

# CARPET MAINTENANCE AND GODFREY HIRST GUARANTEES

Triexta Carpets



eco+<sup>®</sup>

Godfrey Hirst

CARPETS



Australian edition

Thank you for considering Godfrey Hirst eco+® carpet. This booklet provides a full explanation of Godfrey Hirst eco+® guarantees and assistance to help you select the right eco+® carpet for your home. Plus, useful tips on how to keep your eco+® carpet looking its best year after year.

Godfrey Hirst eco+® carpets have a great range of features:

- Spills can be cleaned with just cold water (see page 4)
- Luxurious softness that you'll fall in love with
- Industry leading, Australian guarantees
- Manufactured with renewably sourced polymer\*, made from natural corn sugar
- The latest colours and styles
- Australian made with Australian after sales support you can count on

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\*Sorona® contains 37% annually renewable plant based ingredients by weight instead of petroleum ingredients.

## Selection of your Carpet

Some of the most important things to consider when choosing carpet include which rooms of your home you are carpeting, your lifestyle and décor. How much foot traffic is your new carpet likely to be exposed to? Do you have children or pets?

Answering these questions helps you to select a suitable carpet colour and style for your home.

A carpet's appearance, texture and longevity are largely determined by its fibre type. Godfrey Hirst eco+® carpets are made from triexta, one of the most wear, stain and fade resistant fibres, ensuring your carpet will look better for longer. Most household food and beverage spills can be removed with just cold water (see the spot cleaning guide on page 5).

When selecting carpet, you should view a sample at your home during the day and at night prior to making your final decision, as colour appearance can often vary under different lighting conditions. Fade resistance can vary between carpets.

eco+® carpets are guaranteed to not significantly change colour due to sunlight, or ozone (see page 9).

Darker, multi-coloured and patterned carpets are especially effective at hiding soiling compared to solid shade, lighter carpets.

Performance of carpet is related to the amount and quality of fibre in the pile. The better the fibre and the denser it is packed, the better the carpet will perform.

Plush and twist pile carpet constructions can show a suede-like pile reversal (see page 7), a characteristic that is a matter of personal taste, whereas textured and loop pile carpets offer a more uniform finish.

Many domestic pets are best suited to plush and twist pile carpets as their claws do not catch like they can with textured or loop pile carpets.

You should seek to buy the highest quality carpet you can afford so you can enjoy it for years to come.



## Caring for your Carpet

### Regular Vacuuming

Thorough 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 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 soil and grit while reducing matting. Then, vacuum in the direction of the pile to achieve a uniform finish.

For the best cleaning results, 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. A vacuum with a rotating brush that agitates the pile and loosens the soil is best for low cut pile carpet. To prevent excess fuzzing, turn the brush off or change the head when vacuuming loop pile, cut loop pile or berber carpet. Ensure the vacuum is kept in sound mechanical condition and brushes are cleaned and replaced when worn out.

Godfrey Hirst eco+® carpet features Soft to Touch® technology, which means there are more filaments per fibre than regular carpet. This increases the performance and durability of the carpet, whilst maintaining a Soft to Touch® finish. The premium softness of eco+® carpet should be paired with a premium vacuum to keep your home looking great and extend the life of your carpet.

Look for the following attributes when selecting a vacuum for luxuriously thick, soft pile carpets:

- Adjustable height - use the highest setting where appropriate.
- Adjustable suction - use a suction level that

allows the vacuum to move easily whilst lifting dirt and other foreign matter.

- Large wheels - the vacuum should glide easily across the carpet.
- Efficient airflow - avoid vacuums with very concentrated or sealed suction.

Check and adjust the height of beaters (if fitted) regularly to ensure the carpet is not damaged by excessive beating. Vacuum cleaner efficiency can be considerably reduced when half full. Change or empty dust collection bags frequently and replace filters as recommended by the manufacturer.

### Spot Cleaning

To ensure best results from spot cleaning, follow the easy steps set out in this booklet on page 5.

### Steam Cleaning

Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your 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 Australian/New Zealand Standard AS/NZS 3733:1995. 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, then clean these 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 seep through. After 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. These contain strong chemicals that can permanently discolour or dissolve carpet fibres.

