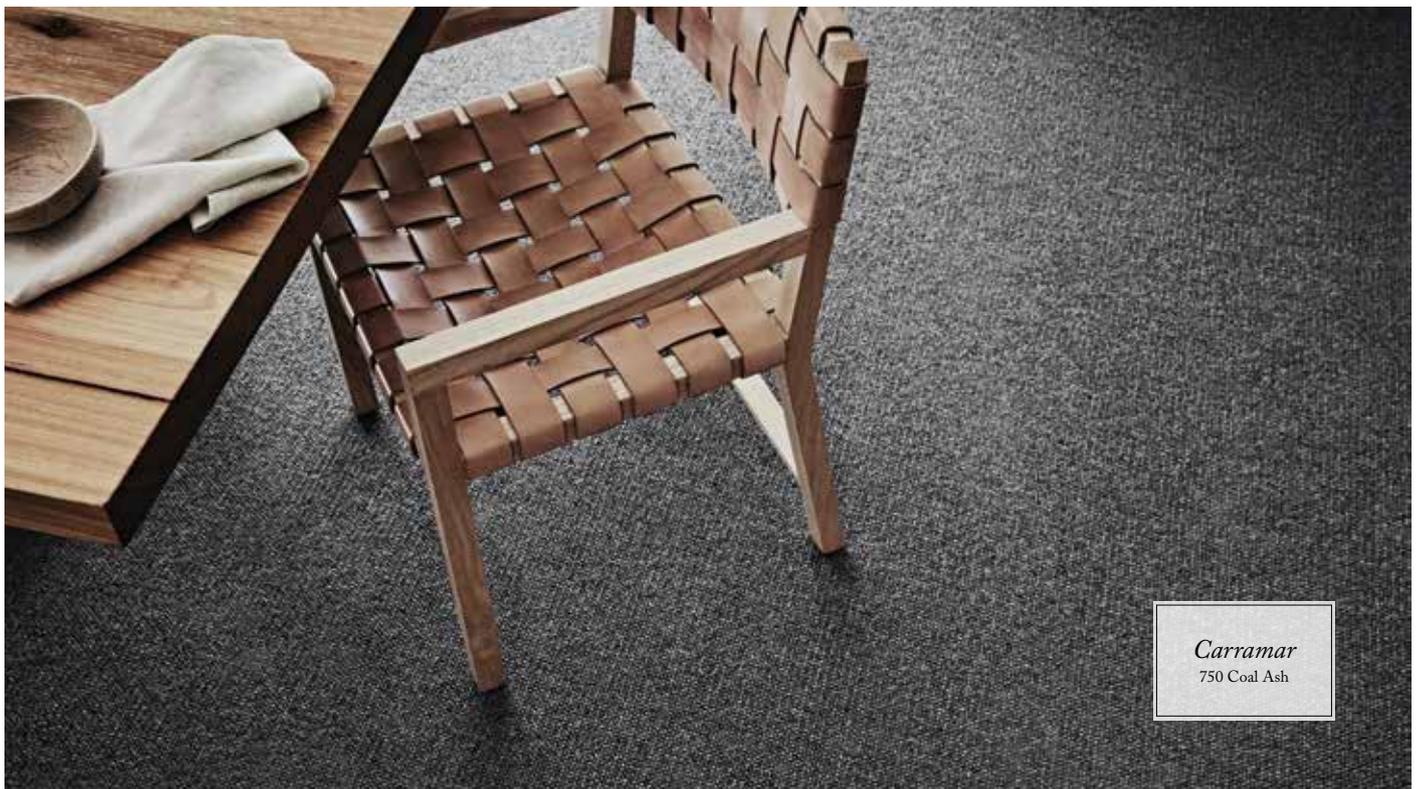
730 SAN JUAN



750 DOMINICA



780 GRENADA



Carramar  
750 Coal Ash

# CARRAMAR

This luxury designer wool carpet, delivers a superb modern foundation for contemporary styling. Crafted from beautiful wool, this 4 metre wide close textured level loop is available in eight sophisticated neutrals, each one offering an ideal base for interior personalisation. Carramar combines superb softness and stain resistance with an ACCS Residential Extra Heavy Duty rating, meaning it can be confidently installed in busy household living zones, even stairs. Carramar delivers on incredible durability and perfect style.



