

CARPET INFORMATION, CARE & WARRANTIES

siena handloomed wool carpet and rugs

Siena produces carpets from the finest raw materials, often using natural fibers like pure New Zealand Wool, or innovative yarn blends like 50-50, 20-80 and 100%. Our products are constructed to not only achieve an authentic and unique beauty, but a lasting beauty as well. With proper installation, care and maintenance, Siena products offer superior long term performance and appearance retention.

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Benefits of Natural Wool

- Wool is renewable and biodegradable.
- Wool is a natural, renewable resource, produced using environmentally friendly, energy efficient, and safe methods.
- Wool is a non-allergenic fiber that produces low emissions and has air purifying properties.
- Wool is naturally soil resistant and cleanable.
- Wool is resistant to compression due to the physical nature of the fiber's "natural crimp."
- Wool has superior long term appearance retention due to the fibers natural resilience.
- Wool is naturally flame retardant and is specified for those installations with the most stringent flammability regulations.
- Wool has excellent dyeing characteristics.
- Wool is the best fiber value available, and is more cost effective, long term, than any other carpet fiber.





New Zealand Wool

Wool is durable, resilient, affords comfort and safety—and it's a renewable resource! New Zealand wool is the purest, cleanest, whitest wool in the world. And the better the fiber, the better the carpet.

Why Wool?

For style and beauty:

The natural beauty of wool carpet, including its ability to yield clearer colors than do synthetics, comes from its complex fiber structure, totally unlike synthetic/plastic carpet fibers.

For natural stain resistance:

Wool protects sheep from nature's elements. And the qualities that keep flocks warm and dry also protect your carpet from life's little accidents, spots and spills.

The surface of a wool fibre is covered by a thin protective membrane which gives wool its ability to shed water.

This membrane prevents water from readily penetrating the individual wool fibres. Since more than 80% of carpet stains are water-based, you can appreciate how much natural protection is built into a wool carpet.

Nature indeed created wool to be a miracle fibre. The membrane that is so waterproof still allows the fibre to absorb moisture in vapor form. Due to this absorbency, wool carpets tend to resist static electricity and that's the not-so shocking truth!

For natural resiliency:

Wool is a real stand up fibre. And neither foot traffic, nor the weight of furniture will compromise its crush-proof good looks for years to come.

Each wool fibre has a three-dimensional spiraling crimp that gives it natural elasticity, which means that a wool fibre can stretch up to 30% more than its original length and then bounce back—like a miniature spring. Wool reacts the same way when it's compressed. That's because wool is "born" with resilience. This natural resilience enables wool carpet to withstand all the day-to-day traffic you can give it. And wool carpets recover easily from the unsightly crushing caused by furniture.

For safety:

Wool is the only carpet fiber that is naturally flame resistant. Wool meets flammability and low smoke emission standards that prove difficult for synthetic carpets to match.

The high moisture content of the fibre, along with wool's protein constituents, give wool carpets excellent natural flame resistance. Wool fibre does not support combustion—it is difficult to ignite and is self-extinguishable.

Charring can be easily brushed away. As well as being extremely safe, wool carpets retain their appearance even after minor burn damage from fireplace embers or cigarettes.

For resistance to soil and dirt:

Wool carpet can withstand everyday foot traffic and still keep its good looks.

Under a microscope, you can see wool fibre's structure. It's made up of overlapping scales arranged like roof shingles.

These scales keep dust and dirt near the surface of the pile where it can easily be released by vacuuming.

Fibre abrasion can also cause carpet to soil. But that is minimized with wool carpet because relatively few soil particles actually reach the base of the pile—yet another factor contributing to the superior appearance retention of wool carpet.

For improved indoor air quality:

By their very nature, wool carpets and rugs are good for the indoor environment. That's because wool, unlike synthetic fibers, rapidly absorbs common contaminants in indoor air like formaldehyde, nitrogen dioxide and sulfur dioxide. Not only does wool keep the air free of many harmful pollutants, it will not re-emit them, even when heated. In fact, it has been estimated that wool carpets can continually purify indoor air for up to 30 years!

So when you consider wool carpet's ability to improve and maintain indoor air quality, you can see how it adds value to each of your installations... value that will be reflected in the improved health and comfort of those in that environment.