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

## Spot Cleaning Guide

Prompt and immediate attention to spillages or stains is recommended to avoid the setting of a spill onto the carpet fibres. Care must be taken to treat stains as recommended below:

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 to remove as much liquid as practical. Use a wet/dry vacuum for large spills.
2. Cold water is all that's needed to remove most stains from Godfrey Hirst eco+® carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading the stain. Apply clean cold water to the affected area with a sponge or spray while avoiding over wetting the carpet and blot up with a sponge or use a wet/dry vacuum to remove the water. Repeat until no discolouration is evident in the carpet or removed water. Once this has been achieved repeat the cleaning 4 or 5 times to remove any remnant stain hidden in the pile
3. Once the stain has been removed with cold water, press dry with a clean white cloth or white paper towel.
4. 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. Do not walk on the carpet until dry.
5. Sometime 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).
6. If stains fail to respond to treatment, contact a professional steam cleaner. It is important professional steam cleaners continually treat any areas affected by stains until there is no sign of discolouration in the carpet or removed water, following which the cleaning cycle should be repeated a number of times to minimise the risk of wicking.



## Carpet Installation

To obtain the benefit of the Godfrey Hirst eco+® guarantees set out later in this booklet, all carpets must be laid, in accordance with AS/NZS 2455.1:2007 "Textile floor coverings – Installation practice – General" and the Godfrey Hirst Carpets Installation Recommendations (available at [www.ecopluscarpet.com.au](http://www.ecopluscarpet.com.au) or by calling 1800 630 401).

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 4288-2003 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 Godfrey Hirst eco+® guarantees.

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.**



## 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. Our quality assurance program (AS/NZS ISO 9001:2000 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))

### Shift Lines

Due to the method of manufacture of some carpets, there may be the occurrence of shift lines across the width of the carpet. Light shining across the carpet from certain angles may accentuate the shift line effect. This is not a manufacturing fault and will have no detrimental effect on the performance or durability of the carpet.

### 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.

### 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 cut pile 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.

### Wrinkling (or Rucking)

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially relative to power stretching. A professional installer can usually correct this problem.

### 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.

## Consumer Guarantees

Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement and refund for a major failure and compensation for any other reasonable foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure.

## Godfrey Hirst eco+® Guarantees

The following guarantees are provided by Godfrey Hirst Australia Pty Ltd ABN 58 000 849 758 (Godfrey Hirst) and the benefits given by them are in addition to other rights and remedies of the consumer under a law in relation to the goods.

The Godfrey Hirst eco+® guarantees are subject to and qualified by the “General Guarantee Conditions” (page 9) and “Homeowner Obligations” (page 10).

### LIFETIME STAIN RESISTANCE GUARANTEE

Godfrey Hirst guarantees that the surface pile of your eco+® carpet will resist stains from most food and beverages (including mustard, hot coffee and herbal teas) and water soluble, non-wax or non-oil based products for the life of the carpet. This guarantee does not mean your carpet is completely stainproof and this guarantee does not cover;

- Stains caused by acids or oil based or wax based substances (including tar, shoe polish, paints, lipstick, mascara, olive oil, pesto), vomit and non-domestic pet urine or faeces.
- Stains which become permanent because the care and stain removal procedure contained in this booklet are not carried out.

### LIFETIME PET PROTECTION GUARANTEE

Godfrey Hirst guarantees that the surface pile of your eco+® carpet will resist stains from domestic pet urine and faeces for the life of the carpet.

### LIFETIME SOIL RESISTANCE GUARANTEE

Godfrey Hirst guarantees that your eco+® carpet will not have a noticeable colour change due to deposits of dry soil resulting from normal indoor household foot traffic for the life of the carpet.

### Stain Resistance, Pet Protection and Soil Resistance Guarantees Claim Prerequisites:

Prior to making a claim under the Stain Resistance, Pet Protection and Soil Resistance guarantees, you must have attempted to clean the affected area of your carpet using the recommended cleaning procedures (see page 4-5). If the affected area remains unsatisfactory after you have tried these cleaning procedures, then you must have the affected area of your carpet professionally steam cleaned. If the affected area still remains unsatisfactory after the professional cleaning, notify your retailer as set out in the “Making a Claim” section of this brochure (page 10). To be able to claim under any of the Stain Resistance, Pet Protection and Soil Resistance guarantees, you must provide proof that professional steam cleaning of the affected area was undertaken within 30 days of your carpet being stained.