**Level Loop  
Pile**

*(4 metres wide)*



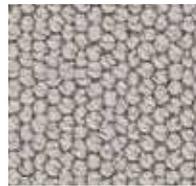
530 STONECROFT



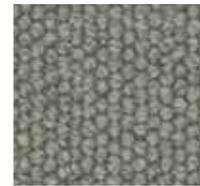
550 BUCKWHEAT



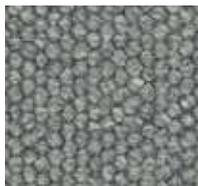
580 BRACKEN



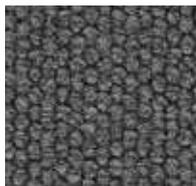
730 CANYON MIST



740 WINTER MIST



745 EVENING GREY



750 COAL ASH



790 PEAT



# CHATSWORTH

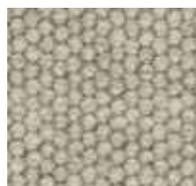
Chatsworth, a beautiful chunky loop pile heather blend carpet is available in seven natural earthy tone shades.

Crafted from our chunkiest yarn ever, this high-quality carpet promises unbelievable amounts of cosy comfort underfoot.

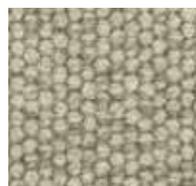


**Level Loop  
Pile**

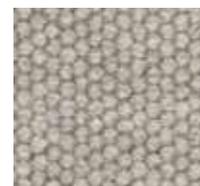
*(3.66 metres wide)*



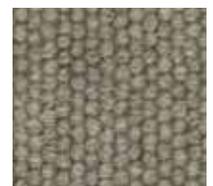
520 DEVONSHIRE



530 CAVENDISH



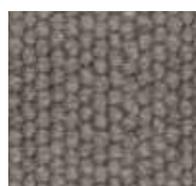
710 SIR WILLIAM



720 DUTCHESS



730 ARCHER



740 CASCADE



780 PEAK DISTRICT

# GRAND LUXURY

Making a design statement has never been easier with magnificent Grand Luxury carpet. Created from gorgeous wool in a classic cut pile twist with subtle tonal fleck, the tight textured finish discourages footprints, creating a polished and elegant look in every room. Grand Luxury is available in an array of ten exquisite shades, and melding form with function, is Environmental Certification Scheme certified with an ACCS Residential Extra Heavy Use rating. Along with its obvious thermal insulating properties, Grand Luxury wool carpet is also naturally stain resistant, delivering uncompromising resilience, durability and quality to any home.

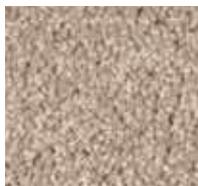


**Cut Pile  
Twist**

*(3.66 metres wide)*



535 RAW COTTON



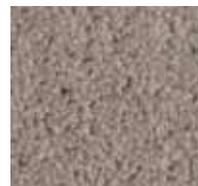
550 ALMOND BEIGE



555 SAVANNAH



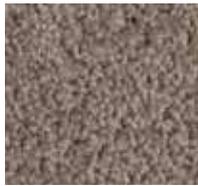
576 DUSTY PLAIN



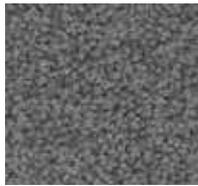
705 SILVER CHALICE



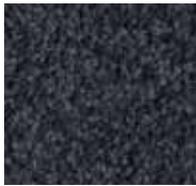
740 GRAINGER



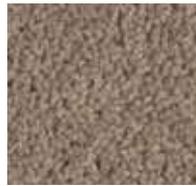
749 STONEWASHED



760 GUN METAL



890 MIDNIGHT BLUE



905 GREYWACKE

# HIGHLAND



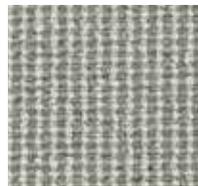
510 STONE



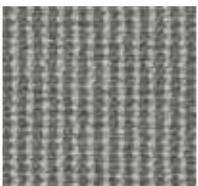
540 BEATEN PATH



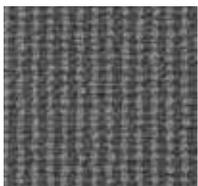
720 VALLEY MIST



740 RAIN CLOUD



760 PANORAMA



770 CLIFF FACE



790 MOUNTAIN RANGE

Showcasing a subtly decorative linear pattern, Highland's textured loop finish is available in a variety of contemporary colours, its contrasting two-toned palette evoking the ever-changing landscape of mountains and glens. Highland is specifically designed to complement a multitude of interior stylings with each sophisticated neutral adapting equally to formal, casual, modern or traditional home settings.

