



# Carpet Care and Maintenance



Clear

## Protecting your investment is up to you...

*Like other fine furnishings, carpet requires proper care, and you should reference your residential warranty for specific care requirements. There are also a few simple steps you can take to insure the lasting beauty of your new carpet:*

### Prevention

Keep the dirt/soil out. Use walk-off mats at entrances and other areas to keep outside dirt and moisture from being tracked onto the carpet. Clean mats frequently. Keep your sidewalks and entrances free of excessive dirt.

### Vacuum Frequently

The best way to reduce dirt accumulation and prolong the life of your carpet is to vacuum, vacuum, vacuum! Most dirt, even dust, is in the form of hard particles. When left in the carpet, these gritty, sharp particles abrade the pile as effectively as sandpaper. How frequently should you vacuum? That depends on the amount of foot traffic and household soil to which your carpet is exposed. More use means more frequent vacuuming. Shaw recommends a vacuum cleaner with a rotating brush or "brush/beater bar" to agitate the pile and mechanically loosen soil particles. The exception to this is for shag styled products with longer yarns which might tend to wrap around a rotating brush. For these styles we recommend a suction-only vacuum.

**Also, be aware that some vacuums have overly aggressive action which may damage the surface of your carpet. An inexpensive, less efficient vacuum can remove surface dirt but will not effectively remove the hidden particles embedded in the pile.**

For most Shaw carpets, make sure your vacuum is certified through the Carpet and Rug Institute (CRI) Seal of Approval/ Green Label Vacuum Cleaner Program. Visit [www.carpet-rug.org](http://www.carpet-rug.org) for details and listings.

### Spots & Spills

Prompt attention to spots and spills is essential. Some spilled materials will stain or discolor carpet if not removed promptly. Other spills can leave a sticky residue that may result in increased soiling if not removed.

No carpet is stain proof, although many are stain resistant, which allows time for removal.



#### Scrape:

Remove as much of food spills as possible by scraping gently with a spoon or dull knife.



#### Absorb:

Absorb wet spills as quickly as possible by blotting repeatedly with white paper or cloth towels.



#### Blot:

Always blot; never rub or scrub abrasively, as a fuzzy area may result. When blotting, work from the outer edge in toward the center of the spot to avoid spreading the spill.



#### Rinse:

Always follow up with water to remove detergent residue that may become sticky and cause rapid resoiling.



#### Weight:

Remove remaining moisture by placing several layers of white towels over the spot and weigh them down with a heavy object that will not transfer color, such as a plastic jug of water.

## Spot Removal

**Shaw's R2X® Stain & Soil Remover** is recommended for all types of spot cleaning and is available from your floor covering retailer or through [www.shawfloors.com](http://www.shawfloors.com). It is approved under the Carpet and Rug Institute's (CRI) Seal of Approval certification. Additional cleaning products in the CRI certification program are listed at [www.carpet-rug.org](http://www.carpet-rug.org). Do not use any household cleaners other than those listed in this program, since many household products contain chemicals that may permanently damage your carpet.

*If one of the recommended products is not readily available you may use the guidelines below:*

## Cleaning Solutions



### Detergent:

Mix 1/4 teaspoon clear, hand dish-washing detergent with 1 cup warm, not hot, water. Use a clear, non-bleach liquid dishwashing detergent such as Dawn, Joy, or clear Ivory.



### Hydrogen Peroxide/Ammonia:

Mix 1/2 cup hydrogen peroxide (3% solution available in drug stores) with one teaspoon undiluted, unscented, clear (non-sudsy) household ammonia. Use within two hours of mixing.



### Vinegar:

1 part white vinegar to 1 part water



### Ammonia:

One tablespoon to one cup water.



### Solvent:

Liquid, non-oily, non-caustic type sold for spot removal from garments. Use products for grease, oil, and tar removal such as Carbona and Afta. Do not apply directly to carpet to prevent carpet damage. (See Procedure A on page 9.)

The following chart lists the most common household stains and the procedure used to remove them. If using more than one procedure, allow to dry in-between.

Stain	Procedure	Stain	Procedure
Beer	B	Ink-India, Marking Pen	A, M
Berries	M	Kool-Aid	M
Blood	M	Lemonade	M
Butter	A	Makeup	A, B
Candle Wax	O, A	Mayonnaise	B
Candy (sugar)	B	Mercurochrome	M
Catsup	M	Merthiolate	M
Chewing Gum	G, A	Milk	B
Chocolate	B	Mixed Drinks (liquors)	M
Chalk	P	Mud (dried)	P, B
Coffee	M	Mustard	M
Cooking Oil	A, B	Nail Polish	L
Crayon	A, B	Paint-Latex	B
Dirt or Clay	P, B	Paint-Oil	A
Dyes (Blue, Black, etc.)	M	Pet Food	M
Excrement	B	Shoe Polish	A, M
Fruit Juice/Drinks	M	Soft Drinks	M
Furniture Polish	A	Tar	A
Grease-Food	A, B	Tea	M
Grease-Auto	A	Urine	D, M
Glue-White	B	Vomit	B, M
Glue-Hobby	A, L	Wine	B, M
Ice Cream	B	Unknown	A, B
Ink-Ball Point Pen	A		

*Please reference your specific warranty for covered stains. The stain removal procedures recommended on the following page are provided to assist in maintaining your carpet and reflect the best information available. Remember, **no carpet is stain proof.***

**WARNING:** Certain products found in most homes can cause irreparable damage to your carpet. Bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, pesticides, and some plant foods can have strong chemicals which discolor or dissolve carpet fibers. Acne medications containing benzoyl peroxide, a very powerful bleach, are capable of permanently damaging your carpet and most other fabrics as well.

