



Hand-Tufted Rug Care Instructions

You have purchased a wool pile rug that is as soft to the touch as it is for the eye. The following care and maintenance guidelines will help keep your rug in pristine condition and extend its lifespan.

1 Construction & Materials

Rugs are hand-tufted from 100% New Zealand wool. These pure natural yarns are acid dyed to individual colour requirements for each handmade rug. As with all natural materials, some characteristics such as shedding and variation are normal and not considered manufacturing defects.

2 When You First Receive Your Rug

During the first few months of use, pilling or shedding may occur. This is a common characteristic of natural (and synthetic) fibres and is not a manufacturing defect. The amount of shedding will gradually diminish after several weeks and will not affect the rug's lifespan.

Rugs made with hand-spun yarns may develop tufts that are more tightly spun in certain areas. These may emerge from the pile with use. If this happens, snip them off carefully with scissors (do not pull the tufts upwards to trim). This will also cease over time.

Using a good-quality underlay will significantly increase the lifespan of your rug by cushioning the impact of foot traffic, especially on wooden floors. Avoid laying your rug on severely uneven surfaces.

Water and moisture can damage your rug. Do not lay it on damp surfaces or place potted plants on top. Keep an eye on pets to prevent damage.

3 Everyday Use & Care

Wool rugs may initially release surplus fibres, forming small fluff balls. Do not brush the rug. Regular vacuuming will help remove loose fibres and typically resolves shedding within a few months.

Occasionally, a tuft or loop may work loose. Do not pull it out. If it is a single yarn, trim it level with the pile. If it is a loop, cut it as short as possible.

Rotate loose-laid rugs periodically to ensure even wear.

Heavy furniture can cause indentation or pile flattening. Use rug protectors under furniture legs and avoid dragging furniture.

4 Vacuuming

Regular vacuuming is the most important step in maintaining your rug's appearance. Vacuum high-traffic areas more frequently and all rugs at least once a week.

For loop pile wool rugs, use a strong suction vacuum without a beater bar. Vacuum in one direction only. Cut loose loops with scissors.



5 Spillages & Stain Removal

Blot spills immediately with a clean, dry, white cloth.
Do not rub or scrub. Continue blotting until dry.
If needed, apply clean water and blot again. Repeat as necessary.
Never use bleach-based stain removers. Red wine will stain wool.

6 Professional Cleaning

Professional steam cleaning by a dedicated carpet cleaning service is recommended for all-over cleaning.
Colour variation of up to 5% may occur.
Always seek professional advice if unsure about cleaning methods.

7 Storage

Roll rugs with the pile facing inward.
Wrap in protective material with anti-moth flakes.
Store flat.

8 Extending the Lifespan of Your Rug

Rotate rugs every 1–2 years. Use underlay and furniture protectors.
Reduce prolonged exposure to direct sunlight.