



Furlong Flooring®  
First choice flooring for every room

inspired  
by nature

# CARE GUIDE FOR WOOL CARPET



Add the *natural touch* of wool to your home.

# About wool carpets



## Embrace the Timeless Beauty of Wool

Wool carpet not only brings a touch of nature indoors, but it also contributes to a sustainable and renewable approach to design.

The breathable quality of natural fibres makes wool carpet an excellent choice for all seasons. It adds warmth to a space without overwhelming it and provides insulation in colder months.

Wool carpet also maintains a cool, comfortable feel during warmer weather, offering year-round comfort and cosiness.

By bringing a touch of elegance and sophistication to modern interiors with its luxurious feel, wool carpet provides the practical, hard wearing qualities of wool, with unmatched durability, and natural easy-to-clean properties.

## Our wool carpet ranges are Timeless Classic & Deluxe





# Benefits of wool

## The Benefits of Wool Carpet

Wool is a natural fibre that possesses many inherent qualities, making it an excellent choice for your home. It can help filter allergens from the air, which is particularly beneficial for individuals suffering from dust allergies. Additionally, the lanolin that coats the fibres gives wool its natural resistance to wear and general soiling, allowing wool carpets to often outlast their synthetic counterparts.

- **Wool's natural oils make it resistant to dirt.**
- **It is soft and luxurious.**
- **It keeps your home warm due to its natural insulating properties.**
- **Wool is fire resistant.**
- **It is hypoallergenic.**
- **It is a great sustainable flooring option.**

# Caring for your wool carpet



## Caring for your wool carpet

Regular maintenance and periodic cleaning significantly extend the lifespan of a carpet while also enhancing its appearance and hygiene. The frequency and intensity of cleaning should correspond to the amount of dirt the carpet accumulates; the more dirt it collects, the more rigorous the maintenance program should be.

To understand why carpets are cleaned in specific ways, it is crucial to recognize the primary reason for cleaning: soiling. Knowing the relationship between various cleaning methods and different carpet types helps clarify why particular techniques are used in certain situations.

### **It's important to differentiate between cleaning and maintenance:**

- Maintenance is a planned approach that begins the day the carpet is installed, ideally considered during the carpet selection process. It is an ongoing process aimed at preserving the carpet's appearance.
- Cleaning on the other hand, involves removing dirt that regular maintenance has not addressed and is typically performed as needed.



# Cleaning wool carpet

## Cleaning your carpet

When searching for a cleaning service, choose a WoolSafe Approved Service Provider. These professionals are trained and use products specifically designed for wool carpets.

If you plan to clean your carpet yourself, use WoolSafe Approved products, which are safe and effective for wool. Look for the EnviroSeal Mark for eco-friendly options.

Avoid detergents like dish washing liquids and general household cleaners, as they can cause rapid re-soiling, colour bleeding, and damage to your carpet. Always check for certification marks or visit [WoolSafe.org](http://WoolSafe.org) and [EnviroSeal.eu](http://EnviroSeal.eu) for approved products.

### General Rules for Spot Removal

1. **Act Quickly:** Address stains immediately.
2. **Call a Professional:** For extensive stains, contact a WoolSafe-approved service provider.
3. **Soak Up Liquids:** Use white kitchen roll, tissues, or a clean cloth.
4. **Remove Solids Carefully:** Scoop or scrape off solid debris.
5. **Work from the Edge:** Clean from the outside of the stain inward.
6. **Blot, Don't Rub:** Gently blot the stain.

# How to treat stains on carpets



## Treatment Guide

Following these guidelines will help you effectively remove stains and protect your carpet: (Chart on next page for guidance)

1. Vacuum the area thoroughly when dry.
2. Blot up as much of the spill as possible using a clean white cloth, tissue, or paper towel.
3. Scoop up as much of the spill as you can with a spoon, then blot gently with a paper towel.
4. Freeze the residue with ice cubes in a plastic bag or use a specialized chewing gum remover, then scrape off the residue.
5. Rub gently with a coin and brush off any remaining material.
6. For wool fibres only, place a brown paper bag over the stain and heat gently with an iron set to low.
7. This type of stain may need treatment by a professional cleaner.
8. Apply clean water to a white cloth and blot. Repeat until no more stain transfers to the cloth.
9. Apply a WoolSafe Approved Spot Remover to a white cloth and blot, repeating as necessary.
10. Use a WoolSafe Approved Carpet Shampoo on a white cloth to blot and repeat until no more of stain transfers.
11. Apply a WoolSafe Approved Pet Stain Remover to a damp white cloth and blot.
12. Carefully apply surgical spirit to the stained area only, let it sit for 5 minutes, and then blot.
13. Carefully apply white spirit to the stained area only, allow it to sit for 5 minutes, and then blot.
14. Carefully apply acetone to the stained area only, leave it for 5 minutes, and then blot.
15. Repeat the blotting process with clean water to remove any remaining residues.
16. Blot with a clean white cloth or paper towel and repeat the application and blotting if necessary.
17. Dry the treated area with a white cloth, tissue, or paper towel, and realign the carpet pile.
18. Place sticky tape over the stain and peel it back; repeat this process as needed.



# Spot removal guidance

Using the treatment guide above, below is a table for common stain removal

Spill Type	Order of Treatment			
	Step 1	Step 2	Step 3	Step 4
Bleach	7			
Blood	2	8	11	17
Burn/Scorch Marks	5	1		
Butter & Cream	3	9	15	17
Candle Wax	6	13	9	17
Chewing Gum	9	13	9	15
Chocolate/Cocoa	3	9	15	17
Coffee	2	9	16	15
Cola	2	9	15	17
Cordial Drinks	2	9	16	15
Dirt/Soil/Mud	1	10	16	
Faeces	3	11	15	17
Felt-tip Pen	9	16	15	17
Fruit Juice	2	9	16	17
Glue/Adhesive	14	13	16	17
Gravy & Sauces	3	9	15	17
Metal Polish	2	9	15	17
Mustard	3	9	15	17
Oil & Grease	2	13	16	17
Paint (Emulsion)	3	8	16	17
Shoe Polish	1	7		
Tea	2	9	16	15
Ink (Fountain)	2	8	9	15
Ink (Ballpoint Pen)	13	16	9	15
Nail Varnish	14	16	17	
Paint (Oil)	3	13	16	15
Rust & Radiator Fluid	7			
Soot & Pollen	18	2		
Tar (Asphalt)	3	13	16	17
Urine (Fresh Stain)	2	11	15	17
Urine (Old Stain)	7			
Vomit	3	11	15	17
Wine (Red & Rose)	2	9	15	17

Disclaimer: This advice is provided in good faith, and we accept no responsibility for any claims related to the suggested treatments. If stains do not come out, you must seek assistance from a professional fabric cleaner immediately.

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