For appearance retention:

The basic character of wool, admired for centuries, has not changed. The synthetic carpets that require stain "protectors" seem the most vulnerable to rapid soiling. Stain resistant finishes are not recommended on wool carpet. The appearance retention qualities of wool have long been known to makers of fine oriental rugs.



Protective Cleaning For The Health Of The Carpet And End User

Without regular removal, dirt and soil accumulates to grind and permanently damage fibers, so carpets "ugly out" before their time. Carpet by its very nature, will mask soil, stains and abrasion to a certain degree, unlike hard flooring surfaces that readily reveal these symptoms indicating the need for immediate maintenance. It is for this reason carpet must be proactively maintained before soiling becomes noticeable to prolong the appearance and life of your carpet.

Proactive cleaning is preventive maintenance before the carpet looks dirty, instead of reactive cleaning after the carpet is visibly soiled. It is the foundation of Siena's Carpet Care recommendations that proactive daily, interim and scheduled maintenance will reduce or eliminate the cost and time of reactive restoration required for extreme cases of badly soiled or damaged carpet while extending the life and appearance of the carpet itself.

Proactive cleaning provides the best possible carpet appearance day after day, extending replacement due to appearance. Not only is the proactive nature of cleaning important, so is the overall environmental friendliness of the process.

Siena is committed to environmental stewardship. We only recommend cleaning systems that are environmentally friendly which is described as containing minimal to no VOC's, biodegradable, non-toxic, non-flammable, non-hazardous and safe for carpet and environment.

Carpet can act as a filter that traps and keeps dust and dirt out of the air. This can be a significant health benefit since most people spend a great deal of their time indoors. When removing contaminants from carpet, it's important to use

equipment that will prevent re-circulation of dust back into the air.

This guide is organized by cleaning frequency (daily, interim, and scheduled). Depending on frequency and traffic, there are different techniques and tools recommended for best results in your particular facility. All chemicals used must have a pH level of less than nine. Do not use chemicals containing optical brighteners or deliminene (orange terpenes).

Daily Cleaning

Daily cleaning is necessary for heavy, medium, and light traffic areas, and includes the following:

- Daily vacuuming of walk-off mats
- Daily vacuuming of track-off, funnel, and main traffic lanes. In some instances, frequency may be greater.
- Immediate spot removal to guard against permanent staining.
- Recommended Spotters: R.E. Whit-taker Co. (Crystal Dry spotter & Roamer) or Windsor Industries (Pro Spotting Kit & Presto spotting extractor.) See spot removal section for more details.

The first step toward a clean carpet is preventing dirt from getting to the carpet in the first place. Since 80% of all carpet soil is brought from outside on the bottom of shoes, we strongly recommend walk-off mats at all entry ways and transition areas where soiling is likely. Mats trap or localize dirt, and the longer the mat, the more dirt trapped. Daily vacuuming and frequent cleaning of mats will optimize mat efficiency and provide front line protection to keep carpets cleaner longer.

Regular Vacuuming

Routine carpet maintenance consists of vacuuming and spot cleaning. Proper vacuuming on a regular basis is the most important of all cleaning procedures and essential to the longevity of wool carpeting. Heavy traffic areas should be vacuumed daily. Medium traffic areas should be vacuumed once or twice weekly.

Vacuum Cleaner Types

There are two types of vacuum cleaners:

- Plain suction
- Suction plus revolving beater bar with brushes

Plain suction is recommended for all Hand Loomed Wool carpet and rugs. Powerful suction is essential. When the bag is over half full, suction is compromised. Keep bags emptied.

Chemical / Low Moisture Cleaning

The recommended cleaning process for Hand Loomed Wool carpet and rugs is a Chemical or Low Moisture cleaning system. Please follow the cleaning suppliers' recommendations.

Siena does not recommend the use of any type of "bonnet: or rotary shampoo cleaning method, or hot water extraction methods. ***This will void the warranty.*** Chemical Dry Clean only.

The recommended dry clean chemical action breaks down the sticky and oily residue that attracts soil on contact. The machine works the dry crystals deep into the pile and loosens foreign solid materials, lifting the carpet pile at the same time. As crystals dry, they encapsulate the soil and are then dry extracted by vacuuming.

Spot Removal

Spot removal can be one of the most confusing and frustrating aspects of carpet care. Improperly treated or ignored spots can destroy expensive carpet. The following seven rules can help simplify the challenge.