### 25 YEAR WEAR RESISTANCE GUARANTEE

Godfrey Hirst guarantees that the surface pile of your eco+® carpet will not abrasively wear more than 10% within 25 years, following the original installation (the percentage wear being determined by Godfrey Hirst after inspection and testing of the carpet).

Abrasive wear means actual fibre loss from the pile of the carpet and does not include other changes in carpet appearance: e.g. matting (the loss of twist from the tips of pile and entanglement of the fibre), or crushing (the non-restorable loss of pile height due to foot traffic, a castor wheel or pressure of furniture).

Also specifically excluded from this guarantee, in addition to exclusions set out in the General Guarantee Conditions, is damage caused by tears, pulls, pilling, burns, furniture or wheels.

### 25 YEAR FADE RESISTANCE GUARANTEE

Godfrey Hirst guarantees that for 25 years, following the original installation your eco+® carpet will not show a permanent colour change due to exposure to sunlight or atmospheric contaminants (including ozone or oxides of nitrogen) greater than one unit as measured by the American Association of Textile Chemists and Colorists (AATCC) Gray Scale (which is an internationally recognised comparison system to determine the extent of colour differences). Colour changes of less than one unit should not significantly impact upon the visual appearance of your carpet.

Any changes in carpet colour or fading or other discolouration resulting from other external causes such as spills of household chemicals and other non-food and non-beverage substances or chemical influences are excluded from this guarantee.

### LIFETIME MANUFACTURING DEFECT GUARANTEE

Godfrey Hirst is so confident as to its manufacturing process that your eco+® carpet is guaranteed against all manufacturing defects for the life of the carpet.

### LIFETIME ANTI-STATIC GUARANTEE

Static electricity is an accumulation of an electrostatic charge. Godfrey Hirst guarantees for the life of the carpet that your eco+® carpet will not generate static electricity in excess of 3.5 kilovolts when tested according to AATCC 134 - a laboratory simulation assessing the static generating tendency developed when a person walks over carpet. This means your eco+® carpet will not cause discomfort which can be caused by static build up.

## General Guarantee Conditions

These Godfrey Hirst eco+® guarantees apply only;

- in Australia;
- in respect of carpet purchased after 1 May 2015;
- to the original purchaser of the carpet;
- to carpet professionally installed over underlay in accordance with the installation recommendations set out in this booklet under “Carpet Installation” (page 6);
- to new, first quality carpet; and
- to carpet used in an owner-occupied single-family residential home, excluding where used in bathrooms, kitchens and utility areas such as laundries, wet areas and areas subject to significant non-foot traffic.

Lifetime coverage is defined as the life of the carpet from the date of installation. The Godfrey Hirst eco+® guarantees immediately cease to apply if the home ceases to be an owner occupied, single family residence; for example, if the home is tenanted or used by more than one family.

The Godfrey Hirst eco+® guarantees are not transferable.

### Godfrey Hirst eco+® guarantees do not cover:

- Damage due to improper installation (e.g. wrinkling, tuft losses, seam peaking) or due to the failure or non usage of underlay.
- Damage caused by improper maintenance and/or failing to carry out proper routine maintenance in accordance with the recommendations described in this booklet under “Caring for your Carpet” (page 4).
- Damage resulting from risks covered by a generally available home owner insurance policy or accidents, abuse (being any use considered unreasonable given the normal and expected use of carpet in an owner-occupied single-family residence), burning, flooding, persistent moisture, cutting, pet damage or smoke.
- Damage caused by, or where the wear resistance, soil resistance, stain resistance and/or other attributes of the carpet are adversely affected by strong chemicals (e.g. bleach, pool chemicals etc.) or the application of any topical treatments (including fungicides, bactericides, biocides, anti-statics, stain resistance, some cleaning agents).