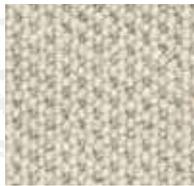


**Multi level Loop Pile**

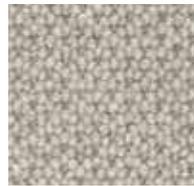
*(4 metres wide)*

# MONTROSE

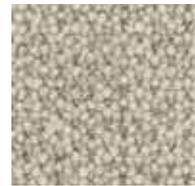
Montrose features a rustic chunky textured loop, creating a pebbled effect that adds handcrafted charm and character to contemporary living spaces. Available in seven modern earthy colours, each rich neutral tone will create the perfect base for decorating. Meticulously crafted from beautiful wool, Montrose is the perfect selection for every climate, its unique breathable properties naturally regulating temperatures all year round to retain toasty warmth through the depths of winter while keeping things cool through long summer days.



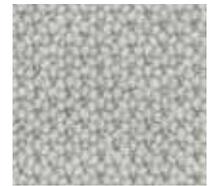
510 GINDERA



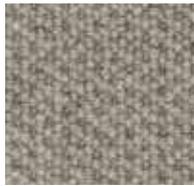
520 MALLARD



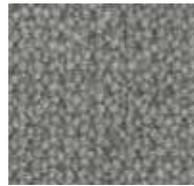
530 BORROWFIELD



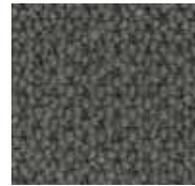
710 LANGLEY



720 WELLINGTON



730 ROSEHILL



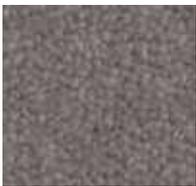
780 CORONATION



## Multi Level Loop Pile

(3.66 metres wide)

# ODYSSEY



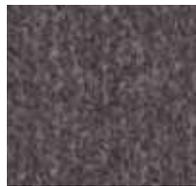
490 ITHACA



540 PENELOPE



555 CIRCE



690 TROJAN



710 ACHILLES



750 SIRENS



770 CALYPSO



780 STELLA

In a journey of style and resilience, Odyssey delivers a carpet of truly epic performance. Meticulously crafted from a rich wool blend combining the durability of synthetic fibres with the insulating and temperature regulating properties of wool, Odyssey is soft and luxuriant underfoot. A cut plush pile available in eight superb colours, Odyssey's dense velvet texture suits the most formal of settings, while its ACCS Residential Extra Heavy Duty rating makes it tough enough for a house full of Trojans.



## Cut Pile Plush

(3.66 metres wide)

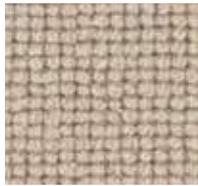
# PEBBLE GRID

Pebble Grid's sophisticated latticed pattern draws the eye, creating an illusion of space and making it an especially inspired choice for any interior space. This uniform level loop pile is available in seven stunning neutrals. The palette is reminiscent of natural geological elements such as sandstone, granite and stone.



## Level Loop Pile

(3.66 metres wide)



550 SANDSTONE



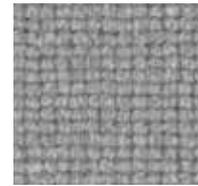
590 SCORIA



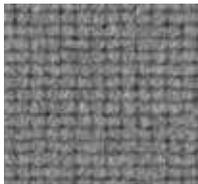
730 QUARTZITE



740 KIMBERLITE



745 SHALE



750 BASALT



790 OBSIDIAN

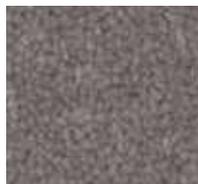
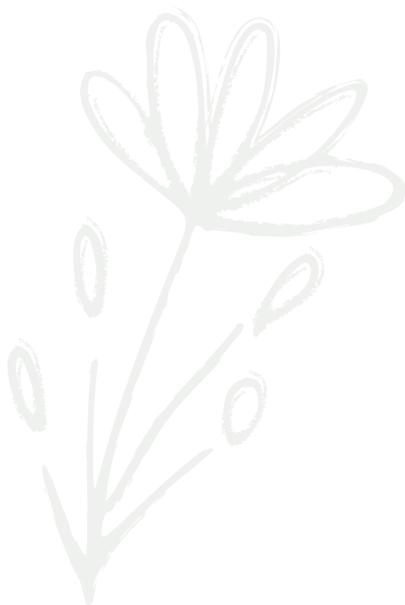
# PEGASUS

Resilient enough to please Zeus himself, Pegasus, flies high on quality and style. A cut pile plush in eight premium shades, with light reflecting strands creating both depth and texture, Pegasus is not only velvety soft underfoot, but will also insulate against the noisiest of households. The perfect blend of synthetic durability and breathable wool, Pegasus is also blessed with the highest possible Environmental Certification Scheme and ACCS Residential Extra Heavy Duty accreditation for busy foot traffic rooms and stairs.



