

## CARPET INFORMATION, CARE & WARRANTIES

siena wool blended broadloom

Siena produces carpets from the finest raw materials, often using natural fibers like pure New Zealand Wool, or innovative yarn blends like 50-50 and 20-80. 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. Our Green Label Plus certification and our Siena Warranty give you the assurance of quality that Siena products are known for.

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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 spiralling 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 sulphur 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.



## The Green Label Plus Program



Green building is now a mainstay. Schools, health care facilities, businesses and public facilities recognize the benefits of building green, and governmental entities are even passing laws to mandate future green construction of public and private buildings.

- Independently tested to ensure the highest level of indoor air quality
- Developed in conjunction with the Environmental Protection Agency (EPA).
- Green Label Plus ensures that consumers are purchasing the lowest emitting carpet products on the market.
- Helps trap allergens and other particles so they can be vacuumed away.

## Care & Maintenance

### Regular Maintenance

The simplest and most frequent maintenance involves vacuuming and spot removal, as well as preventive measures.

### Vacuuming

Regular and thorough vacuuming once a week (more often in heavy traffic areas) is an economical and effective way to remove soil and dirt particles before they become embedded into the pile of the carpet. For best results, empty your vacuum bag when half full.

- An upright vacuum with a beater bar/brush is best for cut pile carpet.
- A suction-only vacuum is recommended for loop pile carpets to prevent excessive fuzzing.

### Spot & Stain Removal

- With spot and stain removal, speed is of the essence.
- Blot up liquids with paper towel or absorbent cloth. Scoop up solids with the end of a knife or spoon.
- Apply spot removal agent to clean towel or cloth, not directly to the spot. Use small quantities. Always work inwards from edge to prevent spreading. Do not rub, as this may cause the spot to spread or distort the pile. Do not over-wet the carpet pile.
- Afterwards, blot as dry as possible with clean towel.

### Preventive Measures

- Place absorbent mats at all entrances; change or launder when these mats become dirty.
- Regularly change filters in the building's heating and air conditioning systems.
- Clean traffic lanes and in front of frequently used workstations periodically with an absorbent powder such as Host®, Capture® or Dri-Matic®.
- Do not apply stain repellent treatments that contain any silicone, because they tend to accelerate carpet soiling.
- Siena will not accept responsibility for complaints where such treatments have been used.

### Interim Maintenance

Occasionally, more comprehensive cleaning is needed to restore color and appearance. Impregnated absorbent compound—inert powders impregnated with a mixture of cleansing agents and solvents—can be brushed into the carpet pile on an interim basis to absorb dirt from the carpet fiber.

### Periodic Maintenance

Thorough cleaning is required periodically to remove the deepest soil. There are many deep cleaning methods you can use to ensure the beauty and life of a wool carpet or rug. When having your wool carpet professional cleaned, use a reputable company and check references.



## Cleaning Instruction Guide

Accidents happen. In fact, removal of spots and spills is one of the most crucial areas of carpet maintenance. When anything is dropped or spilled, quick response with the proper cleaning material can save the day. . .and your carpet!

**When Accidents Happen:**

- Blot up liquids with white paper towels or absorbent cloth; scoop up solids with the end of a knife or spoon.
- Treat the spot according to the cleaning instruction chart.
- Apply spot removal agent to clean towel or cloth, not directly to the spot. Use small quantities at a time. Always work inwards from the edge to prevent spreading. Do not rub, as this may cause the spot to spread or distort the pile. Do not over-wet the carpet pile.
- Afterwards, blot as dry as possible with clean towel.

**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	—

## 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 Wool Blend Warranty

### 1 Year Defect Warranty

All Siena wool blend broadloom 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 wool blend broadloom 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](http://cfi-installers.org)).

Below are some of the basic requirements for successful installation of Siena wool blend 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](http://SIENAUSA.COM),  
or contact Siena, LLC at 888.977.4362.**