# Stain Removal Procedures

## Reminder:

Always follow up with water to remove detergent residue that may become sticky and cause rapid resoiling.

## Procedure A:

Apply solvent to dry towel/cloth. Blot, don't rub. Repeat application as above. Blot, don't rub. Follow with Procedure B.

## Procedure B:

Scrape or blot up excess spill. Apply detergent (see "Cleaning Solutions"), use damp towel. Blot, don't rub. Apply water with damp towel. Blot; finish with weighted pad of towels.

## Procedure D:

Scrape or blot up excess spill. Apply detergent (see "Cleaning Solutions"), use damp towel. Blot, don't rub. Apply ammonia (see "Cleaning Solutions"), use damp towel. Blot, don't rub. Apply white vinegar (undiluted), only after stain is removed. Apply water rinse with a damp towel. Blot; finish with weighted pad of towels.

## Procedure G:

Scrape or blot up excess spill. Freeze with ice cubes. Shatter with blunt object such as back of spoon. Remove chips before they melt.

## Procedure L:

Apply solvent remover (non-oily acetone type) to a white cotton towel and apply to spill. Do not saturate carpet. Pick up softened material using a clean, white paper towel, push toward center of the spot (to avoid spreading material). Repeat above, soften and carefully remove a layer of the material each time. Haste may spread the stain and/or damage the carpet. Follow with Procedure B.

## Procedure M:

Apply detergent solution (see "Cleaning Solutions") to white towel, leave 3-5 minutes. Blot, don't rub. If stain is removed, finish with a water rinse, then blot, then apply a pad of weighted paper towels. If stain is not removed, continue as follows: Apply hydrogen peroxide solution (see "Cleaning Solutions"), let stand 2-3 hours under a weighted sheet of plastic wrap. Repeat application of hydrogen peroxide and allow to dry until removal is complete. Apply white vinegar only after stain is removed. Apply water with damp towel. Blot and dry with weighted pad of paper towels.

## Procedure O:

Scrape off excess material. Cover with white cotton towel or brown paper. Lightly apply warm iron to towel or paper until material is absorbed. Be sure towel is large enough to cover the stained area. Never touch the iron directly onto the carpet, as the fiber may melt! Change towel or rotate same towel to a clean area and repeat until all material is absorbed.

# Stain Removal Procedures

## Procedure P:

Vacuum as much as possible. Loosen remaining material by tapping with a scrub brush or toothbrush. Tap with brush, do not scrub. Vacuum again. Follow with procedure "B".

## Clean Most Frequently Used Areas More Often

The most frequently used areas of your carpet — entrances, doorways, traffic lanes, seating areas, etc. will collect dirt much faster than other areas. By cleaning these areas when they first show signs of soiling you can prevent the dirt from spreading to the rest of the carpeted areas of the house.

## Professional Cleaning

Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Shaw recommends only hot water extraction (also called "steam cleaning"), utilizing carpet cleaning products, equipment, and systems certified through the Carpet and Rug Institute's Seal of Approval Program. These products are listed at [www.carpet-rug.org](http://www.carpet-rug.org). **Warning:** Non-approved cleaning products and topical treatments, applied by you or by a professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.

Shaw recommends that professional service be performed by an IICRC certified firm. Locate a professional cleaner through the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 1-800-835-4624 or [www.iicrc.org](http://www.iicrc.org). Cleaning by other professional services may result in damage that will not be covered by your warranty.

## Do-it-yourself Systems

If you decide to rent a steam cleaning machine and do it yourself, remember recommended carpet cleaning equipment and cleaning products should have certification in the CRI Seal of Approval Programs ([www.carpet-rug.org](http://www.carpet-rug.org)).



### Shading/Vacuum Cleaner Marks

Shading is normal in luxurious, cut pile carpet constructions, such as velvets or saxonies. This visual effect is a result of light reflecting differently from the tips of the carpet tufts versus the sides of the tufts. It is an aesthetic quality built into the carpet design and not considered a defect.



### Seams

Reputable carpet stores use qualified installers who know how to minimize the appearance of seams. Seams may be slightly more apparent with a loop pile carpet than with a cut pile carpet.



### Footprints

Most deep, cut pile carpets will show shoe or foot impressions. If you find this objectionable, a low pile carpet with a denser construction can help minimize this condition. Textured saxonies and frieze constructions are ideal for minimizing the appearance of footprints.