## Cut Pile Plush

(3.66 metres wide)



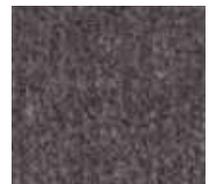
490 POSEIDON



540 MEDUSA



555 ATHENA



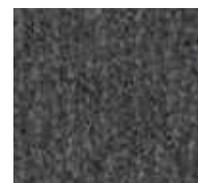
690 PERSEUS



710 MT HELICON



750 APOLLO



770 MT OLYMPUS



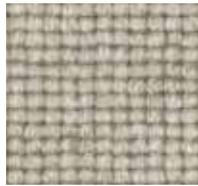
780 ZEUS

# PETRA

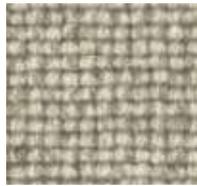
Inspired by the hand-hewn caves and temples carved from ancient Jordanian desert sandstone, Petra promises raw beauty and earthy charm. The low level loop pile creates a distinct uniform texture that won't show tracks, making it an inspired selection for high traffic rooms. Beautifully crafted from stunning wool and available in seven sublime shades, Petra is stain resistant, meets stringent environmental performance standards and is rated ACCS Residential Extra Heavy Duty. An oasis of luxury, durability and resilience, Petra is a modern classic.



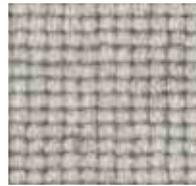
**Level Loop Pile**  
*(3.66 metres wide)*



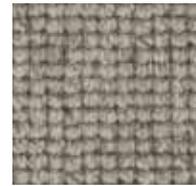
520 DAMASCUS



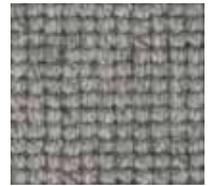
530 BEDOUIN



710 PARAPET



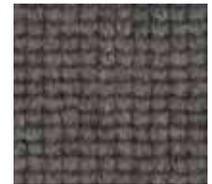
720 OASIS



730 FORTRESS



740 TEMPLE



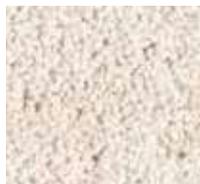
780 NOMAD

# QUEENSTWIST

Presenting Queenstwist, a traditionally favoured cut pile twist carpet luxurious enough for royalty and hard wearing enough for the entire Queen's Guard. Manufactured from pure and renewable wool, Queenstwist is inherently durable, stain resistant and resilient. The sumptuous cut pile twist is soft underfoot, helping to dampen household clamour, while an ACCS Residential Extra Heavy Duty rating means it's the ideal carpet for heavy traffic and stairs. Available in eleven richly opulent shades, Queenstwist will add considered design flair from cottage to castle.



**Cut Pile  
Twist**  
*(3.66 metres wide)*



525 ECRU



550 RIVERSAND



565 BALSASTONE



576 JARRAH



580 MERBAU



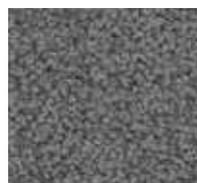
705 SILVER



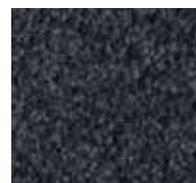
735 DOVE GREY



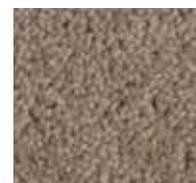
749 ZODIAC



760 MICHELIN



890 NIGHT SKY



905 MUSKET

# RAVINE

Designing an interior layered with colour and texture starts with the perfect base, and Ravine, is just that. A rustic, chunky multi level loop in seven nature inspired hues, Ravine immediately draws the eye with striking visual appeal. Crafted from soft and insulating wool, high performing Ravine is stain resistant and includes a six star ACCS Residential Extra Heavy Duty rating, delivering a carpet tailor made for high traffic areas and staircases. Ravine natural wool carpet is biodegradable and renewable, comes with an impressive Level 4 Environmental Certification Scheme, ticking all the right boxes for style, resilience and peace of mind.



## Multi Level Loop Pile

*(4 metres wide)*



500 NATURAL



510 OATMEAL



530 CASHMERE



550 COBBLESTONE



580 STONEWALL



730 ASH



750 PEWTER

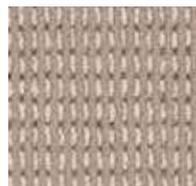
# STRAND

Evoking the street-like striations of Central London, Strand is equally at home in a classic or contemporary setting. A multi level loop intersected with contrast patterned intervals, Strand is a visually arresting carpet crafted from renewable wool and available in a palette of eight sophisticated two-toned colours. Strand's luxe textured pile is soft underfoot and has noise insulating properties, ensuring a whisper-quiet environment. Stain resistant and rated ACCS Residential Extra Heavy Duty, Strand will retain its good looks in the busiest household areas and staircases. Cool in summer and cosy in winter, natural wool Strand also meets strict environmental performance standards to deliver a carpet of unwavering quality.



