

CARPET

LIQUIDATORS

CARPET GUIDE

Selecting The Right Carpet

Where to Start

Before purchasing carpet, you should answer the following questions:

- How is the room going to be used?
- Will it have heavy or light traffic?
- Will the room be the center of activity for family and entertaining?
- Is there direct access from outside, or will the carpet be away from entrances?
- Will the carpet receive direct sunlight?

Your answers will determine many of your choices, from color to carpet construction and more. If you still have questions, your carpet dealer should be able to help give you expert guidance.

Here are a few things to consider before selecting your carpet:

- High Traffic Households
- Households with Elderly Individuals
- Pets in the Home
- Heated Flooring
- Outdoor Carpet

A Rainbow Of Choices

If a room is your interior design canvas, carpet is your paint brush. It can be neutral, complementing the other visual elements in the room. Or, it can be a bold, focal point of the room, making a statement. Because carpet comes in nearly every color imaginable, the choice is yours.

The ever-popular beige carpet can make a room look spacious. For a bolder statement, you might match your carpet to a common color in your furniture and draperies. Environmental colors, like blues, deep greens, rosy quartz and stony neutrals are becoming increasingly popular. Warm colors can turn up the heat in a room that lacks light, while cool greens and blues have a calming effect. Lighter colors make the room seem larger; darker colors provide coziness.

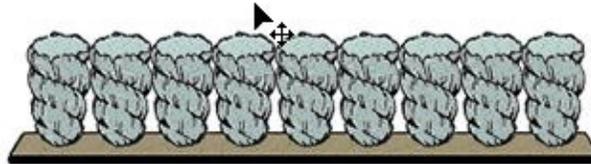
There are also practical considerations in color selection. New stain and soil-resistant technology makes today's lighter color carpet much easier to clean, allowing for more decorating options. Medium and darker colors, tweeds and textures are good at hiding soil in your home's high-traffic areas.

One final consideration: the color of your carpet will look different under different lighting conditions. So make sure to take your samples home and look at them by daylight and by lamplight.

Types of Carpet

Carpet is constructed in several different ways, and from a variety of fibers. Understanding the strengths and difference of each will help you make the right choices for your lifestyle and budget.

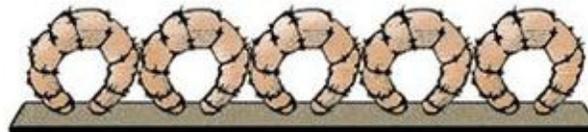
Cut Pile



Cut Pile: Still one of today's most popular constructions, cut pile achieves its durability through the type of fiber used, density of tufts and the amount of twist in the yarn. Highly twisted yarn will hold its shape longer, making it a smart choice for high-traffic areas.

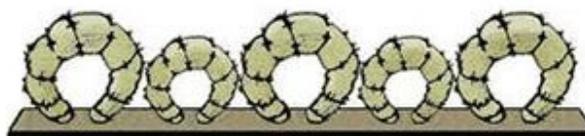
- **Textured Plush** - Most decoratively versatile. Textured surfaces help hide footprints and vacuum marks. Add causal beauty to any room. Preferred style for busy households. A great "whole-house" carpet.
- **Saxony** - Refined surface. Works well with traditional interiors. Ideal for living and dining rooms.
- **Friezé** - Forms a "curly" textured surface because yarns are extremely twisted. Has an informal look. Helps minimize footprints and vacuum marks.
- **Plush (Velvet)** - Has a dense luxurious feel. Shows footprints and vacuum marks easily. Best for low traffic areas and formal rooms.

Loop Pile



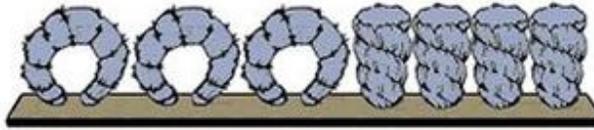
Loop Pile: Here loops are the same height, creating an informal look. This style generally lasts a long time in high-traffic areas. Many of today's popular Berber styles are level loop styles with flecks of a darker color on a lighter background. This is a good choice for contemporary to cottage furnishings.

Patterned Loop



Multi-level loop pile: This style usually has two to three different loop heights to create pattern effects, providing good durability and a more casual look.

Cut and Loop



Cut-loop pile: This carpet style combines cut and looped yarns. It provides variety of surface textures, including sculptured effects of squares, chevrons and swirls. The multicolor effects hide soil and stains.

Understanding Carpet Fibers

To get the best performance and most enjoyment out of your carpet it's essential to select a carpet fiber that fits your needs. Synthetic fibers represent the vast majority of the fiber used to manufacture carpet in the U.S. Each fiber type offers somewhat different attributes of durability, abrasion resistance, texture retention, stain and soil resistance, colorfastness, ease of cleaning and color clarity. Manufacturers, retailers, specifiers, and designers are valuable resources in helping you determine the most appropriate fiber and carpet construction for your needs. The majority of the carpet produced in the United States contains one of five primary pile fibers:

- **Nylon:** In overall performance characteristics, nylon is the most versatile of all fibers, providing excellent durability and flexibility in creating a variety of carpet styles. Nylon is the most commonly used carpet fiber and can be found in a wide range of both cut pile and loop pile styles. Nylon also has great color flexibility and uniformity, and many nylon yarn systems are exceptionally soft. Though not inherently stain resistant, most nylon carpets will feature a stain-resist carpet treatment for protection against household spills and stains.
- **Polyester (PET):** Polyester offers exceptional softness and color clarity, and is also naturally stain and fade resistant. Although polyester is not as inherently strong and durable as nylon, polyester fiber still performs very well. Polyester styles are good choices for low - to medium - traffic settings such as bedrooms and represent great value for your home.
- **Polypropylene (Olefin):** Unlike other fiber types, polypropylene will not absorb water, so it is solution dyed. Solution dyeing is a process in which color is actually built into the fiber when it is formed making the color an inherent part that cannot be removed from the fiber. This means the color will not fade, even when exposed to intense sunlight, bleaches, atmospheric contaminants, or other harsh chemicals or elements. Polypropylene is normally used in loop pile construction in which there is less need for resiliency because it is not as strong as other fibers.
- **Triexta:** This fiber is known as SmartStrand® when marketed by Mohawk. Perhaps the strongest synthetic carpet fiber available, triexta offers exceptional softness & durability. With permanent stain protection engineered into the fiber, triexta is easy to clean and maintain. If you have an active household with kids and pets, triexta is a great choice. Triexta is also Oeko-Tex certified, meaning it

is free of more than 300 potentially dangerous substances. This certification signifies that it meets the most stringent limit levels that Oeko-Tex requires for products used by infants and toddlers 3 years and younger.

- **Wool:** If you are looking for your basic commodity carpet, do not expect to find it in wool. Wool makes excellent berber carpet. Wool naturally resists general soiling, crushing, and most stains. Wool is also naturally resistant to fire. Look for wool carpets made with jute backing as it has a superior tuft bind. The soft look and the rich feel of wool is still unmatched by any man made fiber, and can be more affordable than you think. Wool carpet is indeed a long lasting luxury carpet.

Selecting the Right Cushion

The Cushion And Carpet Go Hand In Hand.

The cushion is an unseen, but essential part of your carpet system experience. It's well worth the time to ensure you're picking the right one. A firm and resilient carpet cushion forms the foundation for your carpet. The right cushion acts as a shock absorber to increase comfort and extend durability. It also helps buffer sound and provides increased insulation, making a room quieter and warmer. The type and thickness of cushion you need varies based on traffic levels and patterns. For example, bedrooms, dens, lounge areas and other rooms with light or moderate traffic can use thicker and softer cushion. Living rooms, family rooms, hallways, stairs and other heavy traffic areas require thinner, firmer cushion. When selecting cushion, a general rule of thumb for most residential carpet applications is to choose cushion no more than 7/16 inch thick and no less than 1/4 inch with 6 pounds per cubic feet density. If the carpet is a berber or a low profile carpet, choose a cushion no more than 3/8 inch thick with 8 pounds density.

Installation Tips

Bring In The Professionals

A quality installation is critical to the performance of your carpet. To put it simply, this is a job for the professionals. In most cases, the retailer will handle the details of arranging installation. At the time of purchase, ask your floor covering retailer to recommend a professional installer if there is not one on staff. Be sure to ask about additional fees, such as the removal and disposal of old flooring and moving larger furniture pieces. There are several things you can do, both before and after installation, to make sure the process goes smoothly.

Preparing for the Installation

When getting carpet installed, make sure that you know what services your installer will provide and what you might need to handle yourself. For example, there may be an additional charge to move your furniture. Here are other some things to keep in mind before and during carpet installation:

- Complete other remodeling projects in the room, such as wallpapering or painting, before installing new carpet.

- Remove all breakable items from the area being carpeted and detach and store wiring from TVs, stereos, VCR/DVD and computers.
- Vacuum the old carpet to avoid the possibility of airborne dust and dirt. After the old carpet and cushion are removed, vacuum the sub-floor as well.
- Determine who will remove and dispose of the existing carpet and cushion.
- Check your new carpet (texture, color and style) to make sure there are no visible defects before installation.
- Ask that seams be placed in less visible areas, but don't expect seams to be invisible.
- Insist that the installer follow the instructions from the carpet manufacturer and/or those set forth in the CRI Installation Standard. Among other things, this standard requires that carpet must be power-stretched for proper installation to minimize wrinkling and rippling. Seam edges must be sealed with an appropriate adhesive to prevent delamination and edge ravel.
- Finally, it is your responsibility to provide an adequate supply of fresh air during installation. Open windows and doors, use an exhaust fan, or operate the fan of your heating or air conditioning system. The "new carpet smell" will clear very quickly, usually in less than 72 hours.

After the Installation

In the months following installation, you may notice some changes in your carpet. Most of these are normal and will not affect the carpet's life or beauty. Here's what to do as the carpet breaks in over time:

If you have any additional questions, contact your retailer and/or the carpet manufacturer.

- **Shedding** - The shedding of loose fibers is normal and should subside with regular vacuuming.
- **Sprouting** - If a single tuft extends beyond the carpet's surface, simply clip it off. Do not pull it out.
- **Pile reversal or shading** - This seeming color change may occur in various parts of the carpet, caused by light being reflected in different ways as pile fibers are bent in different directions. This is a characteristic of plush carpet, not a defect.
- **Wrinkling** - If ripples occur, call your retailer. It may be necessary to professionally restretch the carpet.