### Indentations

Shift the location of furniture from time to time. Brush the dented area or use a grooming tool or fork to gently loosen or stand the crushed tufts upward. Holding a steam iron several inches above the carpet surface, steam the indented area lightly and brush the tufts upward with your fingertips. Do not let the iron touch the carpet!



### Tip Bloom

Over time, day-to-day foot-traffic can cause the tips of cut pile carpet tufts to untwist and splay open, or "bloom". This is a normal occurrence. Look for carpet styles with dense pile and tightly twisted tufts to minimize the likelihood of excessive tip bloom.



### Crushing

Crushing is the compression of the carpet tufts. Heavy foot traffic and furniture indentations can crush the surface pile of the carpet. Use a vacuum with a beater bar unit and/or your fingers to lift and groom the pile. It may take several days for the pile to "recover" or fill in. To minimize crushing, select a dense, low pile carpet construction with tightly twisted tufts.



### Matting

Matting is the physical entanglement of the fibers on the surface of the carpet. Many factors can contribute to matting. For example, tip bloom, foreign (abrasive) material, residue from spills, or unrinsed carpet shampoos can result in fiber entanglement and matting. Runners or walk-off mats can rub the surface pile of your carpet and promote untwisting of the tufts and also accelerate "matting". Proper maintenance is the key to reducing matting problems. Remember to vacuum regularly!

## Other warranty service

If you have a claim against any other manufacturer who has an applicable warranty on a Shaw carpet, please contact them directly for information on filing a claim. Ask your Shaw retailer for any other warranty statement that may apply to your Shaw carpet when you make your purchase.

The Shaw Information Center provides information about proper installation and maintenance of your Shaw carpet. Much of this information is included in this booklet. If you have other questions, please feel free to write or call us.

If you think that there is a defect in your carpet that is covered by one of the Shaw warranties, you must notify the Shaw retailer who sold you the carpet. Your retailer will be able to file the claim with Shaw for you. If you are unable to contact your retailer or do not receive satisfaction, write:

**Shaw Industries  
Financial Services  
P.O. Box 40  
Mail Drop 026-04  
Dalton, GA 30722-0040**

Be sure to include a full description of the problem, photos if available, proof of purchase showing the price paid for the carpet excluding pad and labor, and proof of periodic cleaning by hot water extraction.

### How to contact the Shaw Information Center

**1.800.441.7429 or  
[www.shawfloors.com/customer-care/contact-us](http://www.shawfloors.com/customer-care/contact-us)**

# Your Warranty Record

# Maintenance Record

## Quick Guide

### How to ensure fast and easy warranty service:

- Retain two square feet of excess, unused carpet after installation.
- Keep your original carpet purchase receipt.
- Keep a list of all the products used to clean your carpet.

## Your Warranty Record

To help maintain the like-new appearance of your new carpet, periodic cleaning is required. The salesperson who sold you your carpet can help you complete the information should you need assistance.

Date of Original Carpet Purchase \_\_\_\_\_

Which Shaw Brand (circle one)

**Anso® Nylon**      **EverTouch®**      **ClearTouch® Platinum**

**ClearTouch®**      **Other**

Style Name, Style # \_\_\_\_\_

Number of Sq. Yds. or Sq. Ft. Purchased \_\_\_\_ Sq. Yds. \_\_\_\_\_ Sq. Ft.

Store Name \_\_\_\_\_

Store Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Store Telephone # \_\_\_\_\_

Store Salesperson/Contact Name \_\_\_\_\_

## Maintenance Record

You may use this record to keep track of periodic cleanings.

**1. Date Cleaned** \_\_\_\_\_

Cleaning Company \_\_\_\_\_

Cleaning Method Used (e.g. hot water extraction) \_\_\_\_\_

Cleaning Products Used \_\_\_\_\_

Other Products Used \_\_\_\_\_

Area(s) cleaned (e.g. master bedroom, etc.) \_\_\_\_\_

**2. Date Cleaned** \_\_\_\_\_

Cleaning Company \_\_\_\_\_

Cleaning Method Used (e.g. hot water extraction) \_\_\_\_\_

Cleaning Products Used \_\_\_\_\_

Other Products Used \_\_\_\_\_

Area(s) cleaned (e.g. master bedroom, etc.) \_\_\_\_\_

**3. Date Cleaned** \_\_\_\_\_

Cleaning Company \_\_\_\_\_

Cleaning Method Used (e.g. hot water extraction) \_\_\_\_\_

Cleaning Products Used \_\_\_\_\_

Other Products Used \_\_\_\_\_

Area(s) cleaned (e.g. master bedroom, etc.) \_\_\_\_\_





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Stain Center app on your  
iPhone now!



**About Shaw:** *Shaw is the world's largest carpet manufacturer and a leading producer of all types of flooring.*



*Shaw has been voted as the #1 supplier in terms of quality, style, and service by our retail customers for 8 consecutive years.*



*Shaw embraces a mission to create a better future for all those in communities we serve. We proudly participate as the sole national flooring sponsor for the Make it Right Foundation and the exclusive flooring provider to the St. Jude Dream Home Giveaway.*



*Since 1967, Shaw has offered products made in the U.S.A., and the company continues this tradition today with the majority of its floor covering being American-made.*