## If your carpet fails to perform?

If any part of your carpet fails to perform in accordance with any of these Godfrey Hirst eco+® guarantees:

### If your claim is made within 15 years from the time of purchase of your carpet :

Godfrey Hirst will replace the affected area of the carpet, extending to the nearest wall, doorway or entrance, with Godfrey Hirst eco+® carpet which is the same or of comparable quality as the affected carpet, and meet the reasonable cost of its installation.

### If your claim is made after 15 years from the time of purchase of your carpet:

Godfrey Hirst will offer you an allowance or a credit (to be redeemed through your original retailer or another retailer in your area nominated by Godfrey Hirst) against:

- the purchase price of Godfrey Hirst eco+® carpet which is the same or of comparable quality to replace the affected area of the carpet, extending to the nearest wall, doorway or entrance, and;
- the reasonable cost of its installation (but excluding the cost of underlay), calculated as follows:

| Year in which the claim is made, calculated from the date of purchase: | Percentage of original retail cost of your eco+® carpet including installation but excluding underlay: |
|--|--|
| Years 16 and 17  | 75%  |
| Year 18  | 50%  |
| Year 19  | 25%  |
| Year 20 and thereafter   | 10%  |

In relation to claims made under the Godfrey Hirst eco+® guarantees, Godfrey Hirst will not reimburse or pay for your time associated with making the claim, new underlay, the cost of cleaning, expert advice, obtaining quotations, moving or replacing furniture, equipment or fittings or the disposal of carpet, underlay or packaging.

## Homeowner Obligations

In addition to you complying with the other conditions which apply to the Godfrey Hirst eco+® guarantees, in order to obtain and maintain your coverage under the Godfrey Hirst eco+® guarantees, you must:

- Keep proof of purchase in the form of a receipt, bill, invoice or statement from the retailer, showing the price you paid for the carpet and the date of its purchase, together with proof of installation date.
- Have your carpet installed in accordance with Australian/New Zealand Standard AS/NZS 2455.1:2007 "Textile floor coverings – Installation practice – General" and otherwise in accordance with the guidelines set out in this booklet.
- Maintain your carpet with regular vacuuming and cleaning and per the recommendations in the booklet.

So Godfrey Hirst has a record of your purchase, you should register your guarantee at [www.ecopluscarpet.com.au](http://www.ecopluscarpet.com.au) within 30 days of the purchase of your Godfrey Hirst eco+® carpet.

## Making a Claim

Should you believe your carpet is failing to perform in accordance with these Godfrey Hirst eco+® guarantees or your Australian consumer law rights, please notify your retailer to arrange an onsite inspection of the installation. Be sure to describe the specific problem and to include a copy of your proof of purchase. If you are claiming under the Stain Resistance, Pet Protection and Soil Resistance guarantees, proof of professional steam cleaning of the affected area within 30 days of your carpet being stained must be supplied to the retailer. The retailer will take appropriate action, including the notification to Godfrey Hirst if necessary. You must bear your expenses of claiming under the Godfrey Hirst eco+® guarantees.

Should you be unable to contact your retailer, or if you do not get a satisfactory response from your retailer, please contact Godfrey Hirst directly. Our contact details are on the back of this booklet.

## Godfrey Hirst eco+® Purchase Record

### Carpet

Godfrey Hirst eco+® Product Name(s):

Colour Number(s):

Colour Name(s):

Number of Metres Purchased:

Retailer:

Date of Purchase:

Date of Installation:



# eco+<sup>®</sup>

Godfrey Hirst

CARPETS



## Godfrey Hirst Carpets Contact Details

For any information about Godfrey Hirst eco+<sup>®</sup> carpet or any assistance in respect to carpet care or guarantees please contact:

### Australia

Email: [general.enquiries@godfreyhirst.com](mailto:general.enquiries@godfreyhirst.com)

Freecall: 1800 630 401

Online: [www.ecopluscarpet.com.au](http://www.ecopluscarpet.com.au)

Post: PO Box 93, Geelong VIC 3220

Proudly manufactured by Godfrey Hirst Australia Pty Ltd ABN 58 000 849 758

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

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## DuPont™ Sorona renewably sourced fibre\*

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Manufactured under a management system certified as complying with ISO 9001, ISO 14001 and AS 4801 by an accredited certification body.