1. The faster you get to a spot the better for removal. At the minimum, spot removal must be a daily routine.
2. Know and recognize the common spots in your facility. Keep a spotting kit on hand with a general-purpose spotter and specialty spotters for spots specific to your area of responsibility. Offices, for example, often have coffee or copier toner spots. Hospitals commonly have blood or betadine spots. You can expect coffee, tea,

and red food dye spots in retail or hospitality facilities. Nursing homes commonly have urine stains. Gum stains are common in public facilities.

3. Many spots are concentrated areas of general soil tracked into an area. A general-purpose water-based spotter will remove these.
4. Greasy spots and tar are best removed by an oil or solvent-based spotter.
5. Protein or fatty soils such as vomit, feces, or blood can be effectively removed with an enzyme-based spotter.
6. When applying a spotter, never rub the spotted area. Always carefully blot the spot with a clean cotton cloth. To help prevent resoiling, use a spotting water extractor to thoroughly clean the spotted area after blotting.
7. See below:

Cleaning Instruction Chart Key:

1. Cold water.
2. One teaspoon of wool detergent with one teaspoon of white vinegar and one liter of warm water.
3. Clear household disinfectant.
4. White spirits (available from hardware stores). Use only on dry carpet.
5. Chill with ice cubes in a plastic bag. Pick or scrape off gum.
6. Mix 1/3 cup of white vinegar with 2/3 cup of water.
7. Warm water.
8. Nail polish remover (should not contain lanolin).
9. Surgical alcohol.
10. Place absorbent paper over wax and apply hot iron to paper. Wax will melt and be absorbed by the paper.
11. Vacuum clean.
12. Mineral turpentine.
13. Seek assistance from a professional carpet cleaner.

Remember that to avoid spreading the stain, start from the outside of the stained area and work towards the center.

Stain	Step 1	Step 2	Step 3
Alcoholic Beverages	1	2	—
Bleach	1	13	—
Blood	1	2	—
Butter	4	2	—
Candle Wax	10	4	—
Chewing Gum	5	4	—
Chocolate	4	2	—
Coffee	1	2	6
Colas & Soft Drinks	1	2	—
Cooking Oil	4	2	—
Cream	2	4	—
Egg	2	13	—
Faeces	2	3	13
Floor Wax	4	2	—
Fruit Juice	1	2	—
Furniture Polish	4	2	—
Gravy & Sauces	7	2	—
Ink (Ballpoint Pen)	9	2	—
Ink (Felt Tip Pen)	4	2	—
Lipstick	4	2	—
Milk	2	4	—
Mustard	2	—	—
Nail Polish	8	4	—
Oil & Grease	4	2	—
Paint (Oil Based)	12	4	—
Paint (Acrylic)	1	2	—
Rust	6	13	—
Salad Dressing	2	4	—
Shoe Polish	4	2	—
Soot	11	4	—
Tar	12	4	—
Tea	1	2	6
Tomato Sauce	7	2	—
Urine (Fresh)	1	2	3
Urine (Old Stain)	13	—	—
Vomit	2	3	6
Wine	1	2	6
Unknown Material	4	2	—

There are many ways to clean commercial carpeting. To determine the best for your requirements, you should map out the types of traffic in your facility's carpeted areas. Using a copy of your building's floor plan, categorize and label traffic areas as heavy, medium, or light.

Amount of Traffic	Traffic	Vacuum Frequencies	Interim Cleaning Frequencies	Deep Cleaning Frequencies
Light	Office area with 1 worker	2-3 times per week	Two to Four times a Year	None (Only when required)
Moderate	Up to 500	Daily	Quarterly	None (Only when required)
Heavy	500-1000	Daily	Every Other Month	None (Only when required)
Extra Heavy	1000-2000	Daily	Monthly	None (Only when required)
Extremely Heavy	Over 2000	Twice Daily	Weekly to Monthly	None (Only when required)

Note: Spotting maintenance should be performed on a daily basis.

You are now on your way to total solution carpet care provided by your partner in business, Siena, in an effort to increase your return on investment of your floor coverings. For additional technical information pertaining to installation (broadloom, handloom or carpet tile), adhesives maintenance, specifications and warranties please see our website at www.sienausa.com or feel free to contact technical services at 1.888.977.4362.