## Multi Level Loop Pile

*(4 metres wide)*



505 TEMPLE



510 WESTMINSTER



521 PICCADILLY



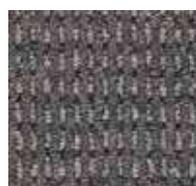
525 VICTORIAN



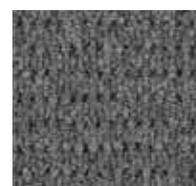
561 HASTINGS



720 SHAKESPEARE



730 TUDOR



761 ST PAULS

# TATAMI TWIST

The perfect marriage of softness and durability, this innovative Wool Bamboo Fibre Blend carpet offers unrivalled luxury. Available in eight contemporary colours, the silken cut pile twist is crafted from naturally renewable Wool and Bamboo Fibre Blend ensuring a high performance product that is both cashmere soft underfoot and outstandingly resilient.



**Cut Pile  
Twist**

*(3.66 metres wide)*



510 SAPPORO



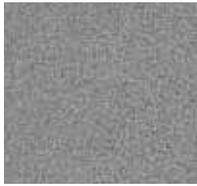
550 IZUMI



560 KYOTO



725 NARA



740 TOKYO



750 OTARU



760 OSAKA



780 ATAMI



*Ravine*  
510 Oatmeal



# CARING FOR YOUR CARPET

*Ensure your carpet stands the test of time.*

## REGULAR VACUUMING

**T**horough and frequent vacuuming, particularly in high traffic areas, is important for prolonging the life of your carpet and also assisting to enhance its appearance.

After your carpet is laid, vacuum to remove surface lint, dust and fluff. Thereafter, continue to vacuum thoroughly at least weekly and more frequently in high traffic areas. This will remove soil and grit before it works its way below the pile surface, where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas is recommended, with five to seven passes for heavily soiled areas. Vacuuming against the natural pile direction first lifts the pile, helping to unsettle and remove dirt and grit while reducing matting. Then, vacuum in the direction of the pile to achieve a uniform finish.

To effectively clean your carpet use only a quality vacuum cleaner. Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag or canister. This is particularly important if you are dust sensitive.

Consider your carpet type when selecting a vacuum. Adjustable height and suction are important features as they enable your vacuum to be used on a wide variety of carpet constructions.

Luxuriously thick, soft cut pile carpets: Use a high height setting so any beater bar/rotating brush just lightly touches the carpet surface. Use a suction level that allows the vacuum to move easily whilst lifting dirt and other foreign matter. Avoid vacuums with very concentrated or sealed suctions. Large wheels will ensure the vacuum glides easily across the carpet.

Loop pile or long pile carpets (including cut loop and berber): Vacuum with suction only. Vacuum powerheads, beater bars and rotating brushes should never be used as they may cause excessive fuzzing of the pile surface.

Other carpet constructions: Use a vacuum with a beater bar to agitate the pile and loosen any foreign matter in the pile.

Change or empty dust collection bags frequently (vacuum cleaner efficiency can be reduced when half full). Ensure the vacuum is kept in sound mechanical condition. Replace filters as recommended by the manufacturer. Check the height of beaters (if fitted) and ensure brushes are cleaned and replaced when worn out.

## SPOT CLEANING

Carpet is not 100% stain proof, but the natural resistance of Hycraft wool fibres provides you with time to act as liquid spills stay on top of the pile longer, rather than seep into the base of the pile and backing. To ensure best results from spot cleaning, follow the easy steps on page 25 of this brochure.

## STEAM CLEANING

Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your Hycraft carpet and remove any oily, sticky and well-settled soils that cause gradual significant dulling of colours. Steam cleaning should only be undertaken by a professional carpet cleaner (who is a member of a professional association) in accordance with the latest Australian/New Zealand Standard AS/NZS 3733 "Textile floor coverings - Cleaning maintenance of residential and commercial carpeting".

Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.

## OTHER WAYS TO PROTECT YOUR CARPET

Place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly. Use furniture cups and coasters and occasionally rearrange furniture to alleviate pressure marks. Plastic, slip free chair mats should be used under desk chairs with castors. Take care when moving furniture with wheels by placing a protective barrier between the wheels and the carpet.

Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localised and uneven wearing. Rugs should be cleaned regularly,

at which time you should clean and restore the pile of the carpet underneath. Check rugs for colourfastness before placing them on carpet, as the colour in some rugs may bleed through. After steam cleaning, allow carpet to dry completely before replacing rugs.

Exercise caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. They are strong chemicals that can permanently discolour or dissolve carpet fibres.

Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.

## MOTHS AND CARPET BEETLES AND WOOL CARPETS

All Hycraft wool carpets have insect resistant treatments applied during manufacture. The treatment does not stop insects from entering your home and moths/ beetles can build up an immunity and in some areas have developed a tolerance to treatments. The insect deterrent treatment is embedded in the carpet fibre and needs to be ingested by the insect to have an effect and stop further spreading – such that some fibre loss may occur and good housekeeping is essential.

Regular vacuuming along the skirting, under furniture and in corners will discourage insects and reveal any infestations at an early stage. If you believe there may be a minor infestation thoroughly vacuum the area (spraying the contents of the vacuum cleaner with insecticide prior to disposal) and treat the infested area, extending 15 cm beyond the boundaries of the activity, with an insecticidal aerosol spray or dust following manufacturer's directions and precautions.

In the case of serious infestations or if the initial treatment is not successful, it is recommended you contact a professional pest control operator.





*Queenstwist*  
576 Jarrah

# SPOT CLEANING GUIDE

**P**rompt and immediate attention to any spillages or stains is paramount to avoid the penetration of a stain into the carpet fibres. Liquids (particularly hot liquids) must be attended to immediately. If allowed to cool or dry, the stain will be almost impossible to remove. Care must be taken as haphazard attempts at spot removal can cause permanent stain setting, pile distortion and loss of colour.

## BASIC CARPET CLEANING STEPS:

1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues. Use a wet/dry vacuum for large spills. NEVER scrub or rub the carpet during the stain removal (or rinsing) process as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion.
2. Most common household food and beverage stains (not including stains containing strong dyes or substances which destroy or change the colour of carpet) need to be treated solely with warm, not hot, water immediately applied to the stained area. Repeat treatment above until no stain is evident on the cloth or towels used to press dry the area.
3. Ensure carpet is press dried with a clean white cloth or white paper towel to remove excess moisture. Do not rub, as rubbing can alter the carpet's texture.
4. Should the stain remain, using a clean white cloth or sponge, treat with a mixture of 1 teaspoon of approved wool laundry detergent and one teaspoon of white

vinegar in 1 litre of warm water. Rinse with warm water, repeating treatment until no stain is evident on cloth or towels. Alternatively, try using Godfrey Hirst Spot Out® Carpet Stain Remover spray. This non-toxic, PH neutral carpet cleaner is gentle on carpet but tough on stains. Available from Hycraft carpet stockists. See packaging for usage instructions.

5. After the spill or stain has been treated, place several layers of white paper towel over the area and place a flat weight on them until dry. A hairdryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.
6. Sometimes stains will reappear due to 'wicking' as stains hidden in the pile resurface as the carpet dries. If so, allow the carpet to dry fully and repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).
7. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately.

Stains should be differentiated from soiling. Ensure that any residue from spills or cleaning mixtures are fully removed. For example, many sugar based spills, such as soft drinks and coffee, leave a sugar residue after removal. Similarly, when spills are cleaned with a detergent solution and the area is not sufficiently rinsed, a sticky detergent residue can remain. This sticky residue attracts soil from ordinary foot traffic and the resulting discolouration appears to be a stain. If so, repeat stain removal procedures above.

# CARPET CHARACTERISTICS

## COLOUR VARIATION

It is normal for installed carpet to show minor colour variation from selling samples or minor variations between production runs and dye lots. If possible, all carpet in your home should be laid from the same production run. Our quality assurance program (AS/NZS ISO 9001 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

## PILE REVERSAL (SHADING & DISTURBANCE)

Light can make particular areas of carpet appear lighter or darker than others, depending on the angle from which they are viewed. This is caused by disturbed pile reflecting the light differently in each area. This is a feature characteristic of plush and twist pile carpets (particularly solid colour).

Temporary changes in appearance may be able to be removed or lessened by vacuuming or brushing of the pile. However, in fine cut pile carpets, permanent pile reversal (also known as shading, watermarking or puddling) can occur and at times may become very noticeable. Years of research and inquiry have failed to find a reason to explain the underlying cause, such that it is considered a phenomenon related to the location of the carpet which cannot be predicted or prevented. It is not a manufacturing defect and apart from affecting appearance, has no detrimental effect on the performance of the carpet. As this characteristic can affect the appearance of a carpet, you are advised to discuss this with your retailer when considering your purchase. Further information on permanent pile reversal is also available from the Carpet Institute of Australia (free call 1800 188 822 or visit [www.carpetinstitute.com.au](http://www.carpetinstitute.com.au)).

