

Care and Maintenance

Every Loom rug is a unique handmade example that will bring joy for a lifetime. Each rug has unique characteristics that will age gracefully with a little regular care and maintenance. The following examples are a guide to living with your beautiful Loom rug.

Regular Vacuuming

Your Loom rug will benefit from regular, gentle vacuuming to remove loose dirt, dust and fibres.

Use a normal vacuum on low suction with a flat, non-rotating head. Avoid rotating brushes, spinning parts, beater bars and turbo heads, as these may catch the pile, encourage pilling or pull loose fibres.

Vacuum slowly and gently, preferably in the direction of the pile, and avoid vacuuming directly over fringes, tassels and other delicate details. Always test a small area before vacuuming the entire rug.

From time to time, you may also vacuum the underside of your rug to help release dust and grit that has settled more deeply into its construction.

Shedding and Loose Fibres

A little shedding is completely natural, particularly while your new rug is settling into its home. These are simply loose surface fibres remaining from the handmade process.

The amount of shedding will vary depending on the rug's fibres, construction and the amount of use it receives. It will usually reduce over time with gentle, regular vacuuming, although some natural-fibre rugs may continue to shed lightly throughout their life.

This will not affect the beauty, quality or expected life of your rug.

Sunlight, Heat and Rotation

Like all beautiful natural materials, rugs may gradually soften or change in colour when exposed to sunlight. This natural ageing process contributes to the individual character of your rug.

To encourage even wear and fading, rotate your rug approximately every three to six months, particularly if it sits in direct sunlight or a high-traffic area.

Where possible, protect your rug with blinds, curtains or UV-filtering glass. Keep it away from fireplaces, heaters and other direct heat sources, as prolonged heat may dry the fibres and affect the colour.

Rug Underlay

Placing a suitable non-slip underlay beneath your rug provides a little extra cushioning and helps prevent movement, rippling and slipping.

An underlay also protects the rug from wear and abrasion against the floor, makes vacuuming easier and helps extend its life.

Loose Yarns, Sprouting and Pilling

As a handmade rug settles into daily life, you may occasionally notice a loose end or small tuft sitting above the surface. This is sometimes known as sprouting or a yarn pop-up and is a natural characteristic of many handmade rugs.

Never pull a raised or loose yarn. On a cut-pile rug, carefully trim a short tuft level with the surrounding pile using small, sharp scissors.

Pilling may also occur through foot traffic, furniture movement, vacuuming and everyday use. Small pills can be gently trimmed back to the rug's natural pile height.

Pile Movement and Shading

The pile of your rug may appear lighter or darker depending on its direction, the viewing angle and the way light falls across it.

This natural effect is sometimes called shading, pile reversal, watermarking or pooling. It is not usually a change in the rug's colour, but simply the light reflecting differently across the pile.

Shading may be more noticeable in solid-coloured, cut-pile rugs and is part of the way these beautiful surfaces respond to light and daily life.

Furniture and Pressure Marks

Like all of us, rugs can show a few signs of the life lived around them. Heavy furniture may leave pressure marks or temporarily flatten the pile.

Use furniture cups or suitable protectors beneath heavy pieces to help distribute their weight. Always lift furniture when moving it, rather than dragging it across the rug, as sharp edges may catch and pull the pile.

Where practical, gently reposition your furniture or rotate the rug from time to time to encourage more even wear.

Spills and Stains

Life happens, so if a spill occurs, it is important to act quickly. Carefully lift away any solids using a spoon or blunt-edged utensil, taking care not to push them further into the pile.

Gently blot liquids with a clean, absorbent, colourfast white cloth or plain white paper towel. Work from the outside of the spill towards the centre. Never rub, scrub or clean in a circular motion, as this can spread the stain, push it deeper into the rug or damage the pile.

Avoid oversaturating the rug or applying bleach, oxygen cleaners, carpet shampoos, stain-removal sprays or strong household cleaning products.

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Continued.

Spills and Stains (cont.)

Cold water may be suitable for some wool rugs, but silk, jute, viscose, bamboo and other speciality fibres can be permanently changed or damaged by water. If the stain is serious or stubborn, please contact us immediately to organise for the rug to be attended to by a handmade rug-washing specialist.

A Little Professional Love

When your rug is ready for a more thorough clean, show it a little professional love.

Choose a rug-cleaning specialist who understands handmade rugs and the particular fibres, dyes and construction used in yours. Provide the cleaner with as much information as possible and ask that cleaning products and colourfastness are tested before treatment.

Do not machine wash, steam clean, dry clean or use domestic carpet-cleaning equipment unless Loom Rugs has confirmed that the method is suitable for your particular rug.

Please contact us if you would like help finding an appropriate handmade rug-cleaning specialist.

Plants and Moisture

Your indoor plants and your Loom rug can live beautifully together, but it is best to keep pots and saucers raised away from the rug.

Moisture and restricted airflow beneath a pot can cause permanent staining, dye transfer, mould or damage to the natural fibres.

Natural fibres can also absorb moisture and odours from the surrounding environment, so keep your rug in a dry, well-ventilated indoor area unless it has been specifically designed for another use.

If your rug becomes damp, gently blot away the moisture and lift the affected area so air can circulate around both sides. A cool fan may help, but never apply direct heat.

For significant water exposure or persistent dampness, contact Loom Rugs and a professional rug cleaner as soon as possible.

Storing Your Rug

If your rug needs to be stored for an extended period, we recommend having it professionally cleaned first and ensuring it is completely dry.

Roll the rug rather than folding it, then wrap it in a clean, breathable protective material. Store it horizontally in a dry, well-ventilated place away from direct sunlight, moisture and heat.

Avoid placing heavy objects on top of the rolled rug, and check it occasionally for moisture, mould, moths or other insect activity.

Pets

Pets are often part of what makes a house feel like home, but claws, chewing, scratching and accidents can damage a rug's fibres, loops and dyes.

Attend to pet accidents immediately by gently blotting the area. For staining or odours, contact an experienced professional rug cleaner rather than applying household cleaning products.

Living with a Handmade Rug

Our role is to provide clear information about each rug's materials, construction, technical qualities and care requirements, helping you make an informed choice. However, every home and lifestyle is different, so it is not possible to predict exactly how a rug will respond to daily use.

Foot traffic, footwear, pets, furniture, everyday movement and many other factors can affect a rug's appearance and durability over time. These changes are a natural part of living with a handmade piece and do not necessarily indicate a manufacturing fault.

Every handmade rug is unique, and choosing the right one is a personal decision. It depends on your lifestyle, how the space will be used and what you want from your rug. We stand by the quality and integrity of every Loom rug and are always happy to share our knowledge, experience and honest advice. Ultimately, however, the final decision is yours.

We're Here to Help

Every handmade rug is unique, and its care requirements may vary. Seeking the right advice from us will help maintain the beauty and quality of your rug without causing damage during cleaning or maintenance.

Please contact Loom Rugs before attempting treatment if:

- You are unsure about your rug's fibres or the correct care method.
- A spill has penetrated deeply into the pile or backing.
- You notice dye transfer or colour movement.
- A long or continuous yarn has become loose.
- Your rug has sustained water, pet, insect or structural damage.
- You are unsure whether a change in appearance is a natural characteristic.

Where possible, send us clear photographs of the entire rug and the area of concern, together with details of what has occurred. We will be happy to help you find the best way to care for your beautiful Loom rug.

Loom Rugs

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