Notes & Disclaimers

- Some chemicals are hazardous (corrosive, flammable, toxic, etc.) and should be used with great care, strictly in accordance with their use and safety instructions.
- DO NOT apply solvent-containing products or Dry Spot Remover #2 to bonded carpets (carpets that are not tufted or woven, but where the pile is bonded to the backing). When applying Dry Spot Remover #2 or other solvent containing products, have the work area well ventilated.
- DO NOT apply stain repellent treatments which contain any silicone because they tend to accelerate carpet soiling.
- Always pre-test a cleaning agent in an inconspicuous place, such as under a piece of furniture or in the corner of the room, to insure that it does not remove color.
- Siena does not guarantee that these methods work and should be used as a guideline only! If in doubt, call a reputable cleaner.

Siena Hand Loomed Wool Warranty

1 Year Defect Warranty

All Siena handloomed wool products carry a one year warranty against manufacturing defects. This warranty applies to material only, and is valid for one year from the date of invoice. This warranty covers only irregularities or deficiencies due to manufacturing. This warranty does not apply in cases of improper padding, installation, maintenance, handling or usage. This warranty does not apply to naturally occurring or characteristic effects, such as shedding, footprints, shading (watermarking), sun fade, or random dye striations (abrush). This warranty does not apply for stains, pet damage, soiling, cuts, tears, burns, pulls, improper cleaning or topical treatments, freight and handling damage, or dye lot variations. No warranty applies to stair installations. Claims for defect must be validated by the dealer, submitted in writing and

confirmed by a certified, independent floor covering inspector approved by Siena. This warranty is limited to the value of the affected carpet, and does not include cost of installation, storage, moving, lost time, transportation or other incidental costs.

10 Year Standard Limited Use Warranty and Wear

Siena warrants its handloomed wool products after proper installation and maintenance for a period of ten (10) years. This warranty extends to the original purchaser and commences upon the date of purchase. Proper installation (In accordance with CRI-105 standards), must include power stretching, use of seam sealer, and the use of a firm, dense pad. Proper maintenance includes regular vacuuming, use of proper walk-off mats where applicable, spot cleaning when necessary and scheduled professional cleaning. Siena warrants that for ten (10) years from the date of the original purchase, this carpet will retain at least 90% of its pile fiber, provided the carpet is properly installed and maintained. Carpet installed on stairs or ramps is excluded from this warranty. This warranty does not include installation cost, or any other incidental costs (i.e. furniture removal, partitions, equipment removal, freight, etc.). Full remedy for valid wear claim is limited to material replacement of affected area with the same or equal value Siena product. Any replacement is issued on a prorated basis as follows: up to five years – full replacement; after six years – 80% replacement; after seven years – 50% replacement; after eight years – 40% replacement; after nine years – 20% replacement. Siena must be allowed to perform on-site inspection, on-site testing and lab testing, as necessary, upon notification of a wear claim.

This warranty covers only abrasive wear resulting in fiber loss. It does not cover freight, or handling damage, improper installation, improper cleaning methods, cuts, burns, tears, normal shedding, yarn packing, shading, pooling, pet damage, or lack of proper protective items such as chair pads and walk-off mats.

Installation Basics

Siena recommends installation of its products by experienced, certified carpet installation professionals, utilizing methods in accordance with Carpet and Rug Institute guidelines (CRI-104). (For more information or to find a certified installer, go to cfi-installers.org).

Below are some of the basic requirements for successful installation of Siena Hand Loomed Wool products:

- **Proper Padding:** Siena recommends a firm, dense, high quality pad for all of its broadloom (such as Synthetic Hair and Jute of minimum 40 oz./sy. and 11lb. density or a flat rubber pad of a minimum 56 oz./sy. and 18 lb. density).
- **Power Stretching:** Siena recommends use of a power stretcher for stretch in installations, direct glue or double-stick, in accordance with CRI-104. A knee kicker is not sufficient to give proper stretch and can damage carpet face with abrasion or raking of the pile.
- **Seam Sealing:** Siena recommends that all seams are properly sealed with the use of latex/seam sealer on all cut edges. Failure to properly seal seams can result in seam unraveling, loose tufts and/or seam breakdown.

**For additional information, please go to SIENAUSA.COM,
or contact Siena, LLC at 888.977.4362.**