## WRINKLING (OR RUCKING)

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially power

stretching. In areas of high humidity use of an air conditioner or dehumidifier is recommended during summer months. Dragging of heavy objects across the carpet can also cause the carpet to stretch and wrinkle, and when moving heavy items it is best to lift the item or use plywood or similar to walk the item over the carpet. Should rucking occur, a professional installer can usually correct this problem by restretching the carpet.

## TRACKING/FOOTPRINTS

The softer, more lustrous and longer the pile, generally the more noticeable will be footprints and movements over the carpet (known as tracking). The effect can be quite pronounced but can be lessened by careful vacuuming. This effect is not considered a manufacturing defect, however, this is a matter of personal taste and if you are concerned with the effect, carpets with these features are not recommended.

## SHIFT LINES

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of carpet construction. Lines may be more apparent with “large” designs or patterns. Colour, directional pile lay and light sources are also contributing factors. Certain light sources shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet’s wear or durability.

## DESIGN CHARACTERISTICS

An effect known as phasing can occur where carpet design includes the random use of contrasting colours when at times these colours may coincide in production. Similarly in loop pile carpets, shading effects of colour patterning can appear as panelling down the length of the carpet. Both phasing and panelling are an accepted part of the design and in no way affect the performance of the carpet.

#### MISSING OR DAMAGED TUFTS

Tufts may be damaged or identified as missing following stretching of the carpet during installation, damage caused by pet claws, or the movement of furniture. In the case of loop pile carpets, tufts can be pulled from the backing resulting in long, lengthwise pulls out of the carpet.

Sprouts, or snagged tufts, can be easily trimmed without damaging the carpet and missing or damaged tufts can be easily replaced by hand or by retufting. These can be readily fixed on site by a skilled installer or carpet professional. It is recommended a small piece of spare carpet be retained to provide a source of additional tufting yarn.

#### SHEDDING

Shedding is a normal characteristic of cut pile wool carpets, particularly staple or spun yarn products. It is caused by some of the outside fibres of yarn bundles becoming detached during early carpet wear stages. Regular cleaning with a vacuum fitted with a beater bar will remove most of the loose fibres during the first year.

#### APPEARANCE RETENTION

All carpets will change in appearance over time, primarily due to foot traffic.

Matting generally occurs as a result of pile flattening together with the entanglement of fibres tuft to tuft. It occurs in all tufted carpets to some degree, but is more likely to occur in high traffic areas (e.g. in front of seating areas, doorways etc.). This may result in the loss of sharpness of the carpet pattern. Though induced by wear, matting can be caused by underlay failure or improper maintenance including inadequate vacuuming, or inappropriate or ineffective treatment of spots and spills. It is not considered a manufacturing fault unless it happens rapidly or to an unacceptable degree.

Fuzzing or blooming is caused due to the tips of the fibres in a wool carpet losing a degree of yarn twist over time. Most apparent in traffic areas or in front of chairs, this is normal and should be expected. Generally, fuzzing can be corrected by shearing away the cobweb of fibres on the installed carpet, with use of a special machine. Speak to your carpet retailer for more information.

#### PATTERN MATCHING/BOWING & SKEWING

Hycraft uses the best available techniques to minimise pattern distortion during manufacture. However some distortion due to shrinkage or stretch during and after manufacture is unavoidable. Repeating patterns may not precisely match along the length or width of carpet or from one production run to another. Installation methods and site and storage conditions can also contribute to instability in the pattern, such that perfect pattern match cannot be guaranteed.

Installation of patterned carpet requires more time and effort which should be considered in the original labour quotation. A competent carpet layer should be able to obtain a close pattern match in most circumstances. However some irregularities may still be visible. If concerned, please discuss further with your retailer and/or carpet layer. All carpets are subject to some degree of bowing and/or skewing. Bowing of up to 40mm over any single width of carpet is generally acceptable. Full details of the tolerances of Hycraft carpets are set out in the Hycraft Carpet Installation Recommendations (available at [www.hycraftcarpets.com.au](http://www.hycraftcarpets.com.au) or by calling 1300 444 778).

#### FADING

All Hycraft carpets meet Australian Carpet Classification Scheme (ACCS) standards for lightfastness. However, carpets like all other dyed textiles, will slowly lose colour over time when exposed to direct sunlight. Carpet should be protected from prolonged periods of direct sunlight with curtains, blinds, shades, or awnings and furniture moved periodically to expose all areas evenly. Some quality wool carpets will upon initial exposure to light, undergo a rapid lightening/brightening over the first few weeks. This is an inherent phenomenon referred to as 'first fade'.

Colour change can also occur as the result of ozone, emissions from heating fuels and air conditioners, pesticides, cleaning agents, benzol peroxide and other household items. Care should be taken when using these items. The occurrence, known as ozone damage, is largely unexplained, but appears to be more prevalent in coastal areas with a high ultra-violet content. Some colours are more susceptible than others. If you believe there may be a risk of ozone damage, please discuss your choice with your retailer.

It is not considered to be a manufacturing defect and does not effect the performance of the carpet.

# INSTALLATION

All carpets must be laid, in accordance with AS 2455.1 “Textile floor coverings – Installation practice – General” and the Hycraft Carpet Installation Recommendations (available at [www.hycraftcarpets.com.au](http://www.hycraftcarpets.com.au) or by calling 1300 444 778).

Carpet should always be installed with new, quality underlay. Underlay and carpet are designed to work together as a complete flooring system and underlay should always be used. Quality underlay will provide better comfort and resilience while extending the life of your carpet. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS 4288 “Soft underlays for textile floor coverings” i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Insist on trained professional tradespeople to install your carpet. Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot.

All carpets should be power stretched; otherwise bubbling and wrinkling may occur. Seam adhesive (sealer) must be used for all seams (widthwise and lengthwise). If the seams are not permanently bonded together, the carpet may unravel and begin to break down at the edges, making it appear badly fitted and causing premature wear.

Use a solvent base seam seal adhesive on direct glue down applications or a latex base seam seal adhesive for conventional installations. Seams form part of your installation and are therefore not covered by the Hycraft Wool Limited Residential Guarantee.

Carpet pile should run in the same direction throughout the house, sweeping towards the main entrance where possible. Seams and cross joins in the wrong place can spoil the appearance of your carpet and lead to premature wear. Generally seams should run in the same direction as most foot traffic. Seams should also be avoided in high traffic areas and be kept as far away from windows as possible so light does not fall across the seam making it more obvious. Ask the installer where they will place seams and cross joins.

On stairways the pile should sweep down. A little hidden extra carpet should be folded back at the top and bottom of stairs so as the edges of the tread are worn down, the carpet can be moved to hide the wear point. Purchasing extra carpet to update stairs is recommended.

Failure to have your carpet installed using the above guidelines may adversely affect the performance of your carpet.



*Petra*  
740 Temple

# GUARANTEES

We endorse and recognise all rights of the consumer under the Australian Consumer Law. All our products are manufactured under a management system independently and externally certified as complying with ISO9001 (Quality Assurance & Management Systems) and ISO14001 (Environmental Management Systems). We are proud of our manufacturing processes and guarantee all our carpets against defects in materials and workmanship. We do not guarantee against normal wear and tear, damage due to improper installation, failure to properly maintain your carpet or damage caused by accident or abuse. Our Australian After Sales Service team can be relied upon to respond to any consumer queries or concerns with our products.

In addition, we provide the Hycraft 15 Year Wool Limited Residential Guarantee for new carpet installed indoors in owner occupied premises, if properly installed and maintained. This guarantee is in addition to consumers' rights under the statutory consumer guarantee provisions in the Australian Consumer Law, which may exceed the rights under this Guarantee. The amount recoverable under the guarantee decreases after five years. For full information in respect to the scope and limitations of this guarantee, please refer to the full terms and conditions available from your retailer, by calling 1300 444 778, or by downloading from [www.hycraftcarpets.com.au](http://www.hycraftcarpets.com.au).



*Tatami Twist*  
550 Izumi



*Odyssey*  
770 Calypso

For information about your Hycraft carpet or for any assistance in respect to carpet care or guarantees, please contact:

#### HEAD OFFICE

7 Factories Road, South Geelong  
Victoria 3220, Australia

1300 444 778  
general.enquiries@godfreyhirst.com  
**www.hycraftcarpets.com.au**

#### PROUDLY SUPPLIED BY:

Godfrey Hirst Australia Pty. Ltd.  
Trading as Hycraft Carpets

ABN: 58 000 849 758

7 Factories Road  
South Geelong VIC 3220

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Colours are correct at the time of printing. Colours are subject to change without notice. Product images in the brochure will vary in colour due to many factors such as printing and lighting arrangements etc. Images do not seek to duplicate the exact visual appearance, but serve merely as a guide or point of reference.

Details correct at time of printing OCTOBER 2020.

Please see [www.hycraftcarpets.com.au](http://www.hycraftcarpets.com.au) for information updates.

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